

SchoolEase - Business Model Canvas

David Russo

Abstract

A common sentiment expressed among k12 teachers in classrooms across the country is that their time is eaten up by menial tasks that have nothing to do with teaching. A teacher's time is juggled between grading, meetings, parent and student contacts, professional developments, addressing discipline concerns, duties, and of course, teaching. SchoolEase will be the first ever free national database of lesson plans that are created and uploaded by teachers. SchoolEase will then strive to help improve public education nationwide by offering lesson and curriculum building services to individual teachers, schools, and school districts. Depending on the purchased plan and customer segment, customers can choose from using SchoolEase's prebuilt lesson plans, they can design customized lessons and curriculums in collaboration with SchoolEase's instructional designer's or have SchoolEase provide feedback and input on teachers' existing lessons. There is currently no such model that allows teachers to not only obtain freely available lesson submitted to a database by their peers, but also provides an outsider's expert input and advice.

Customer Segments

Teachers Persona	The goal of SchoolEase is to help teachers, and they will be the primary users and customers of the website. At the same time, it is not the intention to put the financial burden on teachers, at least long-term. It will be necessary to acquire individual teachers as customers to gain recognition, reputation, and increase the content pool before larger stakeholders will buy in. All teachers will be able to upload their own lesson plans and download other teachers' lesson plans from the site free of charge. Teachers can buy into a two-tiered subscription service to receive increased levels of support.
Schools Persona	Administrators on a school level have funds that are available for purchasing subscription based services such as SchoolEase to help their teachers. School plans are available that will offer a per teacher discount compared to buying the individual service.
Districts Persona	Efforts to obtain districts as customers will be a long-term goal. State standards are typically unpacked at the district level and will thus cause the interpretation of state standards to vary district by district. Districts will have the highest amount of discretionary spending. Since districts interpret and unpack state standards, teachers and schools are left to then interpret the district's own interpretation of the state standards. By working directly with the school districts, SchoolEase can work with district instruction officials to create a coherent bridge between teachers and their districts, a curriculum map and planning template, and exceptional examples that teachers in the district could use to base their instruction from.
Students Persona	Students will be able to use SchoolEase to access study materials and other free resources that are connected to the conceptual information that their teachers are creating.

Value Proposition

Newness	There is currently no online database for teachers to freely be able to upload, share, critique, and get feedback on lesson plans. There is also currently no subscription-based service that will pair instructional designers with individual teachers, schools, or districts to either help them create lessons or improve their lessons
Performance	SchoolEase instructional designers will align lessons based on best practice pedagogies and academic research
Customization	SchoolEase allows for customization by helping teacher (customers) to create or change existing lessons plans based on new standards or ideas their teachers have for a lesson but are unsure in how to achieve it.
Getting the job done	SchoolEase will help teachers have effective lessons that lead to higher learning outcomes even with the increasingly limited time for teachers to be able to spend time on planning instruction.
Risk Reduction	Teachers, schools, and districts can be at ease that not only are the lesson plans that are being implemented effective, but that that have already been taught in other classrooms and have

	experienced a time for reflection and feedback, regardless of the years of experience the teacher using it has.
--	---

