

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> ELECTRONICS MANUFACTURERS CLOUD SERVICE PROVIDERS. CAPITALIST. APPLICATION DEVOLOPERS. 	<ul style="list-style-type: none"> MARKETING. ATTEMPTS TO MAKE NATIONWIDE AVAILABLITY. FEATURE LOADED . 	<ul style="list-style-type: none"> MOST ECONOMICAL AND EFFICIENT SOLUTION FOR WATER QUALITY MONITORING. ALL TIME WATER MONITORING. SIMPLE WORKING. IOT BASED, HENCE COMFORTABLE. INEXPENSIVE. 	<ul style="list-style-type: none"> EXCELLENT AFTER SALES SERVICE 1 YEAR PRODUCT GUARANTEE. PERSONAL CONNECT. 	<ul style="list-style-type: none"> GOVERNMENT AGENCIES. OLD AGE PEOPLE. VILLAGE CIVILIANS. INDUSTRIES, RELIANT ON RIVER.
	KEY RESOURCES <ul style="list-style-type: none"> CLOUD PLATFORMS. DEVELOPMENT TOOLS. R&D TEAM. INTERNET SERVICE PROVIDERS. 		CHANNELS <ul style="list-style-type: none"> RESEARCH PAPER AND INDUSTRIAL PUBLICATIONS. DIRECT SALES. E COMMERCE. 	

BUSINESS COST STRUCTURE	THE BUSINESS MODEL	REVENUE STREAMS
<ul style="list-style-type: none"> CLOUD STORAGE – 3000 EQUIPMENTS - 2300 TRANSPORTATION OF COMPONENTS -2000 DEVELOPMENT - 1000 MARKETING – 10000 		<ul style="list-style-type: none"> PRODUCTION COST OF BASIC MODEL- INR 2700 MARKET PRICE FOR BASIC MODEL: INR 3500 84.7% CUSTOMERS ARE CONVINCED WITH THE PRICE. ADDITIONAL REVENUE COMES FROM APP ADVERTIZEMENTS.