

ABSTRACT

The data on graduates from Pesantren in Indonesia for the year 2019 showed that 70% of students were unemployed, 13% worked odd jobs, 12% continued their studies to a higher level, and 5% remained undetected. To reduce the number of unemployed graduates, one solution is to enhance entrepreneurship education in Pesantren. Implementing this solution requires entrepreneurship educators in these schools, and currently, their numbers are insufficient. To address this issue, a solution is proposed to develop a sharing expertise application that bridges the gap between individuals willing to contribute and the Pesantren in need. This forms the basis for the development of Santripreneur.edu, an expertise-sharing application aimed at connecting individuals with entrepreneurial skills to Pesantren. To develop this application, a business model needs to be established. This research aims to design the business model for the Santripreneur.edu application using the Lean Canvas method. In crafting the business model, data collected primarily originate from literature studies. The collected data are analyzed to create a lean canvas for the initial stage. Subsequently, logic verification and risk identification are conducted in collaboration with advisors. Following this, mockup design is carried out, which is then used in the process of problem validation and solution validation, achieved through interviews. Based on the business model design for the Santripreneur.edu application, the problems faced by the selected customer segment from the perspective of Pesantren include a lack of entrepreneurship education and training due to a shortage of competent instructors in entrepreneurship. From the perspective of the public, the issues are limited access to information on Pesantren in need of entrepreneurship education and the fact that many of these schools are located in remote or rural areas, far from where people reside. The selected customer segment encompasses all Pesantren in Indonesia categorized as small-sized schools, as well as individuals, institutions, or communities with expertise in entrepreneurship who want to share knowledge with these schools. The Unique Value Proposition (UVP) designed is to assist and facilitate Pesantren in obtaining entrepreneurship education and training from experts at no cost (Rp 0), as well as providing the quickest way to find Pesantren in need of entrepreneurship educators through location-based, expertise-based, and learning format-based search features. The solution proposed involves building an application with the following features: EduProgram, EduStatus, EduReport, EduSearch, and EduConsul. The identified Unfair Advantage is being a pioneer in the field of expertise sharing in entrepreneurship and having widespread accessibility for Pesantren across Indonesia to access entrepreneurship education and training from experts. Revenue streams are generated through advertising and sponsorship. The cost structure includes application development costs, infrastructure and hosting costs, business license (SIUP) costs, employee salaries, maintenance costs, promotion costs, and taxes. Key metrics chosen for measuring success include the number of users successfully providing and receiving benefits from entrepreneurship education, the number of installations, the number of active users, the number of transactions, and average duration. The selected channels for reaching users are social media, email, events, and word-of-mouth marketing.

Keywords — *Entrepreneurship, Lean Canvas, Pesantren, Santripreneur.edu, Sharing expertise*