

Business Model Canvas

Designed for:

StudyBee

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2.0

Key Partners

- Student Organization: UMSDC
- Student Ambassadors: To market the app on campuses

Key Activities

- Development and maintenance of the app
- Customer support and engagement
- User verification and safety measures
- Marketing & growth strategies

Key Resources

Technology

- Mobile app and web app frameworks

Human Resources

- Developer team
- Finance and marketing team
- Customer support

Intellectual

- Platform algorithms
- User data

Value Propositions

Features:

- Student-to-student learning
- Profile-verification for safety
- In-app forums or discussion boards
- Group study session
- Earn from knowledge and skills.
- Flexible schedule

Advantages

- Connects students by course, goals, and study preferences
- Accessible academic support, and a collaborative learning environment

Customer Relationships

- Personalized and exceptional learning experience
- Community forums
- push notifications and reminders

Channels

- Web and Mobile App: Main user interaction
- Social Media Platforms: For user interaction and growth
- Educational Forums and Online Communities: For broader reach.

Customer Segments

- College students

Cost Structure <ul style="list-style-type: none"> • App development and maintenance • User support and safety moderation • Marketing and user acquisition 			Revenue Streams <ul style="list-style-type: none"> • Freemium Model (Free Basic Access + Premium Features) – Extra tools for learners. • Sponsorships & Partnerships – Educational brands and companies sponsoring challenges. • Advertisements – Non-intrusive sponsored content related to education and study tools. 	

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