

The Business Model Canvas

Designed for:

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Iteration: 001

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Key Partners

- Experienced consultants
- Industry experts
- Technology providers
- Professional networks

Which Key Resources are we acquiring from partners?

- Skills.
- Technology.
- Certification.
- Exposure/ Platform.

Which Key Activities do partners perform?

- Marketing
- Subcontracting
- Training
- Coaching
- Mentorship
- Competence incubation

Key Activities

What Key Activities do our Value Propositions require?

- Research
- Marketing
- Accounts/Billing
- Operations
- HSE

Our Distribution Channels?

- Digital marketing
- Analogue marketing
- Referrals

Customer Relationships?

- Customer care desk
- Account Management

Revenue streams?

- Fiber, Software, Civils, Energy, Tech

Key Resources

What Key Resources do our Value Propositions require?

- Experienced consultants
- Industry knowledge
- Analytical tools
- Project management expertise
- Collaboration platforms
- Human resources
- Offices
- Brand collateral
- Capital
- Products/stock

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

What Value/services?

- Competence assessment
- Mindset transformation
- Employability index
- Professional networking
- Employment connections
- Professional hand holding
- Benchmarking

What Problem?

- Unemployment
- Career stagnation
- Capability building
- Capacity building
- Professional awareness
- Perception of organizational key results

What need?

- Employment
- Professional growth
- Job stability
- Emotional health & wellness
- Competence
- Better income
- Improved decision making

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Relationships

- Co-creation
- Personal Assistance
- Partnership and Alliances
- Relationship management
- Feedback collection

Established relationship

- Relationship management

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

- Online platforms, LinkedIn, FB, Whatsapp, instagram, twitter
- Direct sales
- Referrals
- Partnerships: Institutions

Customer Segments

For whom are we creating value?
Who are our most important customers?

We are creating value for:

- Working professionals
- Fresh graduates

Most Important Customers:

- Project managers
- Human resource managers
- Operations managers
- Sales officers
- Marketers
- Team leaders
- Telecom Engineers
- Civil engineers
- Electrical engineers
- Mechanical engineer
- Business developers
- Finance manager & accountant
- Procurement
- Health Safety and Environment leads
- Warehousing leads
- Logistics leads
- Inventory management leads
- Risk & compliance leads
- Customer service reps
- Communication leads
- Account managers
- Data analysts

Categories:

- Beginners
- Middle
- Experts

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Important costs

- Consultant salaries
- Training and development
- Technology investments
- Marketing and advertising
- Administrative expenses

Most expensive resources

- Consultant salaries

Most expensive activities

- Project implementation

Revenue Streams

For what value are our customers really willing to pay?,

- Supply, Instal, Maintain

For what do they currently pay?

- Supply

How are they currently paying?

- 30 day credit

How would they prefer to pay?, How much does each Revenue Stream contribute to overall revenues?