# **BUSINESS MODEL CANVAS**

Designed for

Designed by

Date

### **Key Partners**



- Universities and Colleges
- Career Counsellors

## **Key Activities**



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



- 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.
- Al 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 Al**
- **Sales and Support Team**

# Channels

- Websites
- Social Media
- **Educational Institutes**
- **Partnerships**



#### **Cost Structure**

- Platform Development and Maintenance
- Sales and Marketing
- Research



#### **Revenue Streams**

- Subscription fees
- Consultants commission

