ABSTRACT

Fibo School is a learning management system based on artificial intelligence technology that allows teachers to manage classes, discuss with students, create learning modules, worksheets, exam questions, and assessments automatically. Since its launch until now, the number of sales of Fibo School products is still very low. The root causes of the low number of sales are human resources, products, promotions, and partnerships. One way that can be done to overcome these problems is to evaluate and design a business model for Fibo School products using the Business Model Canvas.

The data required are the existing business model data, customer profile data, and business environment data. Evaluation of the existing business model was conducted with the 7 questions analysis and SWOT analysis. SWOT analysis was conducted for the entire canvas (big picture), then deepened with SWOT analysis focusing on three priority blocks.

Some of the proposed improvements are, focusing the market segmentation to private educational institutions in West Java and DKI Jakarta provinces, making management and creation of learning materials in accordance with the national curriculum, customization and integration of the LMS, and variations in product subscription packages, building partnerships with government, universities, companies, and non-profit organizations to assist in product development, marketing, and increasing product adoption. In addition, a financial simulation was conducted by calculating the estimated revenue and additional costs as a result of changes in the proposed business model. Based on the financial simulation results, the proposed business model is feasible because it produces an IRR value greater than MARR and NPV greater than zero.

Keywords - **Artificial Intelligence, Fibo School, Business Model, Business Model Canvas, Partnership, Incremental Cost**