

Tuition Heroes Business Model

11/12/2015

Version: 01

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>“Soft” partnership with anyone related to each Tuition Hero with crowdfunding method of badge activation.</p> <p>“Soft” partnership with anyone related to each Tuition Hero with sharable embed code that anyone can use to display Tuition Hero badge on their website.</p>	<p>Designate Tuition Heroes and update website.</p> <p>Make each customer segment aware of institution’s Tuition Hero status and offer badge activation.</p> <p>Activate Tuition Hero badges.</p> <div data-bbox="415 554 768 611" style="background-color: #cccccc; text-align: center; padding: 2px;">Key Resources</div> <p>Tuition Heroes Website</p> <p>Tuition Heroes Email</p> <p>Tuition Heroes Twitter</p> <p>Tuition Heroes Facebook</p> <p>Tuition Heroes LinkedIn</p>	<p>Higher education institutions can promote their tuition control with Tuition Hero badge.</p> <p>People related to institutions can show pride and help with promotion.</p>	<p>Digital</p> <p>Ongoing</p> <div data-bbox="1149 554 1503 611" style="background-color: #cccccc; text-align: center; padding: 2px;">Channels</div> <p>Website</p> <p>Square E-Commerce Store</p>	<p>Higher Education Institutions</p> <p>Alumni</p> <p>Students</p> <p>Local Businesses</p> <p>Local Government</p>

Cost Structure	Revenue Streams
<p>Website Hosting Fee (\$100/Year)</p> <p>Domain Registration Fee (\$15/Year)</p> <p>Software Fee (\$20/month)</p> <p>Salaries (?)</p>	<p>Tuition Hero Badge Sales (\$100/Badge)</p> <p>New Badges Awarded Each Year (~1,500 Tuition Heroes in 2015)</p> <p>(Possible: Additional badge sales (crowdfunding over \$100) per institution could roll into endowment fund for scholarship to institution where we collect a 10% administration fee.)</p>