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.

4: BMC Pitch Planning Sheet

"Hello, my name is Eldana, and I'm excited to introduce **E-Library**.

Our main customers are students, educators, and lifelong learners who need fast, affordable access to books, academic papers, and learning resources. We also serve schools and libraries that want to digitize their collections.

What makes us valuable is simple: we bring learning to your fingertips. With E-Library, users save time and money while accessing a wide range of materials anytime, anywhere. Our platform even supports offline reading, personalized recommendations, and interactive content, making learning more engaging and flexible.

We deliver this through a web and mobile app that's easy to use and secure. We carefully curate our library and partner with publishers and schools to expand the resources available to our users.

We earn revenue through subscription plans for individuals, licensing agreements for institutions, and premium content packages. In the future, we may explore advertising partnerships and sponsored educational content as well.

Our edge is that we focus on **local needs and context**. Unlike generic e-book platforms, E-Library provides content that is culturally relevant, multilingual, and aligned with school curricula. This makes learning more seamless, accessible, and meaningful for our community.