










The Business Model Canvas

Designed for:
TRACK CONSTRUCTION SITE LABOUR
MOVEMENT

Designed by:
TEAM IMPOSSIBLE

Date:
15-11-2024

Version:

<div>Key Partnerships</div> <div>Construction Companies: Target small, medium, and large construction firms.</div> <div>PPE Manufacturers and Suppliers: Partnerships to ensure availability of compliant PPE kits.</div> <div>IoT Device Providers: Suppliers of GPS trackers, RFID tags, and smart helmets for advanced tracking.</div> <div>Regulatory Bodies: Collaborate to ensure compliance with workplace safety regulations.</div> <div>Insurance Providers: Offer discounts to companies using the app for safety management.</div>	<div>Key Activities</div> <div>Platform Development and Maintenance: Build and update the app with robust tracking, geofencing, and PPE compliance features.</div> <div>Customer Support: Provide onboarding, training, and technical assistance to clients.</div> <div>Data Analytics and Reporting: Generate insights for clients to improve safety and efficiency.</div>	<div>Key Resources</div> <div>Technology: App and backend systems for tracking and compliance monitoring.</div> <div>IoT Devices: GPS trackers, RFID tags, and other hardware.</div> <div>Human Resources: Developers, customer support, and compliance experts.</div> <div>Partnerships: PPE manufacturers, IoT suppliers, and industry bodies.</div>	<div>Value Propositions</div> <div>Platform Development and Maintenance: Build and update the app with robust tracking, geofencing, and PPE compliance features.</div> <div>Customer Support: Provide onboarding, training, and technical assistance to clients.</div> <div>Data Analytics and Reporting: Generate insights for clients to improve safety and efficiency.</div> <div>Marketing and Sales: Focus on B2B outreach through industry events, online marketing, and partnerships.</div> <div>Regulatory Updates: Ensure the app adapts to changing safety regulations.</div>	<div>Customer Relationships</div> <div>Dedicated Support: Provide 24/7 customer service for enterprise clients.</div> <div>Self-Service Options: Tutorials, FAQs, and chatbots for smaller clients.</div> <div>Consultative Engagements: Site-specific solutions and safety audits.</div>	<div>Channels</div> <div>Direct Sales: Target large firms through direct outreach and sales teams.</div> <div>Online Platform: Website and app store for subscription sign-ups.</div> <div>Industry Partnerships: Collaborate with construction industry associations.</div> <div>Trade Shows and Conferences: Construction and safety-focused events to showcase the app.</div>	<div>Customer Segments</div> <div>Platform Development and Maintenance: Build and update the app with robust tracking, geofencing, and PPE compliance features.</div> <div>Customer Support: Provide onboarding, training, and technical assistance to clients.</div> <div>Data Analytics and Reporting: Generate insights for clients to improve safety and efficiency.</div> <div>Marketing and Sales: Focus on B2B outreach through industry events, online marketing, and partnerships.</div> <div>Regulatory Updates: Ensure the app adapts to changing safety regulations.</div>
<div>Cost Structure</div> <div>Development Costs: Building and maintaining the app.</div> <div>Marketing Expenses: Digital campaigns, trade shows, and partnerships.</div> <div>Customer Support: Training and onboarding for clients.</div> <div>Hardware Costs: Procurement and inventory for IoT devices.</div> <div>Regulatory Compliance: Regular updates to meet industry standards.</div>			<div>Revenue Streams</div> <div>Subscription Plans: Monthly or annual pricing tiers based on features and site size.</div> <div>Pay-Per-Use: Short-term tracking for temporary or seasonal projects.</div> <div>Hardware Sales/Leasing: RFID tags, smart helmets, and IoT devices.</div> <div>Add-On Modules: Advanced analytics, payroll integration, or task management.</div> <div>Consulting and Training Services: Custom configuration and safety training.</div>			

