The Business Model Canvas

*Version:*

*Date:*

*Designed by:*

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| 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. As well as production such as knowing what clothes is professionally acceptable. | Value Propositions  We would be providing a service to Point Park students as well as assistance in their futures. Helping the students be better prepared for a job interview will provide a more positive result. The student no longer has to worry about not having the proper attire to be dressed professionally for a job interview.  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 | | 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 | 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.  Our most important customers are Point Park students as the service would only |
| Key Resources  We would need to determine what types of clothing we would refer to as professional attire as well as where we would be getting these items from.  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  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 webpage as well as students. Though, the best way to get in touch with current students at Point Park would be through the school email provided. This is the most cost-efficient |
| 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.  Students or staff can provide donations to help with the costs including the clothing items. | | | Revenue Streams  It's a rental service, kind of like a library. 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. | | |



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