**BUSINESS MODEL**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Key Partners*** | ***Key Activities*** | ***Value Proposition*** | ***Customer Relationships*** | ***Customer Segments*** |
| - Other universities (for exchange programs, international experience)  - Businesses  (for lectures, events, internships)  - Students  - Teachers  - Staff  - Agents  - FabLab  - Odense and Vejle Municipalities  - Government | - Teaching students  - Organizing events and guest lectures.  - Erasmus and other exchange programs.  - Internships | - Improving knowledge by teaching students and offering them a nice study environment. | ***-*** Academy provides students with counseling.  - Customers and all who are interested can call or get to information to get personal assistance.  - Customers can also get offers by webpage or web shop.  -Teacher assistance  - Jobportal for offering student jobs. | - People who want to learn and take studies.  ***-***  Students from other countries or schools.  - Business owners to get new workers.  - Other schools or educational places to get students. |
| ***Key Resource*** |
| - Campuses  - Equipment  - Teachers knowledge  - Staff  - Government |
| ***Channels*** |
| *-*  Lillebaelt Academy University of Applied Sciences creates awareness of its services by agents or other educational institutions, webpage and by working together with local businesses.  - Lillebaelt Academy University of Applied Sciences assesses their quality by making questionnaires and having surveys from government's side and also analyzes. |
| ***Cost Structures*** | | ***Revenue*** | | |
| - Equipment  - Salaries  - Events  - Clothing line | | - Municipality/Governments funds  - Lillebaelt Online Shop  - Non-EU International students | | |