The Business Model Canvas

*Version:2*

*Date: August 25, 2021*

*Designed by: Point Professional Staff*

*Designed for: Point Park Students*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Key Partners  Potentially local organizations such as big banks like PNC or Citizens. Key supplies can include donations from students/staff or purchasing from Goodwill as well as other nonprofit organizations.  These organizations can provide donations as it also gives them the opportunity to possibly hire these students for available | Key Activities  Some key activities include problem solving, such as coming up with solutions to student concerns regarding the professional attire. Customer discovery gave us ideas to the solutions at hand. As well as production such as knowing what clothes is professionally acceptable. | Value Propositions  We would be providing a service to Point Park students. We will help the students to be better prepared for a job interview that will provide a more positive result. The student no longer needs to worry about having the proper attire to be dressed professionally for a job interview.  E-commerce- Provide online shopping platform that offers a quick service with pick up right at the Career Readiness Center. | | Customer Relationships  Point Park wants to see its students strive in their future that is why they already have so many programs and assistance in place to help their students. Point Park has a Professional Career Readiness Center, which helps their students with their resumes, mock interviews, and provided them with the right tools to succeed in their positions. Therefore, we would be taking it a step further by providing the attire to be professionally presentable at a job interview.  Purchasing professional attire from local Goodwill's or receiving donations from the community | Customer Segments  We are creating value to both the interviewer and the employer. Specifically, we are creating value to the student at Point Park University. Most students are on a strict budget as they pay for schooling and being in low level paying positions.  Therefore, by providing professional attire as a service to the student this allows Point Park students to be better prepared for possible job interviews. The student can feel more confident with the appropriate attire that they could not afford otherwise.  Our only customers are Point Park students as the service would. It is a more personal shopping experience for the students.  Our customer would be specifically for Point Park students, and it's more of a non-profitable service. We are providing a service that would allow students to obtain  professional attire clothing through a rental service using their student id or cash. |
| Key Resources  Through customer discovery, we have determined what types of clothing we would refer to as professional attire as well as where we would be getting these items from. The cost for the clothing was also determined through advice from similar business and prospective customers.  Students can also ask local businesses around Point Park for professional attire donations or even provided advertisement of their business on Point Park grounds if they agree to provide a donation. | Channels  Advertisement is done mainly through Point Park approved methods such as email, text, staff member or counselor. Point Park also has a Professional Career Readiness Center in place which can then handle the professional attire pick up. Though, the best way to get in touch with current students at Point Park would be through the school email provided. |
| Cost Structure  Not much cost would be needed to start the business model. The website can be worked on and maintained by students and updated as needed. The clothing provided to students is either donated or purchased from low-cost clothing stores such as Goodwill or the Salvation Army. The staff at Point Professional are all volunteers.  Students or staff can provide donations to help with the costs including the clothing items. | | | Revenue Streams  Point Professional is a rental service. Students or staff can donate clothes or can even contribute a donation. These donations can then be recycled back to students as a rental service, or they be used to purchase more professional attire items. | | |

