

## Business Model Canvas

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<p><b>Partners</b> GMU</p>	<p><b>Key Activites</b></p> <p>Design look and feel (UX), content Test Develop software/interface Market Research</p>	<p><b>Value Proposition (social good?)</b></p> <p>Need: The probability of students in remedial math courses completing a college level math course is miniscule. They need a solution that's made for adults who aren't comfortable with math, starting with basic arithmetic and proceeding though college gen ed math.</p> <ul style="list-style-type: none"> <li>- Mobile app or responsive website for practicing math skills</li> <li>- Pedagogically and mathematically sound</li> <li>- Gaming model (individualized learning)</li> <li>- - Rewards, leveling, possible social media</li> <li>- - Flow inducing (addictive)</li> <li>- Animated (nonverbal) instruction allowing for cross-cultural, cross-language use</li> <li>- HTML5 or similar that would allow skills (levels) to be embedded into LMSs or websites</li> </ul> <p>Models: Duolingo, Memrise, Rosetta Stone, Desmos, Lumosity</p>	<p><b>Customer Relationships</b></p> <p>Direct to learner (not admin) Employers (client designated skill set packages) Educators</p>	<p><b>Customers</b></p> <p>Primary: Collegebound adults Struggling college students in remedial math</p> <p>Secondary: Precocious children Educators General Adult Pop</p>
<p><b>Costs</b></p> <p>Hosting, infastructure Legal, accounting Market Research</p>		<p><b>Revenue Streams</b></p> <p>In app purchases - purchase updated learning packs, supplemental content, higher level learning modules, detailed assessments</p> <p>*Current model in the market is free with in-app purchases, or free</p>		