*Team Name:*

**TellMeez**

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*Date:*

25/6/2025

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The Business Model Canvas

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| Key Partners   * Universities/Colleges * Non-Governmental Organizations (NGOs) * Government (Ministry of Education, Ministry of Higher Education) * Sponsors * Educational Platforms (e.g., Jo Academy, Edraak, Coursera) | Key Activities  • Web App Development & Maintenance  • VR & 3D Game Development  • Content Development (Personality Analysis, Test Questions, Specialization Videos)  • Marketing & Promotion  • Expert & Consultant Management & Recruitment  • Chatbot Development & Maintenance | Value Proposition  • Personalized Career Guidance via Specialized Personality Analysis  • Quick & Clear Assessment  • Comprehensive Platform with All Features  • Multi-Language Support  • Immersive Learning Experience via VR/3D Games  • Insights into Local Job Market (Jordan)  • Contribution to Unemployment Reduction | | Customer Relationships  • Feedback through Web Application  • Social Media Engagement  • Direct Offers & Partnerships with Schools & Universities  • AI-Powered Chatbot Support  • Personalized Consultations with Experts  • Notifications & Personalized Updates | Customer Segments  • Students (Ages 15-22, Grades 10-12)  • Schools  • Universities |
| Key Resources  • Human Resources (Developers, Designers, Marketing Team, Experts, Consultants)  • Technical Infrastructure (Domain, Cloud Services, API Keys)  • Content (Specialization Databases, Test Questions, Videos)  • Technology (VR/3D Development Tools, VR Headsets)  • Intellectual Property (Copyright Registration) | Channels  • Web Application  • Social Media Platforms  • Direct Engagement with Schools & Universities (Booths, Trials)  • Integration with Educational Platforms  • Competitions  • SMS Marketing |
| Cost Structure  • Infrastructure Costs (Domain, Cloud Services, API Keys)  • Development Costs (Web App, VR/3D Games, Avatar Development)  • Human Resources Costs (Salaries for Developers, Designers, Marketing Team, Experts)  • Marketing & Promotion Costs  • Equipment Costs (VR Headsets)  • Legal & Administrative Costs (Taxes, Credit Card Fees, IP Registration) | | | Revenue Streams  • Subscription Models (Special Student Accounts for Schools, University Packages)  • Game Access Fees (Free first game, then pay per game or buy bundles)  • Paid Features (Full Personality Analysis Report)  • In-App Purchases (Avatar Store)  • Partnerships (Revenue Share with Educational Platforms or Payment Providers)  • Invite Code System (leading to new subscriptions) | | |

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