

Business Model Canvas Personalized E-Learning Platform

Company: Amazon, Inc.

Last updated: August 4, 2024

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BUS 400 Milestone Two



Unique Value Proposition

Unique Market Space:

- Personalized, immersive, and adaptive learning experiences
- Advanced AI technology for real-time adaptive learning paths
- Interactive simulations and VR/AR-based content
- Regularly updated high-quality courses

Strategic Advantage

- Social learning and gamification elements
- Seamless integration with Amazon devices and the Amazon Ecosystem
- Focus on inclusivity and diversity
- Global presence
- Captures a broad untapped segment of learners





1: Key Business Model Questions: The Customer

How do you acquire customers?

- Targeted marketing campaign through digital advertising and content marketing
- Partnerships and collaborations through educational institutions and corporate partnerships
- Limited-time free trials and basic free courses and features with upgrade options for premium content and advanced features
- User reviews, testimonials, and influencer partnerships
- Cross promote within the Amazon Ecosystem
- Referral and affiliate programs

How do you deliver the product/service to the customer?

- Online platform
- Mobile application
- Amazon devices (Echo, Fire tablets, etc.)
- Partnerships with educational institutions
- Corporate partnerships

After you have landed a new customer, how do you plan to relate to that customer and manage the relationship (if at all)?

- Engagement and retention through a personalized learning path
- Highly responsive customer support
- User feedback



1(a): Key Business Model Questions: The Customer, Continued

4. How will you charge your customers? What is your revenue model?

- Subscription Fees
- Ad Hoc Course Sales
- Corporate Partnerships
- Advertising Revenues
- Content Licensing Fees
- Freemium Model

5. How much will you charge your customers? Can you calculate your revenues for the next month, quarter, and year?

Revenue Source	Rate	# of Users/Sales (per month)	Estimated Monthly Revenue	Estimated Quarterly Revenue	Estimated Yearly Revenue
Subscriptions	\$10	1 million users	\$10 million	\$30 million	\$120 million
Course Sales	\$100	100 thousand courses	\$10 million	\$30 million	\$120 million
Corporate Partnerships	\$50,000	10 annual contracts	\$41.7 thousand	\$125 thousand	\$500 thousand
Advertising	\$5	1 million users	\$417 thousand	\$1.25 million	\$5 million
Freemium Conversions	\$50	5% of 50 million free users	\$10.42 million	\$31.25 million	\$125 million
Total			\$30.88 million	\$92.63 million	\$370.5 million

6. What key activities do you need to engage in to deliver your value proposition?

- Collaborate with partners to develop content
- Platform development & maintenance
- Marketing & outreach
- Partnership management
- User support & engagement



2: Key Business Model Questions: Assets, Partners, and Cost

1. What assets are available to you or under your control?

- Revenue Growth
 - AWS highest growth segment
- Distribution Network
- Rapidly Growing Customer Base

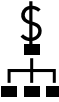
2. Who are your key partners?

- Education institutions
- Industry experts
- Technology providers
- Corporate
- Content creators

3. What are your cost structures? What will you need to pay for in order to create the product/service?

- Initial cost to launch the platform: \$700 million
 - Development Costs
 - Operational Costs
 - Partnership Costs
 - Sales & Marketing Costs

Business Model Canvas - Amazon Personalized E-Learning Platform

Key Partners  - Educational institutions - content creation - Industry experts - specialized knowledge - Technology providers - integration - Corporate - employee training - Content creators - library expansion	Key Activities  - Collaborate with partners to develop content - Platform development & maintenance - Marketing & outreach - Partnership management - User support & engagement Key Resources  - Technology infrastructure (cloud computing, AI) - Comprehensive content library - Skilled personnel (education, tech, support, marketing) - Development & operations financial resources - Strong educational institutions & corporate partnerships	Value Proposition  - Personalized & interactive learning paths: - AI-driven customization for individual student needs. - Engagement through Interactive simulations, VR/AR-based content, & gamification. - Comprehensive high-quality curriculum: - Providing a wide range of subjects & skill level content through partnerships with top educational institutions & industry experts. - Flexible & accessible learning: - Subscription-based - Ad hoc	Customer Relationship  - Automated services with AI recommendations - Community engagement (forums & social learning) - Dedicated customer support - Gamification (badges & leaderboards) - Feedback tools (continuous improvement) Channels  - Online platform - Mobile application - Amazon devices (Echo, Fire tablets, etc.) - Partnerships with educational institutions - Corporate partnerships	Customer Segments  - K-12 students & parents - Higher education students - Professionals - Educational institutions - Corporations
Cost Structure  - Development costs - initial investment in platform development, content creation & Amazon device integration. - Operational costs - ongoing expenses for platform maintenance, content upgrades, marketing & customer support. - Partnership costs - expenses associated with establishing & maintaining partnerships with educational institutions & corporate partners. - Sales & marketing costs - promotion of the platform & acquiring new users.			Revenue Streams  - Subscription fees - recurring from user platform content & feature access. - Ad hoc course sales - 1-time payments for individual courses/modules. - Corporate partnerships - platform subscription for employee training/development. - Advertising revenues - targeted ads within the platform. - Content licensing fees - from educational institutions platform content licensing fees.	



