

# Critical Thinking,Desing Thinking,Leadership and Framework

## Task 1: Creating a buisness model canvas of desing thinking for the problem stated

### Business Model Canvas (Design Thinking-Based)

**Project Title:** *Smart Pipeline Guardian – Real-time Oil & Gas Leak Detection with SMS Alerting*

Here is the buisness model canvas of the desing thinking for the above problem.

CUSTOMER SEGMENTS 	PROBLEM / PAIN POINTS (EMPATHIZE PHASE) 	VALUE PROPOSITION (DEFINE PHASE) 	VALUE PROPOSITION (DEFINE PHASE) 
CUSTOMER RELATIONSHIPS 	CHANNELS  <ul style="list-style-type: none"> <li>• Direct B2B sales</li> <li>• Website &amp; mobile app</li> <li>• Industry events</li> <li>• Pipeline Installation partners</li> </ul> KEY PARTNERS <ul style="list-style-type: none"> <li>• Sensor manufacturers</li> <li>• Telecom providers</li> <li>• Oil &amp; gas companies</li> <li>• Industry advisors</li> <li>• Cloud service environments</li> </ul>	KEY ACTIVITIES  <ul style="list-style-type: none"> <li>• R&amp;D on sensor tech</li> <li>• Prototype design testing</li> <li>• Alert system development</li> <li>• GPS and cloud integration</li> <li>• Customer trials &amp; feedback</li> </ul>	REVENUE STREAMS  <ul style="list-style-type: none"> <li>• Device &amp; sensor unit sales</li> <li>• Subscription for alerts &amp; dashboard</li> <li>• Maintenance and servicing</li> <li>• Licensing of technology</li> </ul> COST STRUCTURE <ul style="list-style-type: none"> <li>• Device dev, &amp; manufacturing</li> <li>• App &amp; SMS platform dev.</li> <li>• Maintenance and servicing</li> </ul>