

Business Model Canvas

Created by BATCH 28(4)

Designed via [AltexSoft BMC Tool](#)

Key Partnerships - Construction companies. PPE manufacturers and suppliers. Labor unions and worker organizations. Mobile app developers and UI/UX designers. Government safety regulators. Technology providers (GPS, IoT, and data analytics).	Key Activities - Design and development of the mobile app. Integration of GPS tracking and IoT sensors for real-time monitoring. Ensuring data security and compliance with safety regulations. Training stakeholders (e.g., workers, and site supervisors) to use the app. Continuous app maintenance and updates. Conducting user feedback sessions for improvement.	Value Propositions - Enhanced worker safety through PPE compliance monitoring. Real-time tracking of labor movement to ensure efficiency. Reduction of safety violations and accidents. Cost savings by preventing workplace accidents and regulatory penalties. Improved transparency and accountability at construction sites.	Customer Relationships - Dedicated customer support (in-app chat, helpline). Regular updates and feature enhancements. Educational campaigns on safety and app usage. Feedback mechanisms for continuous improvement.	Customer Segments - Construction companies (small to large scale). Safety officers and site managers. Laborers (end-users of the app). Regulatory bodies ensuring workplace safety compliance.
	Key Resources - Skilled app developers and designers. GPS and IoT technology. cloud storage for data. Funding for R&D and marketing. Regulatory compliance certifications.		Channels - Mobile app stores (Google Play, Apple App Store). Partnership with construction firms. Direct sales through safety equipment providers. Digital marketing campaigns (social media, industry-specific forums).	
Cost Structure - App design, development, and testing. Integration of GPS and IoT technologies. Marketing and customer acquisition. Maintenance and updates. Training programs for users. Server and data management costs.			Revenue Streams - Subscription-based model for construction companies. One-time licensing fees for app usage. Premium features (advanced analytics, custom reporting). Partnerships with PPE suppliers (advertising within the app). Data insights sold to safety regulatory agencies or researchers (optional).	