ABSTRACT

The number of the workforce in Indonesia is expected to continue increasing each year. The high workforce population in Indonesia is inversely related to the low number of workers who have competency certifications. Presently, workforce competency certifications play a crucial role in assisting human resources to enhance their skills and compete in the industrial and digital world. MyEduSolve is a startup operating in international competency certification services based in Indonesia. MyEduSolve envisions preparing digital talents and providing access to students, educators, and professionals for internationally recognized certification programs. At present, MyEduSolve faces several challenges, starting from the decline in successfully distributed certifications to the low customer response rate, the absence of standardized post-certification job distribution processes, and some suboptimal service programs. Therefore, in 2023, MyEduSolve intends to reinitiate their focus on their core business, specifically in the certification service program. Currently, MyEduSolve lacks the latest business modeling that aligns with the current situation. To evaluate this issue, they plan to use the business model canvas approach, as it evaluates and develops a business while facilitating the representation of problems with available alternative solutions. This evaluation process requires data on the existing business model, customer profiles, and business environment analysis. These three data sources will be processed to form a SWOT analysis to compose a proposed business development strategy. Subsequently, proposing and identifying alignment between customer profiles and value propositions to understand what customers want and need. The final outcome of this research is a proposed business model design for MyEduSolve that can be used as a guide for developing the company's business strategy.

Keywords: *Business Model Canvas*, SWOT, MyEduSolve, *Competency Certification*