Channels

Teachers <i>Get</i>	SchoolEase will acquire its first users through personal connections that I have in my own school. Many, if not all teachers will be willing to upload lessons that they already have to help other teachers who might need them. The free user base will also grow through search engine optimization for teachers that are searching for new ideas for lessons. SchoolEase will also post on teacher communities that I am already actively involved in such as different Facebook groups and subReddits. The expectation will be that all new teacher customers will first start and be acquired first as a free user or contributor.
Teachers <i>Keep</i>	SchoolEase will have an ever-expanding database of lessons and resources, the longer that lessons are on the site, the more improved they will become through peer feedback and improvements. Teachers will also get a paid version of a lesson depending on their activity in uploading lessons or providing feedback to other teacher's lessons. Teachers can also opt in to receive emails for new uploads in a subject area that they teach.
Teachers <i>Grow</i>	Teachers will always have access to any lessons uploaded by another teacher. Teacher paid subscriptions (Tier 1) are offered for a teacher to view SchoolEase's curated lessons for a particular concept that are made collaboratively with SchoolEase's instructional designers. For a Tier 2 subscription, SchoolEase's designers will create lessons from scratch that will meet the teacher's wants and needs. Teacher's will be inclined to see the value of SchoolEase from the free curated lessons that they receive by being an active participant in the site and can choose to pay for a subscription to receive more content. Every time that a teacher buys a new subscription, they will receive 3 free months for a higher tier of service (if they buy tier one, they get 3 free months of tier 2 as well). They will be offered purchasing a higher tier at the end of the trial. Teacher's can also get 2 months of a tier 2 subscription for every teacher that they refer and then purchases a tier 1 or higher subscription.
Schools <i>Get</i>	Acquiring schools as customers will not be a focus for several years. After working personally with nearly a dozen Wake County principals I will personally reach out to them after SchoolEase has established itself as a useful tool for teachers and SchoolEase is able to support hiring additional staff.
Schools <i>Keep</i>	By directly working with teachers to inform and improve their teacher's instructional design, administrators will have one less thing to worry about and can focus less on teacher efficacy.
Schools <i>Grow</i>	I will grow my network of administrative connections by making current school customers happy. I will also continue to reach out personally to other principals.
Districts <i>Get</i>	SchoolEase will apply to become an approved WCPSS vendor and then put in for a bid for an Instructional support / curriculum design service. Districts will also be an endgame, starting with WCPSS.
Districts <i>Keep</i>	Districts will receive dedicated assistance via a product manager and customer support representatives who are able to troubleshoot, but also meet with teachers in schools to help them take full advantage of SchoolEase's services.
Districts <i>Grow</i>	Once WCPSS is an establish and successful customer, SchoolEase will reach out to neighboring school districts such as Durham and Chapel Hill.
Students <i>Get, Keep, Grow</i>	Students will largely use SchoolEase because the student resources will align to lesson plans used by their teachers. They will be provided with various methods of study tools and organizers to help learn.

Customer Relationships

The main draw to SchoolEase will be its online database of lessons that are uploaded by teachers and free for download. The website will be a completely self-service tool for free users. Teachers will be able to download, edit, improve, and reupload lessons; or provide feedback or input on existing lessons to make it so that the lessons that are on SchoolEase will continuously get better. This is co-creation. For paid subscribers: teachers, schools, and school districts will also have co-creation relationship with SchoolEase's instructional designers, creating lessons

and curriculums as a joint entity. For the larger subscriber communities (schools and districts), they will receive personal and dedicated personal assistance that will work directly and in person with teachers to ensure they are happy with their purchase and able to use the service to its fullest.

Relationship	Customer Segment
Personal Assistance	Teachers (paid subscription), School, District
Dedicated Personal Assistance	District, State subscriptions
Self-Service	For all free users and customers
Co-creation	Teachers (free users), Teachers (paid users), School, District

Revenue Stream

Free access users (teachers and students)	Advertising	All users, whether teachers or students, who use the free resources on the website will support SchoolEase through advertising.
Teacher (paid subscribers)	Subscriptions fees	Teachers may purchase a tier 1 subscription to view and use SchoolEase's curated subscription, or a tier 2 subscription to work directly with an instructional designer to cooperatively craft lessons and/or curriculums
Schools	Subscriptions fees	Schools can subscribe to plans for all teachers in the building to receive more direct support, curated lessons, and lessons/curricula designed cooperatively with instructional designers
Districts	Subscriptions fees	Districts can subscribe to plans for all teachers in the building to receive more direct support, curated lessons, and lessons/curricula designed cooperatively with instructional designers

[View detailed revenue stream](#)

SchoolEase Revenue Stream

			Revenue Generated each quarter								
			2023				2024				
Customer Segment	Revenue Stream	\$ Generation	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
Students (free user)	Advertising	\$0.18 / ad	\$0	\$27	\$54	\$108	\$270	\$540	\$5,400	\$10,800	\$17,199
Teachers (free user)	Advertising	\$0.18 / ad	\$81	\$1,620	\$8,100	\$16,200	\$81,000	\$162,000	\$243,000	\$324,000	\$836,001
Teacher (tier 1 subscriber)	Subscription Fees	\$10 / month	\$0	\$0	\$0	\$0	\$25	\$100	\$250	\$500	\$875
Teacher (tier 2 subscriber)	Subscription Fees	\$10 / month	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500	\$500
School	Subscription Fees	\$5/Teacher /month	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
School District	Subscription Fees	\$5/Teacher /month	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
										Total	\$854,575

Key Resources

Physical	Description
N/A	The physical resources at startup will be close to none. SchoolEase will not have an office building and employees will work remotely. All services rendered will take place on the SchoolEase website.
Intellectual	Description
Website	This will be the most important part to SchoolEase. It will need to support large data files and make it easy for teachers to upload, view, and download lesson plans.
Storage	A single lesson plan may have a large file size due to the material within, the storage costs will likely be medium-high as it becomes more popular
Human	Description
Instructional Designers and	The instructional designers (ID's) and pedagogical experts (PE's) will be the largest human resource and consume most of its financial resources. The first ID's and PE's can be hired after year one.

