**Business Model Canvas**

Company Name: **Robotiks+**

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| **Key Partners**   * CEO of Haeir Javed Afridi * Ministry of IT Pakistan   **Key Suppliers**   * Electronic Manufacturing Companies * Water tanks Manufacturing Companies * Transport vendors   **Which Key Resources are we acquiring from partners?**   * Funding for the Startup   **Which Key Activities do partners perform?**   * Provide opportunities to get leads * Help in promotion of business * Help in Patenting the Product | **Key Activities**  **What Key Activities do our Value Propositions require?**   * Robot Manufacturing * Providing Maintenance * App updates-patches   **Our Distribution Channels?**  Our distribution channel would be direct, that is from producer to the customer.  **Customer Relationships?**  Long term relations built on trust.    **Revenue streams?**   * Advertising * App (Product) Subscription * Consumer Service | **Value Propositions**  **What value do we deliver to the customer?**  **Our core Values are:**   * Impact * Commitment * Worth   **What problem of the customer are we solving?**  24/7 service with zero delay time to protect customers from fire incidents.  **What bundles of products and services are we offering to each Customer Segment?**  Robot & Application’s warranty period.  **Which customer needs are we satisfying?**  Safety needs under suitable budget are satisfied by providing quality products. |
| **Key Resources**  **What Key Resources do our Value Propositions**  **require?**   * Physical resources  1. Electronic Equipment 2. Building (Office, Factory) 3. Product assembling Machinery 4. Transportation  * Human Resources  1. Developers 2. Engineers 3. Marketing Experts  * Intellectual Resource  1. Customer Database  * Financial Resources   **Our Distribution Channels?**  Producer -> Transporter -> Customer | **Customer Relationships**  **What type of relationship does each of our Customer Segments expect us to establish and maintain with them?**  Long term relations built on trust.  **Which ones have we established?**  We have built the relationship of trust by providing quality products.  **How costly are they?**  We are selling patented products and are pioneers, we can cost skimmed prices for our product. | **Customer Segments**  **For whom are we creating value?**  In general(future) for the whole society, currently targeting companies like (LPG and CNG stations, Server rooms,Record rooms, hence targeting Niche.  **Who are our most important customers?**  LPG and CNG stations, Server rooms,Record rooms, hence targeting Niche.  **Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform?**  Niche. |
| **Channels**  **Through which Channels do our Customer Segments want to be reached?**  High performance website, social media (linkedin, retargeting), email marketing, referral marketing, niche driven strategy, SEO, Event marketing.  **Which ones work best?**  Event Marketing works best, that is, marketing our product in different events and presentations.  **Which ones are most cost-efficient?**  Websites and Social Media Marketing is most cost effective for us as an entrepreneur we lack fundings.  **How are we integrating them with customer routines?**  Market our products in other companies' offices.  Take feedback through email, market new products, give them website links**.**Visiting other companies, showcasing the products? Having a good website? We take appointments with businesses and market our product to them. | **Cost Structure**  **What are the most important costs inherent in our business model?**  **Which Key Resources are most expensive?**   * Employee services * Robot Manufacturing   **IS YOUR BUSINESS MORE: Cost Driven or Value Driven** Our business is more Value-driven.  Fixed costs includes:   * Office Utilities (Salaries,rent)   Variable costs include:   * Robots parts as prices may vary     **SAMPLE CHARACTERISTICS:**  As our company is focused on one product, we can maximize our profit by doing bulk production, hence following the Economies of scale.  **Which Key Activities are most expensive?**  Robot assembling and marketing the product is costly. | **Revenue Streams**  **For what value are our customers really willing to pay?**  Customers would like to spend money on improved designs, and updated robots.  **For what do they currently pay?**   * App-Robot’s initial cost-batteries. * Licensing * Packaging * Shipping Cost   **How are they currently paying?**  Online purchasing, Visiting physical stores.  **For what value are our customers really willing to pay?**  Our Customers are willing to pay for efficient and high functioning robots.  **How much does each Revenue Stream contribute to overall revenues?**  We expect to get good overall revenues from each revenue stream. |