

ABSTRACT

High unemployment rates encourage university graduates to become entrepreneurs. Alumnibisa.com is planned to be one of the facilities that can be used by fresh Telkom University graduates to set up businesses by utilizing Telkom University alumni channels that already have and run a business. The Alumnibisa.com as a new business plan needs to design a business model to be able to compete in such a platform industry. In this research, Alumnibisa.com business model design will be carried out using Business Model Canvas. The initial step of this research is to conduct an internal analysis of the company when it starts its business, then create a customer service user profile and analyze the business environment. The next step is to conduct a SWOT analysis to design strategies as a consideration for designing business models. The results of this step are then used to design a complete value proposition and business model canvas. The value proposition offered at Alumnibisa.com is to provide coaching and business idea generation and marketplace facilities in one application supported by offline events / meetings with business owners and investors.

Keywords: *Business Model Canvas, Business Model Environment, SWOT, Value Proposition, Business Model Network.*