

Business Model Canvas

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Designed via [AltexSoft BMC Tool](#)

Key Partnerships - Sensor manufacturers, IoT platform providers, cloud services (e.g., AWS, Azure), metro operators, AI analytics firms.	Key Activities - - Installation of sensors.- Development and management of analytics software.- Dashboard creation.- Maintenance services.	Value Propositions - - Real-time structural health insights.- Cost savings via predictive maintenance.- Improved safety and regulatory compliance.- Minimized downtime for metro operations.	Customer Relationships - - Service contracts with metro operators.- Subscription models for ongoing support.- Technical support for customization.	Customer Segments Demographic age, income, etc. Geographic –location Psychographic lifestyle, values Behavioral purchase behavior Firmographic for B2B—company size, industry Needs-based specific customer needs Value-based based on customer value to the business
	Key Resources - IoT sensors and devices.- Cloud infrastructure.- Skilled data analysts and engineers.		Channels - Web and mobile dashboards.- Maintenance management software integration.- API for third-party tools.	
Cost Structure - Sensor Procurement: \$500,000 - \$1,000,000 for IoT sensors like strain gauges and accelerometers.Installation & Calibration: \$200,000 - \$400,000 for labor and equipment setup.Software Development: \$300,000 - \$500,000 for building analytics platforms and dashboards.R&D and Testing: \$150,000 - \$250,000 for predictive algorithms and sensor durability studies.			Revenue Streams - Product Sales: Direct selling of physical or digital products.Service Fees: Charging for services like consulting, maintenance, or training.Licensing: Earning from licensing software, IP, or technology.Advertising & Sponsorship: Revenue from ads and brand partnerships.Commission-Based: Earning via affiliate marketing or transaction fees.Freemium Model: Free services with paid upgrades.Subscription Revenue: Recurring income from subscriptions.Franchising: Fees or royalties from franchising the business.Crowdfunding/Donations: Raising funds through campaigns or donations.Data Monetization: Selling data or running targeted ads.Royalties: Income from licensing or franchising intellectual property.	