

Business Model Canvas For Education Industry			UniSelect A personalized guide to select your university				Created by: Purumidha Sharma				Date: 2022-10-23			
Key Partners			Key Activities			Value Propositions			Customer Relationships			Customer Segments		
<div>1. Partners:</div> <div><div>- University/colleges<ul style="list-style-type: none">provide data and information</div><div>- Alumni<ul style="list-style-type: none">practical and insider insights</div><div>- Coders<ul style="list-style-type: none">develop and integrate core applicationsAI enginedatabase engine</div></div> <div>2. Suppliers:</div> <div><div>- Mobile application developers<ul style="list-style-type: none">user interface</div><div>- IT infrastructure providers<ul style="list-style-type: none">Cloud serviceNW and InternetApplication hosting – end user</div><div>- Marketing companies<ul style="list-style-type: none">Digital, e.g. InstagramKiosks and platforms</div></div>			<div>1. <i>Ensure latest and updated information from universities and colleges</i></div> <div>2. <i>Track, and analyse the traffic on the app & actual conversion rate of students enrolling into universities/colleges to help customers choose a university</i></div>			<div>1. <i>Solves the problem of distributed, scattered information for transitioning into universities/ colleges</i></div> <div><div>- provide on-demand virtual university selection guide for students (a.k.a customers)</div><div>- save time, botheration of visiting different university fairs to select a university</div></div> <div>2. <i>Develop an app to help students choose a university/ college that directly relates to their interest, strengths, aptitude, and feasibility</i></div> <div><div>- App ~ AI driven, to analyze, synthesize, and collate the customized response per student</div></div>			<div>1. <i>Relationship based on trust, authenticity, and transparency</i></div> <div>2. <i>Building blocks:</i></div> <div><div>- connection to alumni/experts</div><div>- no middleman</div><div>- individualized AI driven analytics</div></div>			<div>1. <i>Target customers are incoming first-year students (domestic/ international) to Canadian institutions (universities/colleges)</i></div> <div>2. <i>Students graduating from 12th grade are our most valued customers for our business</i></div>		
			Key Resources						Channels					
			<div>1. <i>Database system of info from diff unis about streams</i></div> <div>2. <i>Alumni from universities/ colleges</i></div> <div>3. <i>IT infrastructure</i></div> <div>4. <i>Software and app developers</i></div>						<div>1. <i>Social media, digital advertising, Banner advertising</i></div> <div><div>- Close integration with rest of the business<ul style="list-style-type: none">direct reach to customers</div><div>- Integrated into customers routines<ul style="list-style-type: none">Majority of our customers are savvy social media and internet users</div><div>- Most efficient: digital marketing, and social media for cost, and influence</div></div>					
Cost Structure						Revenue Streams								
<div>1. <i>Total cost: \$135,600</i></div> <div><div>- Cost breakup<ul style="list-style-type: none">One time app development, software developer ~ CAD \$60,000Monthly operational cost to host, run and manage the app: \$600/monthAdvertising digital cost \$200/month (ad campaign will run for 3 months)Monthly operational costs for technical resources \$5000/monthMiscellaneous (including internet, etc) \$500 per month</div></div> <div>2. <i>Software developers cost the most, followed by IT infrastructure management and application hosting</i></div>						<div>1. <i>First of its kind service – Indirect competition from free university fairs. Onus is on students to extract meaningful information from these fairs.</i></div> <div>2. <i>Our differentiating values</i></div> <div><div>- on-demand information from multiple resources at one click, saves time and cost</div><div>- AI based customised analytics mapping students with best possible options</div><div>- Confirmed access to insider views - alumni and experts</div></div> <div>3. <i>First year revenue expected - \$220,000 (10000 student clients estimated)</i></div> <div><div>- Subscription based revenue: \$120,000 (\$12 per student one time)</div><div>- Usage fee revenue: \$100,000 (\$10 per student per term)</div></div> <div>4. <i>Gross profit = \$84,400 (\$220,000-\$135,600)</i></div>								