

BUSINESS PLAN

Patocy

Your passion is your career in IT

Executive Summary

Mission

To bridge the knowledge gap for Sri Lankan A/L students by providing them with the tools and resources necessary to make informed decisions and build successful careers in the ever evolving IT landscape.

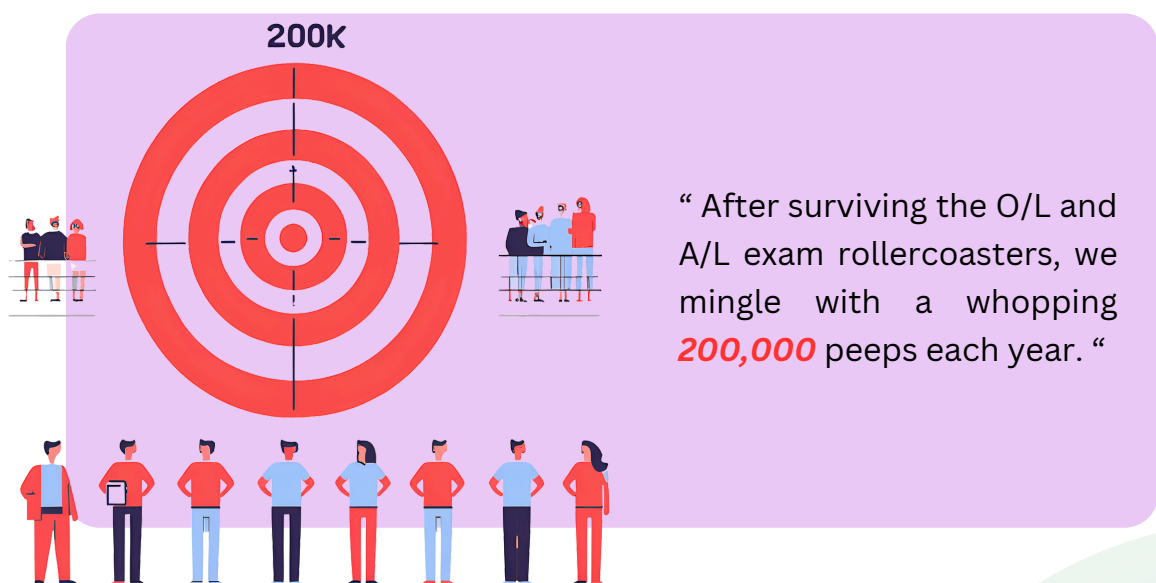
Vision

To foster a generation of well informed and skilled IT professionals who can drive Sri Lanka's future technological growth and innovation.

Patocy is a web-based platform designed to empower Sri Lankan students transitioning from their Advanced Level (A/L) examinations to make informed decisions about IT careers. With a rapidly growing IT sector demanding a skilled workforce, many students lack the necessary guidance and resources to explore diverse IT specializations. Patocy addresses this gap by providing a user friendly and interactive platform offering.

Features				
Self discovery modules	Interactive skill assessments	Curated learning resources	IT professional network	AI powered career assistant

Target Audience



Future Plans & Milestones

2026 July

- Market research (high demand non IT careers)
- Content and Resource Development (non IT)

2025 Dec

- Globalizing the platform

2025 April

- Education fairs & conferences
- Support and Training
- Secure Partnerships

2025 Jan

- Beta Testing and Feedback
- Beta Launch and User Testing



Capital Requirements

Category	Cost (Lkr)
Fixed costs	226,040
Recurring Variable costs	3,120,000
Variable costs	27,000
TOTAL	3,373,040 LKR

BUSINESS MODEL CANVAS

Designed for Patocy

Designed by Team 10

Date 18.06.24

Version 2.0

Key Partners

- Universities and Colleges
- Career Counsellors

Key Activities

- Career overview
- Degrees and Courses
- Consultancy
- Career suggestions

Value Propositions

- Self discovery modules for exploring IT career paths.
- Curated learning resources tailored to specific IT specialisations.
- Network with mentors and IT professionals for career insights.
- AI powered career assistant for basic career exploration .

Customer Relationships

- Student support
- University account management
- Community Building

Customer Segments

- Students
- People who are looking to change their career
- Educational institutes
- Consultants

Key Resources

- Content Library
- University Network
- Generative AI
- Sales and Support Team

Marketing strategy

- Search Engine Optimisation (SEO)
- Social Media Marketing
- Edu Fairs and Carrer Fairs

Cost Structure

- Platform Development and Maintenance
- Sales and Marketing
- Research

Revenue Streams

- Subscription fees
- Consultants commission