Business Model Canvas: AI-Powered Personalized Tech Learning

Customer Segments

- Students (Ages 9+, teens, college students, career switchers)

- Experienced tech professionals (mentors)

- Parents (for students under 18)

Value Propositions

For Students:

- Personalized tech learning path powered by AI

- Choose your field of interest with guided exploration

- High-quality, pre-vetted mentors with industry experience

For Mentors:

- Flexible monetization of skills and time

- Platform support in curriculum design and AI-based student matching

Channels

- Web platform and mobile app

- Social media campaigns (TikTok, YouTube, LinkedIn)

- School/University partnerships

- Affiliate and referral programs

Customer Relationships

- AI-powered onboarding and recommendations

- Community engagement (forums, chat)

- 24/7 support (chatbot + human)

- Mentor check-ins and progress tracking

Revenue Streams

- Subscription Plans for Students

- Commission from Mentors (15-30%)

- Corporate Licensing (schools/universities)

- Ethical data insights

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- Premium Certifications and job placement

Key Resources

- AI and Tech Development Team

- HR for mentor quality control

- Marketing & Sales

- Cloud infrastructure and AI APIs

Key Activities

- AI development and training

- Vetting mentors

- Platform/content maintenance

- Marketing and feedback loops

Key Partnerships

- Schools and universities

- EdTech APIs (e.g., GPT)

- Payment processors (e.g., Stripe)

- Tech influencers and recruiters

Cost Structure

- Salaries (tech, HR, AI specialists)

- Cloud/compute costs

- Marketing & acquisition

- Platform maintenance

- Legal, compliance, and payments