INES-RUHENGERI

COMPUTER SCIENCE DEPARTMENT

SOFTWARE ENGINEERING OPTION

YEAR : 3

REG No : 19/14294

**ASSIGNMENT 3 OF ENTREPRENEURSHIP**

**BUSSINESS IDEA: ONLINE COURSE PLATFORM**

**BUSINESS MODEL CANVAS**

1. **KEY PARTNERS**

* **MINEDUC:** Amongst my key partners there is the ministry of education in Rwanda so as to make sure that my business idea is legal.
* **HEC:** The higher education council will help me since my idea is related to higher institutions and universities.
* **ISP:** The internet service provider will help in my idea so as to favor customers to get internet services easily and affordably.
* **TELECOMMUNICATION COMPANIES:** To mean MTN and AIRTEL-RWANDA so that customers accessing our services via their network to favor them in having a fast and reliable internet connection:
* **K-LAB and FAB-LAB:** these are the labs introduced by our government to provide assistance to young people who need to implement technological ideas.
* **GOOGLE PLAY STORE and APPLE STORE:** they will help my idea to have a location where my customers will access easily my product.
* **UNIVERSITIES and HIGHER INSTITUTION**: they will be key partners since we will share the same customers.
* **LECTURES**: they will help implement my idea because they will be the one producing those courses.

1. **KEY ACTIVITIES**

* **TEACHING:** since the idea is based on online course platform, teaching is one of the key activities in order for the business idea to be implemented.
* **COURSE DEVELOPMENT:** there will be the process of creating courses in order for the satisfaction of our customers.
* **UPLOAD COURSES:** after the development of courses they have to be uploaded so that customers may access the courses.
* **RECRUIT LECTURES:** In order for the courses to be developed there will be the need of lectures.
* **SANSIBILIZATION:** there will be an activity to advice students on their career and which course they might need to study.

1. **KEY RESOURCES**

* **LECTURES:** for my business idea to be successful there is a high need of people to create those courses.
* **COMPUTER:** there will be a need of a strong and fast computer to implement the idea.
* **PROGRAMMING SKILLS:** I will be required to have a solid knowledge about coding skills in order to develop the platform.
* **NETWORK:** internet connection is a key resource because I will need to conduct some researches and other debugging.
* **CAPITAL:** I will need also capital in terms of money due to the hosting of the platform such that people can access my product.

1. **VALUE PROPOSITIONS**

* **Providing a high quality structured online based education:** this is to mean that I will do all my best to meet the same quality as on campus student skills.
* **Minimizing the number of drop-out students:** a high school graduate might get a job before going to university so, that student will be able to attend school while working.
* **Develop a platform combining all universities in our country:** I will make sure that all the institutions and universities are on the same platform and providing the same quality of education to our customers.
* **Easy access to university courses:** there will be an easy and faster way of accessing courses.

1. **CUSTOMER RELATIONSHIP**

* **Toll-free:** there will be a free calling line for our customers to give us feedback on our services and what they want us to improve.
* **Career guidance:** there will be a service giving advices to some of the students in need so that they can make a good course choice.

1. **CUSTOMER SEGMENTS**

* The type of my customer segment is **HOMOGENEOUS** all the students will be having the same characteristics.

1. **CHANNELS**

* **GOOGLE PLAY STORE and APPLE STORE:** these are market distribution place for smartphones where you can download and install an app on your smartphone.
* **W.W.W:** World Wide Web is a distribution channel where hosted websites and web applications (those apps that run in the phone’s browser) can be found.

1. **REVENUE STREAM**

* **ADVERTISMENT:**  my idea will generate a revenue in terms of advertisement since my platform will be used by many people there will be a chance to have many advertisements.
* **STUDENT’S TUTION FEES:** I will to get revenues through student’s school fees that they pay and have to divide some percentages with the institutions and universities the students acquire courses from.

1. **COST STRUCTURE**

* **SALARY:** there will be expenditures related to the payment of the lectures who develop the courses.
* **HOSTING:** this is the kind of expense regarding the system being able to reach all those distribution channels stated above.
* **MARKETTING:** this are the expenses that will be used to make our platform known by many people and make them trust us.