

SBIC, PART J: BUSINESS PLAN & CANVAS

Team or Company Name:
R_INTEGRATE

Date:
11/15/2017

<p>Key Partners</p> <p>Key partners: Local NGO's, various institutions, universities, companies, including our information, events. Benefit to them: more to their members, retain more new members, while benefit to us: reaching new customers.</p> <p>Key suppliers/resources: Local people, local institutions allowing use of their spaces and other things for the events and etc.</p> <p>Strategic alliances may help too, as can supply news to both online and offline channels.</p>	<p>Key Activities</p> <p>Research and development is one of the main key activities that liaise with all other functions. Marketing and its importance in responsibility for the growth of r_integrate by getting word of its existence and the value it provides to its customers. R_integrate is available when needed by customers. Building the right network. Targeting and reaching the right people. Communicating with the right audience, institutions.</p>	<p>Value Proposition</p> <p>Value: to bring TOGETHER the better world and future for human beings. Our business holds these values: empathy, integrity, diversity, respect, dignity</p> <p>Problem: High barrier to get involved and integrated in the society of Lithuania for the refugees, immigrants, , mostly due to cultural differences, etc.</p> <p>Our Solution: We help people to integrate into the society, to get the most needed help by satisfying all of asylum seekers', immigrants', refugees' basic needs in Lithuania. By building a platform with educational opportunities (free online courses too), mentorship (bureaucratic tasks, cultural barriers), supplies, useful goods (as technological devices, furniture, etc.) accommodation, eventing (social life, cultural</p>	<p>Customer Relationships</p> <p>Personal assistance, communities and co-creation. Focusing on creating a long-term relationship. Locals and refugees/immigrants: expecting a supportive community relationship, with the different institutions as facilitator. Also with organizations, NGO's, companies: expecting a mutually beneficial relationship.</p>	<p>Customer Segments</p> <p>Customers: Primarily customers: New and old refugees, immigrants, asylum seekers People interested in helping immigrants, refugees</p> <p>Secondarily customers:</p> <ul style="list-style-type: none"> • Experienced people who have knowledge regard refugee issues • People wanted to recruit and maintain refugees, immigrants • NGO's, various institutions, universities
	<p>Key Resources</p> <p>Most important are physical and human resources. Providing communication and sharing the information between different companies. Using key resources r_integrate currently has to service a secondary customer segment, which would then put r_integrate in the position to obtain resources that would</p>		<p>Channels</p> <ul style="list-style-type: none"> • Initial sign up: online through the website. • Continued contact: through email and in-person at events, etc. 	

	<p>attract his primary customer segment. Communication systems (primarily email) for reaching customers and organizing events. Skilled and full of knowledge experts would help in development of idea.</p>	<p>exchanges), volunteering opportunities, job offers, there will be a chance to cover basic needs. Finding accomodation, giving support in all ways, helping to look for job, activities, appropriate language courses, giving introduction courses may help to maintain.</p> <p>Customer Needs: Learning about cultures Building community Access to education, language courses and information; Affordable housing, health care, employment</p>		
--	---	---	--	--

<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • Research and development • Facility/equipment rental • Setting up and maintaining a website, marketing • Payments for experts 	<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • Customers are willing to pay for miscellaneous and life-changing service and activities. • Generate revenue through the sales or renting of goods, knowledge • Customers may get free of charge activities, services, products, as now they are paying for that and looking for it by themselves. Or gets dynamic pricing. • Subscription fees
---	---