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| **Business Model Canvas** | | Group 13 | | |  | | Group 13 |  | 04.10.2023 |  | 1 |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Our Key Partners are our several Enterprises whom hardware acts as our key resource will be acquired. Their donated hardware will be used to distribute it to students of need.  Schools are considered as our Partners too as their students will rent the hardware.  To motivate pursing partnerships, the donated hardware will contain advertisements, stimulating the growth of trainee applications that many companies lack of. | Our core activities revolve around acquiring and refurbishing high-quality hardware, managing lease agreements, and collaborating with educational institutions. We also engage in advertising and promotional activities to stimulate student applications and manage ongoing customer relationships, securing financial support. | | We target economically disadvantaged students, and therefore, they are considered as our customers. Since they cannot afford cost intensive hardware, we act as a key provider for high-quality hardware; that being said, the students are granted the opportunity to chart such hardware as part of an affordable lease agreement, allowing everyone to obtain high quality of education. | | | | We establish personalized relationships with our customers, offering ongoing technical support in case of malfunctioning and communication regarding lease agreements and hardware usage. These relationships are essential to ensure customer satisfaction and aid in generating a larger number of new customers | | Our primary focus is on economically disadvantaged students who lack access to costly hardware for education; therefore, we they act as our most important customers for whom we create value. Additionally, we serve schools and universities, forming a segmented market in which our services fulfill distinct needs within the education sector. | | |
| **Key Resources** | | **Channels** | |
| Key resources for us encompass the high-quality hardware donated by enterprises, financial resources, and the expertise required to manage lease agreements. These resources enable us to fulfill our value propositions and sustain customer relationships effectively. | | Our customer segments is reached through partnerships with schools, universities, and enterprises. Additionally, we utilize online platforms for lease agreement management and communication. These channels are integrated to ensure a cohesive customer experience, which are also relatively cost efficient due to online platforms and strategic partnerships. | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| Regarding cost structure, our business model bears no remarkable cost intensive features, however, our most significant costs and challenges are associated with acquiring and refurbishing high-quality hardware, employee salaries, and advertising expenses. These costs are essential to our operations and are balanced against the revenue generated from lease payments and financial support. | | | | Our primary revenue stream is derived from the affordable lease payments made by economically disadvantaged students to access high-quality educational hardware. These payments form the backbone of our financial sustainability; additionally, we receive financial contributions and hardware donations from enterprises. While these companies do not pay for advertisements directly, the donated hardware, when distributed to students, serves as an indirect promotional platform for the contributing enterprises. This exposure and goodwill generated among students can lead to potential business opportunities for these companies, although they do not incur a direct advertising cost. Grant funding and philanthropic donations also contribute to our revenue, supporting our mission to provide accessible education tools to those in need. | | | | | | | |