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Grade: 11

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Grade: 11

School: Diamond Technology Institution

Teacher: Michael Tennant

Business Name: AdolJob



## Hook/ Introduction

Are you in need of work, but no one seems to be hiring? Well Adoljob can help! It is our top priority to assist highschool students in need of work by helping them search and apply for jobs near them.



# Lean Canvas: Table of Contents

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## A. What does my company do?

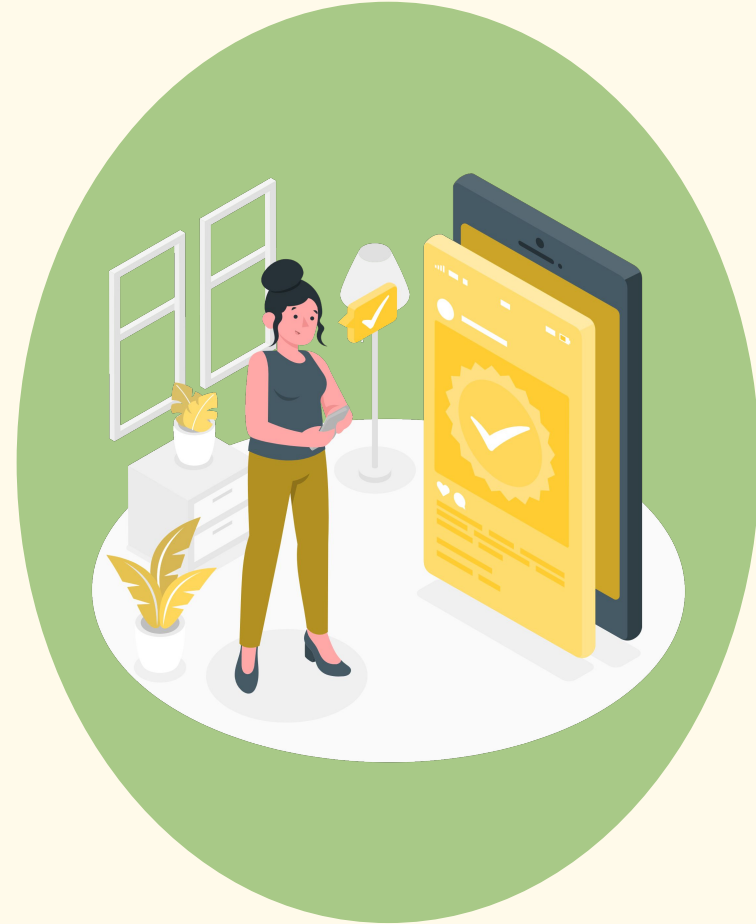
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Our Company/App provides a service for highschool students. It will help highschool students to find jobs and internships in their area that will match up with their desired schedule.

## B. How does my company make money?

Our company gains revenue from the one time fee of \$1 to purchase the app. We also gain revenue through affiliate marketing. There will be a monthly premium of \$1.99. This will allow a customer to be put as a top priority when applying to a job or internship.



## C. Name of Business



**Adoljob**

Teen job finder

## **D. Dream Business Vision Statement**

**Our vision statements is to help high school students in Watsonville find employment and internships. We will then expand our services throughout the West Coast**

## E. Company Mission Statement

Our mission statement is to assist high school students with job opportunities and internships that will fit best with their schedules.



## F. Problem/Unmet Need

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High school students aren't finding the right type of jobs or internships that best match their interests and skills.



## G. Solution



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Our app will help users filter jobs and interviews to match the users qualifications and desires.

# G.1 Assessment of Opportunities

## SWOT Analysis

### Strengths:

1. Will help teens get jobs best suited for their schedules.
2. Will allow teens to view salary and work hours ahead of time.

### Weaknesses:

1. Unexperienced
2. Competing against established businesses

### Opportunities:

1. Helps high school students get jobs
2. To get internships at local businesses.

### Threats:

- 1.No one using our platform
- 2.Going out of business
- 3.Other apps that offer similar features

# H. Competition

Factors	Your Business & Logo	Direct Competitor 1 & Logo	Direct Competitor 2 & Logo	direct Competitor 3 & Logo
Price	\$1	free	free	free
Age range	14-18	18+	14-19	15+
Premium	\$2	\$220	N/A	N/A

## I. Key Activities

- 1. Seek out students looking for jobs**
- 2. Seek out companies offering jobs**
- 3. Matching students with their desired job**

## J. Key Partnerships

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We will work with local small businesses, as they may be more willing to want to advertise themselves on as many platforms as they can.

We are all instrumental in the success of our company because we are all responsible for things to get done good and on time.

We know that some teens have already committed to being users of the app



# L. Target Customer Analysis



## Description of Primary Target Consumer

### Demographics

We are going to target High School students between the ages of 14 - 18 who are in need of jobs and internships.

### Psychographics

To research and study what these teens aspirations are and their interests about what type of services to provide and advertise.

## Description of Primary Target Consumer

### Geographics

We will target unemployed teens in the central coast

### Buying Patterns

The buying patterns would be WiFi, Electronics, and electricity, and rent and bills.

## L. Target Customer Analysis



## K. Unique Value Proposition

We are different because we are offering small local businesses the opportunity to advertise and will allow high school students to not only get jobs, but internships as well.

Our app will present high school students the opportunity to seek employment and internships in small local businesses near them.



## M. Customer Relationships

There will be a customer service feature that allows customers who may have questions, problems, or suggestions to contact us.



## N. Key Metrics



Our key performances will consist of The customers satisfaction, How many downloads and how often its used, The net income, and the jobs to applicants ratio.

