

ABSTRACT

The Investor is a startup company founded in Solo in 2018. The Investor's business is a stock investment education platform that operates through websites and social media such as YouTube, Instagram and Telegram. The products sold by The Investor are digital stock learning products such as e-books, mini courses, webinar classes, online courses and The Investor's Portfolio. In running a business, The Investor's revenue has not been optimal and has not met the business owner's target, as for some of the causes of the problem, such as in block channels, key resources, key partnerships, customer relationships, key activities and revenue streams. For this reason, in this research, the author conducted a Business Model Design with the Business Model Canvas framework which aims to improve the company's business performance. In conducting this research, the author maps the existing business model obtained from interviews with the founder, then the author conducts a customer profile obtained from a questionnaire to 30 consumers of The Investor, a value map is also carried out to describe the business model in a structured and detailed manner, the author analyzes the business environment using literature studies, then analyzes the strengths, weaknesses, opportunities and threats of each block which aims as a consideration and proposal for a new business model. After that, in the last stage the author designs the proposed business model of The Investor according to the results obtained. As in the customer segment block adding the student segment, the customer relationship block is improved and added to improve service quality, then in the value proposition block it is necessary to improve simple investment methods and add funneling and provide valid stock options, and create affiliate marketing programs, in the key activities block for content production to be improved, then marketing through google ads and Website SEO needs to be added, in the key partner block collaboration with content creator stock investors and collaboration with website servers is added, in the key resource block human resources and websites need to be improved, in the cost structure block there are additional advertising costs and human resource costs, then in the revenue stream block there are additions from the affiliate marketing program results. The results of the design can be considered by The Investor to increase business growth in educational services for learning stock investment.

Keywords : *Startup The Investor, Business Model Canvas, Customer Profile, Value Proposition, Business Environment Analysis, SWOT Analysis*