

Product 1 - NS4Ed

<p>PROBLEM</p> <p>ED Administrators are not well trained to Negotiate with for Profit Companies, a multi billion dollar market</p> <p>ED Administrators do not have a tool that gives them decisive information on the education providers</p> <p>Need qualitative and quantitative data on all aspects of education providers for ed administrators to make informed decisions</p> <p>EXISTING ALTERNATIVES</p> <p>Google or Research</p>	<p>SOLUTION</p> <p>Offer Consulting Services around Negotiating Skills</p> <p>Build a comprehensive research tool for each ED Administrator about all education providers</p> <p>Create a networking tool for ED Administrators</p> <p>KEY METRICS</p> <p>Sustainable Revenue on Database by 12-1-13</p> <p>5 to 10 Consulting Agreements</p> <p>Operational by End of Year</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>A one stop tool for ED Administrators that allow them to have information regarding solutions, quality of providers, news feeds, media, and relevant information... "Home Inspection Report"</p> <p>Provide Consulting Services from expert resources</p> <p>HIGH-LEVEL CONCEPT</p> <p>Kelly Blue Book = Rotten Tomatos</p>	<p>UNFAIR ADVANTAGE</p> <p>Compiling a data base that can be linked with other educational data strictly on providers</p> <p>Staffed and reviewed by expert providers</p> <p>Continual development of profiles and emerging trends</p> <p>CHANNELS</p> <p>Relationship</p> <p>AASA</p> <p>NASSP</p> <p>District Administrators</p>	<p>CUSTOMER SEGMENTS</p> <p>District Administrators - 17,000+</p> <p>98,000 Principals of Schools</p> <p>33,000 Private Schools</p> <p>6,500 Post Secondary Schools</p> <p>EARLY ADOPTERS</p> <p>Adoption of a tool that creates re-occurring revenue</p> <p>Consulting Services at District Level</p>
<p>COST STRUCTURE</p> <p>Estimated Cost for Data Base Structure = \$100,000</p> <p>Estimated Cost for Research = \$25,000</p> <p>Test Market = \$10,000</p> <p>Initial Marketing = \$5,000</p>		<p>REVENUE STREAMS</p> <p>Data Base Tool @ \$1,500 per District= \$25 M a year Market</p> <p>Data Base Tool @ \$250 per Building = \$24 M a year Market</p> <p>Consulting Services @ 10% per Savings per Contract</p> <p>Consider per Day Fee</p>		

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