4: Consider Your Business Model

Based on the BMC chart, why does it make sense to proceed with this new product/service?

- Extensive Distribution Network
- Strong Financial Position
- Growing Customer Base
- Strategic Goals – enter e-learning market
 - Expertise: subscription and advertising models
 - Partnership relationships
 - Extensive content creator network
- Vast technological capability through AWS

What are the risks to your business model?

- Partnership and Supplier Relationships
 - Partner Dependence
 - Content Quality and Consistency
- Market Competition
 - Intense Competition
 - Technological Advancements
- User Acquisition and Retention
 - Freemium Model Risks
 - User Engagement
- Operational Challenges
 - Scalability
 - Compliance and Data Privacy
- Financial Risks
 - Initial Investment
 - ROI

Are there things that can or should be changed to strengthen the business model to reduce its risk?

- Leverage AWS for Infrastructure
 - Cost Effective
 - Integration
- Strengthen Partnerships
 - Diversify
 - Long-term Contracts
- Enhance User Acquisition and Retention
 - Freemium Conversions
 - User Experience
- Unique Competitive Edge
 - Exclusive Content Offerings
 - Innovative Features
- Operational and Compliance Strategies
 - Global Compliance Team
 - Scalability Plans
- Financial Strategies
 - Phased Investment
 - ROI Monitoring

5: Clarify Your Business Model Assumptions

BMC Chart Item in Question	This Is a Fact. Here Is My Evidence:	This Is an Assumption
Customer base – use existing vast network and diversify into expanding e-learning markets.	- Amazon.com, Inc. SWOT Analysis. (2024). <i>Amazon.com, Inc. SWOT Analysis</i>. (pp. 1–7). - Statista. (2020). Size of the global e-learning market in 2019 and 2026, by segment (in billion U.S. dollars). <i>Statista</i>. https://www-statista-com.ezproxy.snhu.edu/statistics/1130331/e-learning-market-size-segment-worldwide	
AWS can be used to mitigate cost, capitalize on advanced technology, and provide built-in corporate partnerships.	- AWS. (2018). <i>What is AWS</i>. Amazon Web Services, Inc. https://aws.amazon.com/what-is-aws/?nc1=f_cc - Amazon. (2024b, February 2). <i>AMAZON COM INC, 10-K Annual Report</i>. Cloudfront.net. https://d18rn0p25nwr6d.cloudfront.net/CIK-0001018724/97706586-53f4-4ede-889d-4d82777e75c4.html#	
Strong content creator and advertising models already in place.	- Amazon.com, Inc. SWOT Analysis. (2024). <i>Amazon.com, Inc. SWOT Analysis</i>. (pp. 1–7). - Amazon. (2024b, February 2). <i>AMAZON COM INC, 10-K Annual Report</i>. Cloudfront.net. https://d18rn0p25nwr6d.cloudfront.net/CIK-0001018724/97706586-53f4-4ede-889d-4d82777e75c4.html#	
Utilizing advanced technology to build custom interactive learning platforms through AI and ML.		X
Create strong partnerships with educational institutions and industry experts for high-quality content and future revenue streams.		X



6: Preparing to Meet Customers: Materials and Sales Process



Checklist of Materials Needed

Website:

- Domain Name
- Hosting through AWS
- Website Design
- SEO Tools
- Content
- E-commerce Integration
- Security Features
- Legal Pages

Marketing plan:

- Market Research
- Content
- Social Media Strategy
- SEO Strategy
- Advertising Plan
- Email Marketing Plan
- KPI Analytics and Reporting



Sales and Customer Acquisition Process

Subscription and Ad-Hoc Course Based Customers :

- Freemium Conversions
- Marketing Advertisements
- Secure Subscription or Course Purchases
- Customer Service and Support

Corporate and Educational Institution Partnerships :

- Contact Leads/Customers
- Assess Individual Customer Needs
- Develop Customized Proposals/Contracts
- Sign Annual Contract Agreements
- Onboard/Deliver Platforms
- Check-ins and Customer Support



Pricing Options:

Subscription-Based Pricing:

- Monthly/Annual Subscriptions – Full Access to Content and Features

Ad Hoc Service Model:

- Pay Per Course – Flexible Learning Paths

Corporate Partnerships:

- Bulk Pricing Covering All Employees – Customized Based on Company Size/Needs

Freemium Model:

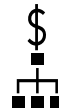
- Basic Free Access – Premium Content and Features for Upgrade Fee/Subscription



7: Update Your Documentation

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- **The Amazon E-Learning Platform is targeted towards:**
 - K-12 Students
 - Higher Education Students
 - Professionals
 - Educational Institutions
 - Corporations
 - **The type of value the Amazon E-Learning Platform delivers is:**
 - Personalized Learning Experience
 - Interactive and High-Quality Educational Material
 - **Our product/service is unlike others because it offers...**
 - Advanced Interactive and Adaptive Learning Platforms
 - Wide Range of Learning Models Catering to Every Need or Preference
 - Integration within all the Amazon Devices

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10: References

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