

PROBLEM – SOLUTION FIT

Purpose / Vision: EMERGING METHODS FOR EARLY DETECTION OF FOREST FIRE

Define CS, fit into CC	CUSTOMER SEGMENT(S) This product can be only used by a giant corporation or a government to monitor huge reserve forests	. CUSTOMER CONSTRAINTS This product has huge social and biological impact as prevention of forest fire can save countless acres of forest land and wild lives. Forest fire also increases the amount of CO2 in the atmosphere. So prevention of forest fire can also reduce global warming.	AVAILABLE SOLUTIONS Forest surveillance video cameras can be used to monitor the forest areas and they can alert the forest department if there is any symptoms of forest fire or any other suspicious activities.	Explore AS, differentiate Focus on J&P, tap into BE, understand RC
	JOBS-TO-BE-DONE / PROBLEMS forest fires have become a frequent and most dangerous natural disaster as a result of climate change	PROBLEM ROOT CAUSE Forest fires are the one of the random natural disaster that is too hard to identify even with the existing state of the art technology. The fact that more than 20% of complete world CO2 emissions comes from forest fires.	BEHAVIOUR The sudden climate change makes the weather unpredictable and disasters like bush fire and forest fire becomes common	

Identify strong TR & EM	EMOTIONS: BEFORE / AFTER BEFORE : Tribal People and wildlife survival in the forest has becoming challenging because of forest fires. AFTER : Forest surveillance video cameras can be used to monitor the forest areas so that we can prevent the people and wild lives	TRIGGERS : Saves forest To save wild lives	SL YOUR SOLUTION Forest surveillance video cameras can be used to monitor the forest areas and they can alert the forest department if there is any symptoms of forest fire or any other suspicious activities.	