

# Key partners

What are your key partners to get competitive advantage?

Hardware -  
PCB  
Manufacturer

IoT devices  
manufacturer  
s

Electricians -  
installers

Programmers

Retail &  
Distribution  
Partners

# Key activities

What are the key steps to move ahead to your customers?

Finalizing  
hardware  
and software  
development

Enhancing AI-  
driven  
automation  
features

Ensuring  
compatibility  
with multiple  
smart home  
ecosystems

# Key propositions

How will you make your customers' life happier?

Comfort &  
Convenience

Energy  
Efficiency &  
Cost Savings

Customization

Advanced  
Security

Future  
customer  
support

# Customer relationships

How often will you interact with your customers?

Customer  
Support  
Hotline

Community  
Forum

AI-Powered  
Virtual  
Assistant

Customer  
Feedback

Live Chat &  
Ticketing  
System

# Channels

How are you going to reach your customers?

Company  
Website

Social Media

Mobile App

Retail stores  
and local  
installer  
partnerships

Word-of-  
Mouth &  
Community-  
Driven Growth

# Customer segments

Who are your customers? Describe your target audience in a couple of words.

**Smart Home  
Enthusiasts**

**Homebuilders  
and  
Contractors**

**Sustainability  
Conscious  
Consumers**

**Real Estate**

**Rental  
Market  
(Renters)**

**Tech Savvy  
Families**

**Vacation  
Homes**

**Security  
Conscious  
Homeowners**

**Hospitality  
Sector**

## Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

Product  
Development  
& Technology  
(350k)

Marketing &  
Customer  
Acquisition  
(150k)

Operations &  
Customer  
Support  
(100k)

# Revenue Streams

How much are you planning to earn in a certain period?

Compare your costs and revenues.

## Hardware Sales (Initial Revenue Driver)

Smart home integration kits priced at **\$200 - \$500 per unit**  
Estimated first-year sales: **5,000 - 10,000 units**

**Projected Revenue (Year 1): \$1M - \$3M**

Growth rate: 30-50% YoY as adoption increases

## Subscription-Based AI Features (Long-Term Revenue Growth)

Freemium model with basic features free, premium AI automation at:  
**Basic AI Plan:** \$9.99/month  
**Advanced AI Plan:** \$19.99/month  
Estimated conversion rate: 10-15% of device owners

**Projected Revenue (Year 1): \$250K - \$750K**

Growth rate: 50-100% YoY as adoption scales

## B2B Partnerships (High-Margin Revenue Stream)

**Property developers & real estate firms:** Bulk installations in smart buildings  
Estimated contracts: **5-10 deals in Year 1**, scaling to 50+ in Year 3

**Projected Revenue (Year 1): \$500K - \$1.5M**

## Energy Optimization Services (Future Expansion)

**AI-driven solar energy management solutions** for sustainability-focused homeowners  
Potential revenue model: Revenue share with solar energy providers



# Key resources

What resources do you need to make your idea work?

AI & Software  
Development

IoT Hardware  
& Integration

Cloud  
Infrastructur  
e

Cybersecurity  
Measures

Marketing &  
Sales Team

Customer  
Support  
Team

Financial &  
Funding  
Resources

Strategic  
Partnerships  
& Network