|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Problem  -Gordon College does not have an online platform that will address the need of the faculty for continuous learning.  -Subscription to commercial learning management system costs a lot.  -Most of the LMS does not fit the need of the institution  Existing Alternatives  -Schoology  -Edmodo  -Moodle  -Google Classroom | Solution  -Develop an in-house learning management system that is cost effective and fits the need of the institution. | Unique Value Proposition  “Convenience in sending learning materials” | | Unfair Advantage  -messaging  -gamification  -forums | Customer Segments  -CCS faculty who works at Gordon College |
| **Key Metrics**  **-**60% of CCS Faculty will use our application | **High-Level Concept**  **-**Edmodo for faculty  -Schoology for faculty | | **Channels**  **-**Facebook  -Gordon College web/domain | **Early Adopters**  **-**Gordon College CCS Faculty |
| Cost Structure  -Development  -IT Maintenance  -Infrastructure   * Domain/Host | | | **Revenue Structure**  **-**Licensing  -Consultation  -Services | | |