

SBIC, PART J: BUSINESS PLAN & CANVAS

Team or Company Name:  
Let's Create Together

Date:  
11/23/2017

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> <li>Local stores;</li> <li>NGO/Government organizations</li> <li>Businesses which target audience is refugees.</li> </ul>	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> <li>Personal online consultation;</li> <li>Creation of a technological infrastructure.</li> </ul>	<p><i>Value Proposition</i></p> <p><u>REFUGEES:</u></p> <ul style="list-style-type: none"> <li>Low Cost;</li> <li>Great accessibility</li> <li>All required information in one place</li> <li>Support from community.</li> </ul> <p><u>LOCAL BUSINESS</u></p> <ul style="list-style-type: none"> <li>Advertisement to a segmented audience;</li> <li>Help in finding employees.</li> </ul>	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> <li>Customer support;</li> <li>Social Media;</li> <li>Personal online consultation;</li> <li>Building a positive brand.</li> </ul>	<p><i>Customer Segments</i></p> <p><u>REFUGEES</u></p> <ul style="list-style-type: none"> <li>Refugees who need help to find information about life in different country;</li> <li>Refugees who need help to integrate in a new society;</li> <li>Refugees who need to be acquainted between each other.</li> </ul> <p><u>LOCAL BUSINESS</u></p> <ul style="list-style-type: none"> <li>Employees;</li> <li>Advertisement.</li> </ul>
	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> <li>Technology;</li> <li>A large database of information;</li> <li>attractive content;</li> <li>Partnership with local business and society;</li> <li>Social media campaign.</li> </ul>		<p><i>Channels</i></p> <ul style="list-style-type: none"> <li>Website;</li> <li>Mobile App for Android;</li> <li>Mobile App for iOS;</li> <li>Booklets.</li> </ul>	
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> <li>Website &amp; Apps development;</li> <li>Salaries of Consultants;</li> <li>Marketing and sales;</li> </ul>		<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> <li>Website membership fee;</li> <li>Consultation fee;</li> <li>Advertisement fee</li> </ul>		