

# Business Model Canvas

Designed For: EduFusion

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## Key Partners

- Course content providers.
- Global organizations for international partnerships.

## Key Activities

- Developing and updating course content.
- Maintaining the AI and platform technology.
- Marketing and partnership management.

## Key Resources

- Course content and curriculum.
- AI technology for personalized learning and automated grading.
- Platform technology for delivering courses and tracking progress.

## Value Propositions

- Personalized learning paths.
- A wide range of courses from free to high-end certifications.
- AI-based e-school for a customized education experience.
- Gamification of learning and assessments.
- Real-time data insights on progress.
- Offline learning support.
- Offering tamper-proof certificates using Blockchain technology.
- Courses available in multiple languages.
- Encouraging students to learn from each other by Peer-to-Peer Learning
- Peer-to-Peer Learning

## Customer Relationship

- Self-service learning with AI support.
- Community building through social interaction features.
- Regular feedback and support.

## Channels

- Online platform accessible on multiple devices.
- Social media and digital marketing.

## Customer Segments

- Students seeking to enhance their skills.
- Professionals looking for career advancement.
- Companies looking for training solutions for their employees.
- Schools and educational institutions.

## Cost Structure

- Content creation and acquisition.
- Technology development and maintenance.
- Marketing and partnership management.

## Revenue Stream

- Income from paid courses.
- Subscription fees for premium features (like AI-based customization).
- Charging a fee for exams.