

Product 1 - DreamBig

<p>PROBLEM</p> <p>guidance counselors do not give them enough personal attention</p> <p>Do not know alot about college prep process</p> <p>Tutors cost too much</p> <p>Students do not know what it takes to get into their dream school, early on</p> <p>EXISTING ALTERNATIVES</p> <p>High cost tutors</p> <p>high school guidance counselors</p> <p>Reading websites like collegeboard.org</p>	<p>SOLUTION</p> <p>Each student will receive personal attention and be matched with the perfect counselor for them</p> <p>We are a one-stop shop for all college prep needs</p> <p>We provide low cost tutors for every subject</p> <p>Our IT system will forecast what schools the student is on pace for and what he/she must do to get into their school of choice</p> <p>KEY METRICS</p> <p>Revenue</p> <p>Number of customers</p> <p>Improved grades of students</p> <p>How many students get in dream school</p> <p>Student/parent satisfaction survey</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>We are a college prep consulting group that will guide you into getting into your dream school. We provide career advice, major/minor guidance and low cost tutoring services</p> <p>HIGH-LEVEL CONCEPT</p> <p>We are the McKinsey Consulting Group of college-prep. We set strategies and give advice and critiques for students. We provide them with ALL the tools needed to be successful</p>	<p>UNFAIR ADVANTAGE</p> <p>Our technology that shows students SIMPLY if they are on track</p> <p>We have a superb understanding of the geographic area we are covering so we can keep students informed of volunteer activities and other events in their area that could help them as an individual and and in-turn their college application</p> <p>CHANNELS</p> <p>Team with high schools to serve as a complement or supplement to their counselors</p> <p>Social Media</p> <p>Online presence</p>	<p>CUSTOMER SEGMENTS</p> <p>High school students</p> <p>college students</p> <p>tutors</p> <p>college prep course companies</p> <p>HS student's parents</p> <p>EARLY ADOPTERS</p> <p>Middle and lower class income students who may be first generation college students in their family</p>
<p>COST STRUCTURE</p> <p>Structuring company legally involves a lawyer</p> <p>patenting the technology where possible</p> <p>Developer and hosting fees to build and maintain site</p> <p>Salary employees</p> <p>Paid wages to tutors</p>	<p>REVENUE STREAMS</p> <p>Fixed fee per H.S. student's quarter or trimester</p> <p>Advertising college prep courses and books</p> <p>% of tutor services..we charge \$15 an hour. Tutor gets \$10.</p> <p>Extra variable charges to meet in person and counsel student personally</p>			

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