

Business Model Canvas

1. **Key Partners**

* Payment Processing Providers: Mpesa, Banks.
* Education Providers: Schools, tutoring sessions or online education platforms, religious organisations and clubs.
* Tech Partners: Web hosting services, cloud storage, security services.
* Community Organizations: Parenting groups, family-oriented social media platforms.
* Custodian- Equity bank, CIB and ABSA.

**2. Key Activities**

* Platform Development and Maintenance: Ongoing development, updates, and technical support.
* User Management: Onboarding, authentication, profile management.
* Task and Reward Management: Creating, assigning, and tracking tasks and rewards.
* Financial Transactions: Safe and seamless handling of monetary transactions.
* Community Building: Management of community features, peer leaderboards, and reward groups.
* Customer Support: Providing assistance to users and resolving their issues.

**3. Key Resources**

* Platform Software: Web and PWA (Progressive Web App) capabilities.
* Financial Infrastructure: Payment gateway integration with Mpesa and Junior Bank.
* Human Resources: Developers, designers, customer support, marketing team.
* Partnership Networks: Educational institutions, financial bodies, technology partners.
* Data and Analytics: User data, task completion rates, achievement tracking.

4. **Value Propositions**

* Structured Family task Management: Helps parents organize and manage family routines effectively.
* Financial Literacy for Children: Educates children on earning, saving, and spending money responsibly.
* Reinforcement learning: Encourages children through tasks and reward systems with real monetary benefits and badges.
* Community Interaction: Facilitates family and community interactions and peer motivation.
* Ease of Use: User-friendly interface with seamless integration for monetary transactions.
* Competence building- helping children learn new skills.

**5. Customer Relationships**

* Self-Service: User-friendly platform where families can manage tasks and rewards independently.
* Automated Support: FAQs, in-app tutorials, and user guides.
* Human Support: Personal customer service for more complex issues and problem resolution.
* Community Engagement: Building an active community with family leaderboards and community reward groups.

**6. Channels**

* Website: Main platform for accessing Ismene features.
* PWA on Mobile: Mobile app offering enhanced accessibility and usability.
* Social Media: Platforms like Facebook, Instagram, and Twitter for community engagement and marketing.
* Email Marketing: Newsletters and updates to keep users informed.
* Educational Institutions: Partnerships with schools for direct marketing and endorsements.
* Ismene games- games with schools to enable children learn about money from schools.

7. **Customer Segments**

* Primary: Parents/Guardians (Family Organizers) looking for family organization tools and ways to instill financial responsibility in their children.
* Secondary: Children, who perform tasks and earn rewards, and secondary guardians/parent figures who assist in the management process.
* Tertiary: Educational institutions and community groups interested in promoting financial literacy and structured family routines.

8. **Cost Structure**

* Development Costs: Initial and ongoing development of the web platform and mobile applications.
* Operational Costs: Server hosting, data storage, and security services as well as human capital expenses.
* Marketing and Sales: Advertising, promotions, and partnerships.
* Customer Support: Customer service and technical support costs.
* Transaction Fees: Fees associated with payment processing through Mpesa and banking partners.

**9. Revenue Streams**

* Subscription Fees: Monthly or annual subscription fees for premium features.
* Transaction Fees: Small fees on monetary transactions when parents credit cash to the child’s account.
* Partnership Commissions: Commissions from partner institutions like Junior Banks on transactions and accounts.
* Advertising: Potential revenue from targeted advertisements, especially from educational services and family-oriented products.
* In-App Purchases: Purchases for additional badges, achievements, or features within the app.