

Business Lean Canvas

Problem <i>There is a significant inequality in access to information about studying abroad, especially among public school students. As a result, many capable students are unable to access international opportunities, which reinforces existing social inequalities..</i>	Solution <i>Open Wings is a free platform designed to support public school students who want to study abroad. It provides clear guidance on application processes, curated information about international programs and scholarships, and aims to offer mentorship opportunities to better prepare students for these experiences.</i>	Unique Value Proposition <i>Open Wings brings together opportunities, guidance, and accessible information in one place, making the process of studying abroad clearer and more attainable for public school students, at no cost.</i>	Existing Alternatives <i>Currently, students interested in studying abroad can turn to mentorship programs, educational platforms, and specialized consulting services such as The Dream School and M60. However, these alternatives are often costly and not easily accessible to public school students.</i>	Target Market <i>The platform focuses on public high school students aged 15 to 18 who are interested in studying abroad but lack access to reliable information, guidance, and support throughout the process.</i>
Feedback <i>Students reported strong interest in studying abroad but highlighted limited access to information. They found the platform useful, especially for discovering opportunities and identifying scholarship options more easily.</i>	Key Metrics • <i>Number of interested students</i> • <i>Registered and active users</i> • <i>Applications submitted</i> • <i>Acceptances into programs</i> • <i>Partner schools</i>		Outreach <i>The project reaches students through school visits with presentations and workshops, social media platforms such as Instagram and TikTok, and partnerships with schools and educational organizations.</i>	Early Adopters <i>Public high school students, especially peers and students from the schools where the project will be initially implemented, who are interested in studying abroad and actively seeking more information about opportunities.</i>

Cost structure

- Platform development and continuous updates
- Technical maintenance and support
- Digital infrastructure (servers, data storage, security)
- Marketing and outreach (social media and content)
- Transportation for school visits and presentations
- Core team (developers, designers, mentors, management)
- Educational materials and workshops

Revenue streams

The project is supported through strategic partnerships with companies that provide sponsorships and institutional support aligned with its social impact mission. Additional funding comes from collaborations that help expand and sustain the platform.

- Partnerships with schools and educational organizations
- Grants and social impact initiatives

Suggested order. There are many approaches to what to fill out first. We recommend focusing on what makes sense to you first.