










The Business Model Canvas

Designed for:
ReadyAid

Designed by:
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1.0

<div>Key Partnerships</div> <div></div> <div><div>1. Emergency responders</div><div>2. Medical Institutions</div><div>3. Insurance Companies</div><div>4. Educational Institutions</div><div>5. App Stores</div><div>6. Nutrition Brands</div></div>	<div>Key Activities</div> <div></div> <div><div>1. Content Creation</div><div>2. App Development & Maintenance</div><div>3. Marketing & Promotion</div><div>4. User Engagement</div><div>5. Partnership Building</div></div>	<div>Value Propositions</div> <div></div> <div><div>1. Immediate health guidance</div><div>2. Preparedness</div><div>3. Education</div><div>4. Convenience & Accessibility</div><div>5. Chatbot</div></div>	<div>Customer Relationships</div> <div></div> <div><div>1. Self-service</div><div>2. Community support</div><div>3. Regular updates</div><div>4. Push notifications</div></div>	<div>Customer Segments</div> <div></div> <div><div>1. Individuals interested in health and safety information</div><div>2. Healthcare professionals</div><div>3. Organizations</div><div>4. Emergency responders</div></div>
	<div>Key Resources</div> <div></div> <div><div>1. Technology</div><div>2. Health Experts</div><div>3. Data/Content</div><div>4. Brand</div></div>		<div>Channels</div> <div></div> <div><div>1. Mobile Application</div><div>2. Website</div><div>3. Partnerships</div><div>4. Social Media</div><div>5. Emails & Newsletter</div></div>	
<div>Cost Structure</div> <div></div> <div><div>1. App development & maintenance</div><div>2. Content creation</div><div>3. Marketing & Advertising</div><div>4. Customer Support</div><div>5. Server & Hosting</div></div>			<div>Revenue Streams</div> <div></div> <div><div>1. Premium subscription for advance features.</div><div>2. Courses/Certifications</div><div>3. In-app advertising</div><div>4. Partnership Deals</div></div>	

