Business Model Canvas

Key Partners

- Alcohol interlock and hardware suppliers (tester, dashcam, smartwatch)
- Cloud service providers for data storage & analytics
- AI/ML technology providers (drowsiness & behavior detection)
- Regulatory bodies & safety authorities
- insurance companies (discount for drivers who treat with us)

Key Activities

- **Manufacture/import alcohol tester devices**
- **System integration with fleets (Uber, Careem)**
- **Cloud data management & analytics**
- **Direct marketing, sales & follow-up**
- **Continuous support & improvement**

Key Resources

- Alcohol tester hardware (manufactured/imported)
- Mobile app & backend platform
- Cloud infrastructure & databases
- AI/ML models (awareness & behavior detection)
- Skilled development & support team
- Partnerships with transportation companies
- sales and coustomer services team

Value Proposition

Embedded device with AI application monitors drivers' awareness to prevent accidents, using alcoholic test and awareness questions.

Enhanced Driver Safety prevents drunk, drugged, or unfit driving

Driving Behavior Insights – monitor speeding, harsh braking, risky driving

Health Monitoring real-time BP, heart rate, and oxygen tracking

Fleet Management Reports – historical data for managers & authorities

Awareness & Cognitive Tests – detect drug influence or fatigue

Regulatory Compliance – supports legal enforcement of safe driving

Accident Prevention – early detection of drowsiness/distraction

Customer Relationships

- **Quality & Satisfaction** – Ensuring reliable, accurate.
- **Continuous Improvement** – Regularly adding new features, updates.
- **Customer Support** - Offering direct support channels.
- **Loyalty Programs** – Building long-term relationships with transportation companies and drivers through reward systems (e.g., redeem points for consistent safe driving).
- **Trust & Compliance** – Providing transparent reporting and compliance support to strengthen trust with regulators and fleet managers.

Channels

- Direct meetings and presentations with transportation companies (e.g., Uber, Careem)
- Official email communications with corporate decision-makers
- Partnerships established through industry events and conferences
- Engagement with regulatory bodies and safety authorities

Customer Segments

Private transportation companies like Careem and Uber.

Private transportation companies (e.g., Careem, Uber)

End Users
- Individual drivers employed by transportation companies.

Logistics & delivery fleets (courier, e-commerce, food delivery, trucking).

Cost Structure

- Manufacturing/importing alcohol interlock devices
- Dashcam procurement and integration
- Smartwatch and health sensor integration
- Mobile app and web dashboard development
- AI/ML development for drowsiness & behavior detection
- Cloud hosting, servers, and database management
- Customer onboarding and training (drivers & fleet managers)
- Technical support and maintenance
- Follow-up with transportation companies (e.g., Uber, Careem)
- Participation in industry events and conferences
- Legal and compliance costs for safety standards

Revenue Streams

- **Device Sales** – one-time revenue from selling alcohol interlock devices, dashcams, or smartwatch bundles to companies.
- **Subscription Fees** – monthly/annual fees from transportation companies (Careem, Uber, fleets) for using the mobile app, cloud dashboard, and data services
- **Licensing** – licensing your technology to other fleet operators or governments.
- **Data Services** – providing analytics reports (e.g., driver behavior, safety compliance) to companies, regulators, or insurers.
- **Premium Features** – advanced AI detection, predictive safety alerts, or integration with company systems (charged extra).
- **Maintenance & Support Contracts** – ongoing revenue for device servicing, software updates, and training