

Key Partners <ul style="list-style-type: none"> •EGIN members; •Project partner networks; •Schools •Employers' federations; •Trade Unions.; •Sector organisations •Education funds 	Key activities <ul style="list-style-type: none"> •Approaching existing members to get materials; •Platform operations: <i>moderation, quality (simple!) database;</i> •User registration (mail); •Customers, providers, members relations; •Marketing. 	Value Proposition <ul style="list-style-type: none"> •Quality learning materials; affordable in a barter system; •Chunks of learning materials, to be tailored; • Reports: <i>research, statistic, trends, marketing;</i> •Enrichment of own teaching materials; •Implementation of innovation; •Innovative sources of knowledge; •Archived material of niche skills / old skills. 	Customer relationships <ul style="list-style-type: none"> • user acquisition (up- and down-loaders);; •user retention; • Get subscribers; 	Customer segments <ul style="list-style-type: none"> •Educational -----<i>teachers</i> Organisations; •Companies ----<i>managers / key contact persons;</i> • Social partners; •Suppliers -----<i>knowledge</i>---- •Other sectors/ segments ----- <i>managers/key persons;</i> •Other private persons ----- <i>ao self - employed persons.</i> <p><i>All niche markets Difficult to segment or segmentation not needed..</i></p>
	Key resources <ul style="list-style-type: none"> •Project funding for start up; • Uploading partners; • Sponsoring by organisations; •Labour provided by partners; 		Channels <ul style="list-style-type: none"> •Own website; •Social partners; • EGIN members websites; •Social media • Platform members • Mailing•. Newsletter brochure; •Mouth-to-ear. 	
Cost structure <ul style="list-style-type: none"> •Service costs •Server / database costs (maintenance) •Registration (manpower) •Marketing (manpower / material) 		Revenue streams <ul style="list-style-type: none"> •Sponsoring •Cash-kind charges for non-uploaders who do download •Small charges for service costs •In kind contributions for manpower. 		

