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TEAM PROFILE: AlumniAllies

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Business Model Canvas

AlumniAllies - Lean Business Canvas

Geekulcha Annual Hackathon 2025, 27 Sep 2025 12:06

PROJECT: AlumniConnect

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	SEGMENTS
<p>According to industry research and our firsthand experience as bootcamp and hackathon participants, 78% of coding bootcamp alumni and 85% of hackathon participants lose touch with their cohort within 6 months of program completion, leading to missed networking opportunities, career stagnation, and isolation.</p> <p>A study by Course Report (2023) found that while 79% of bootcamp graduates find employment, only 23% maintain meaningful professional connections with their peers post-graduation. Similarly, HackerEarth's 2024 Developer Survey revealed that 91% of hackathon participants struggle to maintain connections formed during events.</p> <p>Organizations like Geekulcha (for hackathons) and UVU Africa (for bootcamps) invest heavily in high-impact training programs but struggle to maintain meaningful, long-term engagement with their alumni post-graduation. This leads to significant challenges:</p> <p>Inability to track long-term ROI: They cannot effectively demonstrate alumni career progression and success to sponsors, partners, and future participants.</p> <p>Lost community value and mentorship opportunities: The vibrant communities built during programs dissolve, reducing mentorship, peer support, and networking potential.</p> <p>Administrative burden: Generic tools like spreadsheets, social media groups, and email lists are inefficient, fragmented, and don't scale for a growing alumni base.</p> <p>Missed career and commercialization opportunities: There's no centralized way to connect alumni with exclusive jobs, follow-on events, or paths to commercialize hackathon projects.</p> <p>Isolation during career transitions: Graduates face career challenges without access to their peer network's collective experience.</p> <p>These organizations need a dedicated, brandable, and scalable platform to manage their alumni communities effectively and prove the long-term value of their programs.</p>	<p>AlumniConnect Hub is a white-label, multi-tenant SaaS platform that empowers bootcamps, hackathon organizers, and training institutions to launch their own branded alumni engagement portals.</p> <p>We provide the core technology, and our client organizations (the tenants) manage their communities. Key features include:</p> <p>Alumni Profile & Success Tracking: Alumni build profiles showcasing their career journey "after" the program. The organization can track and aggregate this data for impact reports.</p> <p>Event & Chapter Management: Tools for organizations to create and manage alumni-exclusive events, workshops, and regional chapters.</p> <p>Opportunity Board: A private space for the organization to post jobs, projects, and collaboration opportunities from their trusted partners.</p> <p>Turnkey Admin Dashboard: A powerful dashboard for client administrators to manage members, moderate content, and view key engagement analytics. Branded Alumni Portals: Each client (e.g., Geekulcha) gets a dedicated, secure instance with their own branding, URL, and user base.</p>	<p>The turnkey SaaS platform for tech education organizations to launch a branded alumni community, track long-term career outcomes, and prove program impact without the cost of custom development.</p> <p>For Organizations (Our Customers): We provide a ready-made, scalable solution that is more powerful than generic tools and a fraction of the cost and time of building a custom platform.</p> <p>For Alumni (The End-Users): They get a dedicated, high-value community space, free from the noise of public social networks, provided by the organization they already trust.</p>	<p>Developer-Led Team: As the developers, we have zero initial human resource cost, allowing us to be highly price-competitive and profitable sooner. We can iterate and add features faster than competitors.</p> <p>Built for the Niche: The platform is purpose-built for the specific post-program needs of bootcamps and hackathons, a focus that generic platforms lack.</p> <p>First-Hand Experience: We are bootcamp/hackathon alumni ourselves; we deeply understand the problem we are solving for both the organizations and the end-users.</p> <p>Early Anchor Tenants: Securing foundational clients like Geekulcha provides immediate credibility, case studies, and a direct feedback loop for product development.</p>	<p>Our target market is not the individual alumni, but the organizations that serve them:</p> <p>Bootcamp & Skills Training Providers: (e.g., UVU Africa, WeThinkCode_) who need to track alumni employment and build a strong graduate network.</p> <p>Hackathon & Innovation Event Organizers: (e.g., Geekulcha) who want to foster project continuity and community beyond the event weekend.</p> <p>University Tech Departments & Incubators: Academic institutions needing a modern platform to connect with their tech graduates and startup alumni.</p>

CHANNELS

Number of Active Organizations (Tenants): Our primary success metric. Target 10+ paying organizations in the first year.

Monthly Recurring Revenue (MRR): The total monthly subscription fees from all client organizations. Target R30, 000+ MRR** by end of Year 1.

Total Alumni Managed: The aggregate number of end-users across all client portals. Target 5,000+ alumni managed on the platform.

Client Retention Rate (Churn): Percentage of organizations that continue their subscription. Target >90% annual retention.

Direct Outreach & Demos: Targeting decision-makers at organizations like Geekulcha and UVU Africa with personalized demonstrations of the platform.

Industry Partnerships: Collaborating with educational bodies and tech event networks to become the recommended alumni platform.

Case Studies: Showcasing the success of our initial partner organizations (like Geekulcha) to attract similar clients.

B2B Content Marketing: Creating content (blog posts, white papers) on the importance of alumni engagement and ROI tracking for bootcamp/hackathon organizers.

(Future) Co-Marketing: Once an organization adopts our system, we can provide them with marketing templates and materials to help them successfully launch their alumni portal to their graduates.

COST STRUCTURE

Technology Infrastructure (Annual Costs): Cloud Hosting (App + DB on Render): R60,000/year 8 GB instance for backend, plus Render Postgres 8 GB (256 GB storage included).

Third-Party Services: R20,000/year Transactional email (SendGrid/Postmark), file storage (Backblaze B2), error monitoring & analytics (Sentry, Logtail, Plausible).

Domains & Security: R13,000/year Client subdomains, SSL certificates, DNS, and monitoring.

Operations & Business Development (Annual Costs): Business Registration & Legal: R12,000/year Sales & Marketing Tools: R20,000/year CRM (HubSpot Starter / Zoho), Notion, presentation tools, industry event attendance.

Total Estimated Annual Cash Outlay: R125,000/year

REVENUE STREAMS

SaaS Subscription Tiers (paid by organizations):

Starter Tier: R2,500/month (For up to 200 alumni, core features).

Growth Tier: R4,000/month (For up to 1,000 alumni, adds advanced analytics & chapter management).

Enterprise Tier: Custom Pricing (For 1,000+ alumni, adds API access & priority support).

One-Time Fees: Onboarding & Data Migration Fee: R10,000 - R20,000 (A one-time fee to help new organizations set up their portal and import existing alumni data).

Projected Year 1 Revenue: Subscriptions: 8 orgs × R3,000/month avg = R288,000/year

Onboarding: 8 orgs × R12,000 avg = R96,000

Total = R384, 000/year