

<p><u>BUSINESS MODEL CANVASS</u></p> <p>Key Partners (to be filled up by top mgmt)</p> <p>① Universities with agency recruitment options</p> <ul style="list-style-type: none">-Australia-Canada-New Zealand-USA-Spain-Portugal-Poland-Croatia <p>2. Non-school financial institutions for student and document processing loans</p>	<p>Key Activity (to be filled up by top mgmt)</p> <p>Key Resources (to be filled up by top mgmt)</p>	<p>Value Proposition (pls leave blank-to be filled up on Oct 29)</p> <p>Discover personalized global education designed just for you— custom paths, learn at your own pace, anytime, anywhere.</p>	<p>Customer Relationships (to be filled by top mgmt)</p> <p>Do it yourself avenue where the prospective student can find a college or university, gain the letter of admission and follow the instructions to lodge their student visas.</p> <p>Done with you option together with a counselor who will help deal with blockers and challenges with LOA application, school finding and visa lodging.</p> <p>Channels (to be filled up by top mgmt)</p> <p>Customer Acquisition Channels</p> <ul style="list-style-type: none">• Face to face lead generation events with key university partners• Digital events through paid social, paid search and content marketing• Influencer marketing and public relations building activities	<p>Customer Segments (to be filled up by top mgmt)</p> <p>Persona 1 - Student Andy</p> <ul style="list-style-type: none">• 18-24 years old• Starting or mid-way through a bachelor's degree from a reputable school• Parents' idea for child to go abroad• Motivations/Deciding factors to say yes to parents to go abroad after gaining bachelor's degree is pursuit of better quality of life, to find oneself, or to gain independence <p>Persona 2 - OFW Mario and Maria</p> <ul style="list-style-type: none">• 24-35 years old• Married without children• Preparing to have a child with spouse• Both currently working/living abroad but country does not have a pathway for residency which would make it difficult when they have children• Motivations/Deciding factors to move to a country with residency is the pathway, ease of finding a job for either spouse, job prospects, family/friends in the option country, part time work allowed while studying, overall cost to move to a different country, skills <p>Persona 3 - Leigh and Ian</p> <ul style="list-style-type: none">• 36 to 44 year old• Married with children studying in grade school• One of the two parents have successful careers, six digits and have strong ties to the Philippines• Motivations and deciding factors to move is to open opportunities, better circumstances to raise a family
<p>Cost Structure (to be filled up by managers, supervisors)</p>			<p>Revenue Streams (to be filled up by managers, supervisors)</p>	