Air Quality Analysis Platform such as AQICN

The application integrates spatial databases, big data and business intelligence to provide real-time information.

Key Partners

- Government environmental agencies (IDEAM, EPA).
- Air quality sensor companies (PurpleAir, BreezoMeter).
- Weather data providers (NOAA, OpenWeather).
- Tourism companies (hotels, airlines, restaurants).

Key Activities

- Collection, processing and storage of air quality data.
- Design of customized recommendations based on environmental conditions.
- Production of reports for citizens, governments and companies.
- Generation of personalized recommendations of places with better air quality.
- Integration with third party applications (health, mobility, tourism).

Key Resources

- Servers and databases for big data.
- BI dashboards for user behavior analysis.
- API for real-time data access.
- Development of the web platform and API.
- Web platform and mobile application.

Value Proposition

- Real-time data and air quality analysis at multiple locations.
- BI platform to analyze pollution trends and user behavior.
- Personalized recommendations of locations with better air quality.
- Alerts and notifications for users about pollution and safe zones.

Customer Relationships

- Support online and through community forums.
- Personalized notifications and recommendations on the platform.
- Reports and analysis for individuals, businesses and governments.
- Loyalty programs and educational content on air quality.

Channels

- Web platform and mobile application.
- Email marketing and personalized alerts.
- Social networks and educational content.
- Alliances with media and environmental organizations.

Customer Segments

- Citizens concerned about pollution (athletes, families).
- Companies and offices that want to monitor indoor and outdoor air quality.
- Governments and municipalities interested in environmental regulations.
- NGOs and health agencies studying the impact of pollution.
- Tourists and travelers looking for destinations with better air quality.

Cost Structure

- Servers and storage for big data.
- Platform development and maintenance.
- Licenses and access to meteorological data sources.
- Technical staff (developers, data engineers, data scientists and BI analysts, DevOps engineers).
- BI and AI research and development (R&D) costs.
- Marketing and user acquisition.

Revenue Streams

- Access to historical data and customized reports.
- Advertising and sponsorship of brands related to health and environment.
- Advice and consultancy for governments and companies.