

# Business Model Canvas for Wellbeing University

Rev #

<p><b>KEY PARTNERS</b></p> <p>Short / Medium Term:</p> <ul style="list-style-type: none"> <li>Universities</li> <li>Student Associations</li> </ul> <p>Long term:</p> <ul style="list-style-type: none"> <li>Business Organizations</li> <li>State Entities / Public Institutions</li> <li>Partner Organizations</li> <li>Student Associations</li> </ul> <p style="text-align: center; font-size: 2em; color: lightgray;">2</p>	<p><b>KEY ACTIVITIES</b></p> <p>Provide an intensive framework to reduce the negative effects of loneliness and its impact on the social, educational, and corporate wellbeing of young adults.</p> <p>Provide consulting and implementation services for organizations in a varying spectrum of activities</p> <p>Increase awareness of the negative effects and public health issue that arises from loneliness in different stages and forms</p>	<p><b>UV PROPOSITION</b></p> <p><b>Wellbeing University is an organization that analyzes and studies the different effects, causes, and impacts of loneliness in young adults.</b></p> <p>Wellbeing University makes life better for, educational institutions, businesses and organizations. By providing general and specialized frameworks, our clients will be able to maximize the performance of their human capital while ensuring that they provide a safe, socially responsible, and friendly environment that is inclusive to people of all backgrounds.</p> <p>Wellbeing University will also provide consulting and implementation services for institutions that want to take a step further in reducing the negative effects of study environment, corporate, and personal loneliness</p>	<p><b>CUSTOMER RELATIONSHIP</b></p> <p>Webpage</p> <p>Facebook and Instagram, , e-mail.</p> <p>Our office / campus location → future application</p> <p>One on One visits to university / directors / owners</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Short / Medium Term:</p> <ul style="list-style-type: none"> <li>Universities – High concentration of young adults</li> </ul> <p>Long Term:</p> <ul style="list-style-type: none"> <li>Businesses, public institutions, corporations, etc..</li> </ul> <p style="text-align: center; font-size: 2em; color: lightgray;">1</p>
	<p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>Highly skilled group of consultants within the age group of the target segments</li> <li>Partnership with SciencesPo</li> <li>Multifunctional management team</li> </ul>		<p><b>CHANNELS</b></p> <p>Social Media – very effective to advertise on digital platforms, and at a relatively low cost compared to other advertising channels.</p> <p>Door-to-door personal visits to universities and institutions with high perceived risk</p>	

## COST STRUCTURE

- Webpage implementation costs
- Advertising
- Workforce / Sales force / implementation team
- Rent of office / campus space in the future

## SOCIAL COSTS:

- Increased Productivity of individuals participating and affected by the project because of higher levels of Wellbeing
- Hard to assess a numerical impact of the social costs without having comparables or similar situations to benchmark the possible impact
- Happier people = Healthier people → definitely a positive impact on public health systems as a positive externality

**ENVIRONMENTAL COSTS: Not Applicable**

## REVENUE STREAMS

- From the general frameworks commercialized to clients
- From consulting and implementation services
- From events and talks