

The Business Model Canvas










Designed for:

Designed by:

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<p>Key Partners </p> <ul style="list-style-type: none"> - Partnership with SciencesPo's "programme de recherche et d'enseignement des savoirs sur le genre" in order to gain a first insight the general understanding of the magnitude of the problem we are trying to solve. - Our first clients will also serve as partners, we will provide services free of charge in exchange of their data to understand their current situation in terms of communication and talent attraction. Ideally the first clients will be recruitment firms. 	<p>Key Activities </p> <ul style="list-style-type: none"> - In-person training workshops that help to raise awareness of language biases. - A "Grammarly" corrector for texts which's ultimate goal is to analyse texts and help the user rewrite them in a gender-neutral language. Will count with a built-in dictionary - Certification for businesses that conform with gender neutral norms and regulations. 	<p>Value Propositions </p> <ul style="list-style-type: none"> - Raise awareness about language biases in the work place and every day interactions. - Enable firms to avoid language biases in their every day internal and external communications. - Train professionals as well as private individuals to avoid language biases and remain gender neutral. 	<p>Customer Relationships </p> <p>We are hoping to establish long term relationships with our customer and clients. In a perfect scenario each relationship would have different phases (1) Initial overall analysis of the clients' communications (2) a process to neutralise their language (3) Issuance of a gender-neutral language certificate (4) Follow up and audit of all their communications to keep the neutrality status.</p>	<p>Customer Segments </p> <ul style="list-style-type: none"> - Our primary customers will be private companies that wish to (1) reduce the bias in language, from their website which their own clients visit to their careers page and the talent they attract and (2) raise awareness by becoming a "gender neutral" company, which will help boost their CSR practices.
<p>Key Resources </p> <ul style="list-style-type: none"> - Motivated team in which genders are fairly represented. - Members of the team speak at least three languages fluently which help help in scaling the solution. - Our "Grammarly" is already in development stages. - A team member counts with the necessary technical knowledge to build the website and take care of the technical aspects of the solution. 	<p>Channels </p> <ul style="list-style-type: none"> - First stage is to connect with enterprises willing to exchange data and their experiences when it comes to language and its neutrality, in exchange we will provide them with an analysis of their communications. - Once the necessary data is collected we will be able to attract a larger clientele through Google Ads, we will reach companies that have expressed a strong CSR commitment or those that could benefit from it. 	<p>Cost Structure </p> <ul style="list-style-type: none"> - Main cost will be used for marketing campaigns to attract new partnerships and clients. - The project will also incur development costs when needed, such as "fair-language" consultants. 	<p>Revenue Streams </p> <p>Revenues will stem from our main services (1) workshops (2) use of the fair-language Grammarly tool (3) issuance of the certification and (4) consulting services.</p>	<ul style="list-style-type: none"> - Second customer segment are recruitment companies that wish to neutralise the language used in all of their job offers to maximise the variety of candidate applications. - Finally, public institutions that wish to analyse the effectiveness of their communications in relation to how egalitarian their language is. From public campaigns to university recruitment.



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