



'Parvaz', A career development SaaS for Persians



Business Model for

'Parvaz', A career development SaaS for Persians

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Business Model Canvas

Designed for:
Parvaz Enterprice

Designed by:
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2.0

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> • Jobvision company¹ 	<ul style="list-style-type: none"> • Certification process • Creating the SaaS platform • Acquire profesional instructors • Demand evaluation of different industries • Providing blended learning circumstances by Fani Herfei organization(2nd phase) 	<p>Learners:</p> <ul style="list-style-type: none"> • Job-worthy credential² • Career development opportunity • Cost reduction for accessing favorite courses • Flexibility for passing the course³ • Time saving • Job placement service(2nd phase) <p>Institutions:</p> <ul style="list-style-type: none"> • Extreme cost reduction • High quality training • Providing content according to demands <p>Instructors:</p> <ul style="list-style-type: none"> • Building brand • Sustainable revenue source⁴ • Convinience 	<p>Learners:</p> <ul style="list-style-type: none"> • Online forums for courses • Automated services for assignment scheduling • Phone call mentoring • Internet ads & campaigns <p>Institutions:</p> <ul style="list-style-type: none"> • It & learning exhibitions • Supervising trainees progress <p>Instructors:</p> <ul style="list-style-type: none"> • Online co-creation with garding promotions <p>Channels</p> <p>Learners & Instructors:</p> <ul style="list-style-type: none"> • Website • Mobile app • Special dashboards(just for instructors) 	<p>Learners:</p> <ul style="list-style-type: none"> • Employees who want to enhance their skills • Job seekers <p>Institutions:</p> <ul style="list-style-type: none"> • Organizations needing staff training <p>Instructors:</p> <ul style="list-style-type: none"> • Lecturers with expertise in different skills(specially soft skills) beside pedagogy skill
<p>Cost Structure</p> <ul style="list-style-type: none"> • Employees wages include back-end & front-end developers, scrum master, UX designer, sale experts, etc. • Lectureres receive a small percentage of revenue inaddition to contract payment • Cloud service incremental payments. • Legal permissions and tax fees • Place rental • Marketing cost 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Revenue from institutes which want to provide training for their staff. • Verified certification fees (for all courses) • Accessing content fees(for some courses which are more worthy) • Cost of assessing new volunteer instructors 		

¹ An online job placement website in Iran

² The process of achieving certificates of courses is precisely designed that makes it worth for employers

³ Scheduling time of assignments is flexible due to giving options of extensions and compressions

⁴ It's sustainable because of regular sales and incremental grade rise of instructors