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1. CUSTOMER SEGMENT(S)

Who is your customer?

A person who check the climate changes.



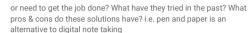
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What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.

- Loss of valuable timber resources Loss of biodiversity

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when



- Increasing resources allocated to firefighting and fire prevention.
- Removing fuels, such as dead trees from forests that are at risk.
- Developing recovery plans before a fire hits, limit flooding and minimize habitat damage.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for

Permanent data monitorting, data collection and processing.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

> Poor land management create conditions favourable for frequent, larger and high intensity forest fires.

7. BEHAVIOUR

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What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate

- 1. Combustion of carbon stored in trees which is released in the atmosphere.
- Potent and detrimental gases like CO2 and methane escape escape into the atmosphere.

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3. TRIGGERS

What triggers customers to act?

Seeing their neighbor installing solar panels, reading about a more efficient solution in the news.



10. YOUR SOLUTION

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If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

1. Undertake technical checkups regularly

8. CHANNELS of BEHAVIOUR

What kind of actions do customers take online? Extract online channels from #7

By spreading awareness among peoples in social media and videos related to

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7









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		2.	Have properly functioning spark arrestors	and use them for customer development.
4.	. EMOTIONS: BEFORE / AFTER EM	3.	Never park near dry grass, especially close to forests.	- Creating firebreaks in the shape of small clearings of ditches in the
Н	ow do customers feel when they face a problem or a job and afterwards?	4.	Have a shovel and a fire extinguisher	forests
		5.	Carry a bucket or anything suitable to fill with water	
Se	eems to be sudden disaster and unexpectedly happen	6.	Store a reservoir with water or sand	