Pedagogy experts	
Website designer	Any initial capital will go into the website design to create a basis for the free users to upload, view, and down lessons to create revenue from ads. This role will become permanent to resolve any issues as traffic to the site increases
Product manager/ Customer Service	SchoolEase will not be able to support school or district-wide plans until after year 2 at a minimum. A product manager or customer service representative will be needed to deal directly with larger subscribers when the time comes.

Key Activities

The most important first step of SchoolEase will be to hire a designer create the website. This should only take a few months. Once the website is up and running then SchoolEase will try to spread to acquire as many free users as possible. This will be done through my personal relationships in Wake County as well as reaching out to teacher communities that I take part. A website designer will be taken on full-time once enough revenue has been generated from advertisements. The first year’s focus will be on the free materials that teacher upload, share, give/receive feedback, and download lesson plans. Teachers will also be able to upload their created resources for students so that student users will start to grow. After the first year, enough ad revenue should be generated to hire the first instructional designer to begin creating one SchoolEase curated lesson for each concept in different subject areas and grade levels. By the end of the second year, SchoolEase will be able to hire an ID for every core class and will be able to finalize curated lessons and begin creating personalized lessons for Teacher subscriptions (tier 2). With the continued support from ad revenue, and now teacher subscription plans, SchoolEase will be able to market to entire schools and districts and hire additional staff accordingly such as the product managers and customer serviced representatives for more customized support.

Key Partnerships

UNC School of Education (not needed before going to market)	SchoolEase will seek to partner with the UNC School of Education with two aims: allow students to create and upload lessons plans to website for recognition and portfolio purposes and use their work to gauge future hiring prospects for instructional designers.
Bill and Melinda Gates Foundation	SchoolEase will also seek to partner with the Bill and Melinda Gates Foundation in the hopes of receiving the initial funding for the website for the philanthropic intention of improving the outreach and accessibility of education resources for students across the world.

Cost Structure

SchoolEase will primarily be a value-driven to improve the teaching capabilities and lives of teachers.

Cost	\$
Website Designers	\$57,000 (recurring)
Instructional Designers	\$60,000-\$90,000 (recurring)
Customer Service Representatives	\$40,000 (recurring)
Product Managers	\$60,000 (recurring)
Pedagogy Experts	\$65,000 (recurring)
Cloud Storage	Based on size (recurring)

The Unanswered

One of the unknowns that has not been developed through this BMC is the teacher to instructional designer ratio. A number will need to be established that would team up an appropriate number of designers to teachers that would allow SchoolEase to provide the intended personal support and customization for their lessons, but the number of teachers must be high enough to offset the designer’s salary. There may need to be a set number of lessons that certain customer segments will be able to “request” from their designer each month so that the workload can be somewhat predictable. At the same time, it is possible for the personalized assistance to be a loss leader and use the revenue generated from the free portions of the website to remain profitable.

BMC Visual

Customer Segments

- Teachers
- Schools
- School Districts
- Students

Value Proposition

- Newness
- Performance
- Customization
- Getting the job done
- Risk Reduction

Channels

- Search Engine Optimization
- Teacher Communities
- Free services
- Upsell
- Referrals

SchoolEase

Customer Relationships

- Personal Assistance
- Dedicated Personal Assistance
- Self-Service
- Co-Creation

Revenue Stream

- Free Access users (teachers and students)
- Teachers (paid subscribers)
- Schools
- School Districts

Key Resources

- Website
- Storage
- Instructional Designers
- Website Designers
- Product Managers
- Customer Service Representatives

Key Activities

- Hire designer to create website
- Spread the word for free users to generate ad revenue
- Hire instructional designers to customize lesson plans
- Target school subscriptions

Cost Structure

- Value-driven
- Economies of scale