

ABSTRACT

RnD Private is an institution that provides private tutoring at the elementary, junior high, high school levels, English and German lessons, as well as music lessons in the Bandung and Cimahi areas. Currently, there are several problems faced by RnD Private which have caused the income obtained by RnD Private to decrease. One alternative solution to increase income is to develop an online learning application for class XII who will prepare themselves to take the college entrance test. The idea of designing an online learning system in the form of an application still needs to be finalized by designing a business model. This final project aims to design a business model for making rndpostudent applications for class XII SMA/SMK students who will prepare for college tests using the lean canvas method. The data collected is secondary data (library study) to make an initial lean canvas design which will then be verified and validated. Verification is done by discussing with the supervisor and business owner. Next, a mock-up of the application is designed that is used for the validation process. The validation process is carried out through problem interviews and solution interviews with early adopters. The customer segment in the designed business model is class XII SMA/SMK students in Bandung and Cimahi with the problems faced are difficulties in understanding so many subject matter, difficulty in arranging effective learning strategies, ensuring the chosen majors are in accordance with talent interests as well. financial condition, fighting laziness, fatigue, and boredom in studying material and practice questions, as well as lack of funds to attend tutoring institutions. The unique value proposition designed is to facilitate students to prepare for higher education tests by providing the most complete materials and practice questions, offering a pleasant learning atmosphere through discussion and learning strategies, as well as progress and monitoring of each student's activities. The solutions provided are discussion of material (videos, modules equipped with infographics, and post-tests), interest and talent tests to determine good learning strategies and appropriate majors, live teaching, practice questions and discussions, results of studying the material and practice questions presented. in real time, discussion forums, study reminder notifications, college information features (departments and fee details), website and application blocking programs, video reels containing information on college tests and talent exploration. The unfair advantage of the rndpostudent application is the team that composes the material and questions that are accurate, the admissions party from each university (PTS and Polytechnic), the community of higher education fighters, and alumni. The channels used are Instagram, YouTube ads, influencers, word of mouth and communities, as well as billboards. Revenue streams come from users, advertisements on applications, and commissions from the provision of psychological services. The cost structure is divided into two, namely CAPEX and OPEX. Key metrics are the number of downloads and high ratings, the percentage of duration/time customers use the application, the number of uninstalled applications, the number of premium transactions, and virality.

Keywords – RnD Private, Lean Canvas, rndpostudent, class XII students of SMA/SMK