The Business Model Canvas
SEED Program | Orbit Innovation Hub

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1: What is Your Business About?

E-Library is a **multilingual digital education platform** that provides affordable and accessible learning materials for students, teachers, and institutions across Ethiopia. It offers **curriculum-aligned textbooks, exam prep resources, and research materials** both online and offline, in **Amharic, Afaan Oromo, Tigrigna, and Somali**. The platform empowers learners and educators by making quality education resources available anytime, anywhere.

Section 2: Business Model Canvas

1. Customer Segments

Who are your most important users or customers?

- Students (secondary, university, and TVET levels)
- Teachers, schools, and educational institutions

Reflect:
They face challenges accessing **affordable, up-to-date textbooks** and **reliable exam prep materials**, especially in rural or low-connectivity areas. They also need **localized, eco-friendly, and cost-saving** digital alternatives.

2. Value Propositions

What unique value do you provide?

- A **centralized digital platform** offering textbooks, notes, and exam prep materials in multiple local languages.
- **Offline access** and **low-cost rentals/purchases** for equitable education.

Reflect:
E-Library helps users **save money, time, and effort** by giving them instant access to quality, curriculum-aligned learning content — even without internet access. It also promotes **inclusivity** and supports teachers in sharing and monetizing content.

3. Channels

How do you reach your customers?

- Mobile and web platforms accessible on smartphones, tablets, and computers.
- Partnerships with **schools, universities, NGOs, and local libraries**.

- **Social media** platforms (Telegram, WhatsApp, Facebook) and education forums.

Reflect:
Most students and teachers already use **smartphones and online communities** for information and learning, making these the most effective channels for engagement.

4. Customer Relationships

How do you interact with them?

- Through an **easy-to-use app** with tutorials, guides, and customer support.
- **Community features** for collaboration, discussion, and content feedback.
- **Institutional partnerships** for onboarding and training.

Reflect:
E-Library blends **technology-driven support** with **community interaction**, ensuring users feel guided, connected, and heard.

5. Revenue Streams

How do you make money?

- **Book rentals or one-time purchases** at affordable prices.
- **Subscriptions** for schools and NGOs.
- **Educational partnerships, sponsorship, and advertisements.**
- Future upgrades: **premium tools** like analytics, certification access, or advanced study kits.

Reflect:
Customers pay for **access, convenience, and personalization** — digital learning that's cheaper, more inclusive, and more sustainable than traditional models.

Completing and Pitching the Business Model

Section 3: Business Model Canvas (Back Stage – Blocks 6–9)

6. Key Resources

What physical, financial, or intellectual assets do you need?

- Digital platform (web & mobile app infrastructure)
- Cloud storage and hosting services
- Content licenses and digital learning materials
- Skilled team (developers, educators, designers, translators)
- Funding and partnerships with NGOs or educational bodies

Reflect:
To operate effectively, E-Library needs a **secure and scalable digital infrastructure**, a **content-rich library**,

and a **dedicated team** to maintain and grow the platform sustainably.

7. Key Activities

What must your team do well to deliver value?

- Develop, update, and maintain the digital platform
- Curate and digitize educational materials in local languages
- Manage partnerships with schools, NGOs, and government institutions
- Conduct user research and gather feedback for continuous improvement
- Market and onboard users through training and awareness campaigns

Reflect:
 Core activities focus on **platform development**, **content management**, and **community engagement** to ensure accessibility, usability, and impact.

8. Key Partnerships

Who do you work with externally?

- Ministry of Education and regional bureaus (curriculum alignment)
- Schools, universities, and community libraries (implementation)
- NGOs and donors (funding and outreach support)
- Ethio Telecom and tech startups (connectivity and technical support)
- Publishers, authors, and content creators (content supply)

Reflect:
 These partnerships help **expand reach**, **lower costs**, and **increase trust** by ensuring local relevance, accessibility, and collaboration across sectors.

9. Cost Structure

What are your major costs?

- Platform development and maintenance
- Content licensing, translation, and digitization
- Staff salaries and operations
- Marketing, training, and awareness programs
- Server hosting, cloud storage, and internet services

Reflect:
 Fixed costs include salaries, hosting, and platform maintenance, while **variable costs** include content acquisition, marketing, and outreach depending on project scale.