Business Model Canvas

Key Partners

Key partners:
- Mobile App (Smart Teaching and Learning App (SATLA)) developers and programmers (back end developers).
- SATLA front end designer
- Material developers
- Web programmer
- SATLA admins
- SATLA Technical support.
- Instructional technologists
- Users: teachers, learners, schools and universities, training centers, and decision makers

Key suppliers:
- Up-to-date articles about teaching and learning methdologies.
- Experts in the field
- Consultants
- Schools and universities providing users and resources.
- Open resources tools.

Key Activities

Activities:
- Create the mobile app (SALTA).
- Develp the content, examples and tools to align between learning styles, teaching methods and tools, and assessment tools.
- Provide resources.
- Provide admins and technical support team.

Distribution channels:
- Apple store and Play Store.
- SATLA website

Customer relationships:
- Provide virtual venue to allow stakeholders to interact. Examples would be chat rooms, forums, Wikis.
- Sharing experiences and resources with stakeholders.

Revenue streams:
- Agreement with Apple Store and Play Store.
- Update of SATLA
- Adding new features
- Update of resources, content and experiences.

Value Propositions

Value:
- SATLA provides access to users to identify their learning styles through activities and tests.
- Provide a variety of teaching methods and activities.
- Provide engagement tips for users.
- Provide alternative assessment tools, self evaluation and feedback.
- Provide alignment between learning styles, teaching methods & activities, and assessment tools.

Problems to be solved:
- Using traditional teaching activities that have low retention levels that doesn't take users' learning styles into account.
- Despite some variation in teaching activities, some teachers still use traditional assessment tools such as exams.
- Limited motivation, presence and engagement between teachers and students, students among themselves, and students engagement with content.

SATLA characteristics:
- Easy access, easy to use, and meets needs of stakeholders.
- Interactive and Interesting
- Stakeholders can share their experiences.
- Provides needed resources.
- SATLA applies to all levels of learners and all disciplines.

Customer Relationships

- Teachers align their teaching methods and activities with suitable assessment methods.
- Users can share their experiences with other users registered in SATLA.
- Learners identify their learning styles and engage with the activities, assessment tools, teachers and other learners. They become part of the teaching and learning process.
- Schools and universities have access to all resources and experiences of teachers and learners.
- Teaching and learning sector can utilize the resources, tools and use SATLA as a learning platform.
- SATLA is a free access tool with the option of upgrading to tailored level.

Customer Segments

- We are creating value for the education sector including universities, schools, & training programs.
- Beneficaries: Teachers, learners, universities, schools & decision makers.
- Segmented for the education and higher education sector.

Key Resources

Key resources:
- SATLA content and material developer.
- SATLA programmers and programming
- SATLA copywright
- SATLA admins and technical support

Distrubtion channels:
- Apple Store
- Play Store
- SATLA website

Channels

Channels to reach customers:
- Social media
- Sponsored advertisment
- Emails
- Reach out to schools and universities.
- Word of mouth
- Special promotions