## O. Distribution Channels

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Our app gets the job openings given by the Local businesses looking for employees

We then advertise their job openings on our app

Then its given to the consumers were they then browse on the job openings

Advertisers/ Business Owner



ADOLJOB/ Our company



Customer/Job seekers

## P. Definition of One Unit

### Definition of Primary Unit

the smallest thing we will sell is our one time purchase for the customers which they buy the app which is a one time purchase

### Economics of One Unit

Selling Price		\$1
Cost of var. materials exp. per unit	\$0	0
Cost of App	\$0	0
Estimated Other variable costs	\$0	0
<b>Total COGS/ COSS</b>		<b>\$0</b>
<b>Dollar Contribution Per Unit (Contribution Margin)</b>		<b>\$0.10</b>

## Q. Costs/ Expenses

Definition of Primary Unit	
The first concerns a statistical unit of record which is basic in the sense that it does not depend upon any derived calculations.	
Description of Monthly Expenses	
Variable Material Expenses	Total: \$469/month
Computers	\$4800
desks	\$437.97
chairs	\$390
Fixed Expenses	Total: \$2775/month
rent	\$13800/yr - \$1150/month
electricity	\$18657.60/yr - \$1555/month
wifi	\$840/yr-\$70/month

## R. Revenue Streams? Where will my sales come from?

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Year Round:  
\$528 - 1st year

Seasonal:  
50 people

# S. Y1 Sales Projections

Total Units  
\$[value]

Gross Revenue  
\$[value]

Net Profit  
\$[value]

## Monthly Break Even Units

\$3244

20,00

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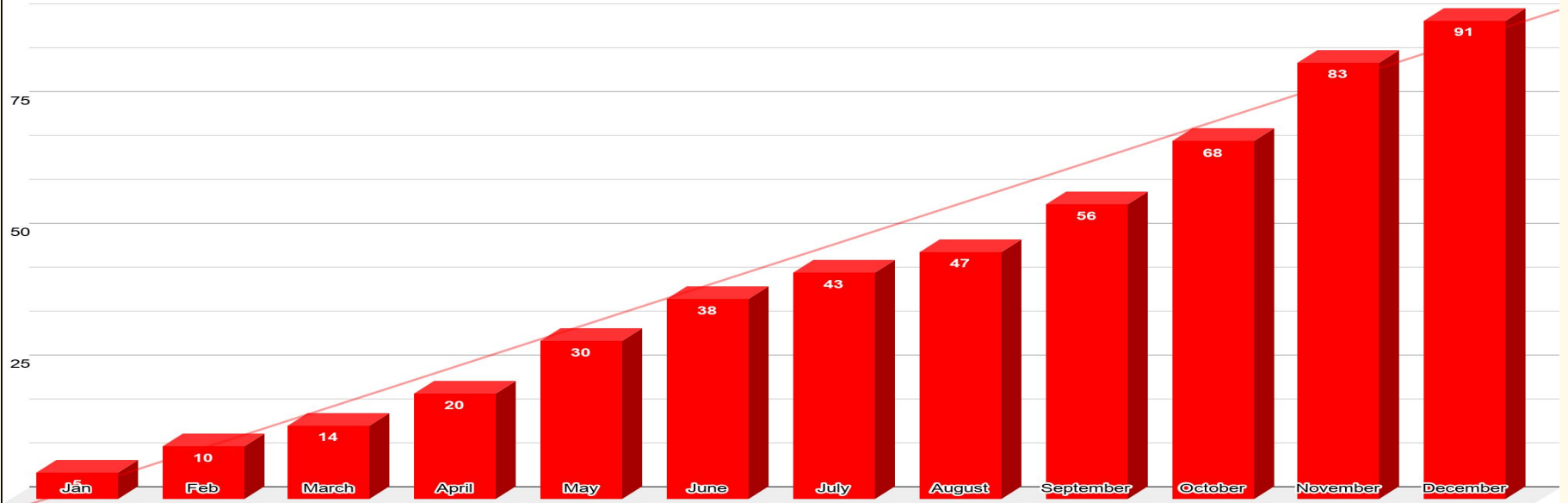
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# Projected Units Sold per Month Y1 vs.

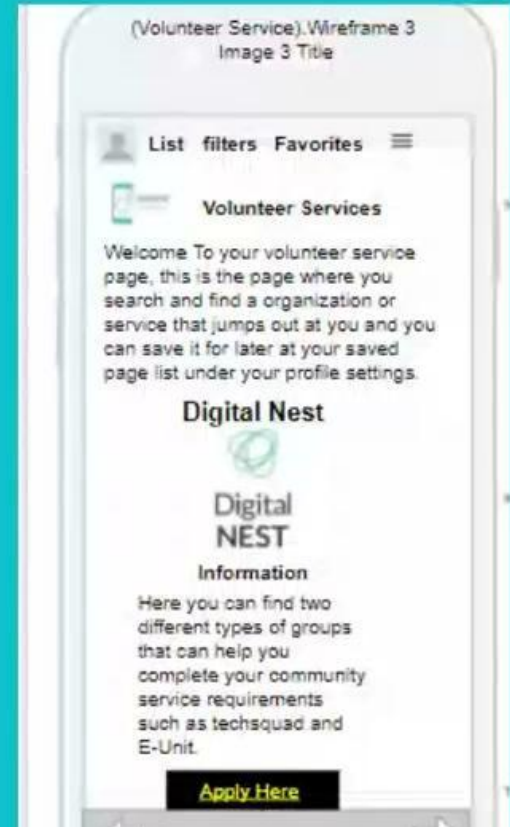
Projected Monthly Units Sold Y1 / # Projected Units Sold per Month Y1



# T. 1 Minute Commercial or Elevator Pitch

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Internship service opportunity

Applications



# Conclusion



## Adoljob

Teen job finder