

<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>
<p><i>Technology Partners: Providers of RFID/NFC technology, mobile app development companies, and software platforms for campus maps.</i></p> <p><i>University Partnerships: Universities adopting UNIMATE for their campuses, including their IT departments, for integration.</i></p> <p><i>Hardware Suppliers: Suppliers of RFID/NFC readers and large touchscreen displays, suppliers of the frame of the kiosk.</i></p> <p><i>Mapping Providers: Companies providing digital campus maps or mapping software.</i></p> <p><i>Funding/Investment Partners</i></p>	<b>Key Resources</b> <p><i>Technology: RFID/NFC technology, mobile app infrastructure, mapping software.</i></p> <p><i>Human Resources: Developers, support staff, and university integration experts.</i></p> <p><i>Partnerships: Technology and hardware partners to supply the necessary infrastructure for RFID/NFC readers, mapping solutions, and digital displays.</i></p>		<b>Channels</b> <p><i>University partnerships for on-campus deployment. Digital marketing through university networks, academic conferences, and direct outreach.</i></p> <p><i>Word-of-mouth from students after successful implementations.</i></p> <p><i>The app will be integrated into university systems (e.g., timetable management, campus scheduling). Advertising and marketing efforts will be aligned with university semesters and academic events.</i></p>	

## ***Cost Structure***

*Development and Maintenance: Continuous updates to the app and technology. Cloud hosting for the app.*  
*Hardware Costs: RFID/NFC readers, digital display installation.*  
*Support and Customisation: Ongoing support for universities, training, and map customisation.*  
*Marketing and Sales: Reaching out to universities to expand adoption.*

*Most Expensive Key Activities and Resources: App Development and Support Services. Hardware and Integration Cost for universities to install RFID/NFC readers and digital displays.*

## ***Revenue Streams***

*What Customers Are Willing to Pay:*  
*Universities: Subscription or licensing fees for using the UNIMATE system. Annual or monthly. The fee for the kiosk hardware.*  
*Students: Minimal or no direct costs for the app, though universities may charge a nominal fee for access to the service.*

*Current Payment Methods:*  
*Universities: Annual or monthly licensing/subscription fees.*  
*Students: Possibly included in tuition fees or paid as a small one-time charge for app access.*

*Revenue Contribution: The bulk of revenue will come from university subscriptions or licenses, depending on the scale and number of students using the app.*

BMC Summary: UNIMATE is a campus wayfinding device that blends RFID/NFC readers with touchscreen kiosks to provide students with personalised directions and guidance via real-time timetable displays connected to RFID student ID login and 3D interactive campus maps. It also provides universities with a scalable, ISO 27001-compliant system to streamline room bookings, map updates and emergency messaging. The venture relies on technology and hardware partners, plus close collaboration with university IT teams, to integrate mapping data and student information systems. Core activities centre on continuous software development, cloud hosting, and campus-specific customisation, backed by training and support. Revenue comes primarily from annual or monthly software-as-a-service licences paid by universities (tiered to campus size), with additional hardware fees. Costs are mainly for development, cloud infrastructure, hardware installation and customer support. Marketing is driven through direct university partnerships, academic networks and student word-of-mouth.