

**Project Design Phase-I**  
**BUISNESS MODEL CANVAS**

Date	26 October 2022
Team ID	PNT2022TMID17661
Project Name	REAL-TIME RIVER WATER QUALITY MONITORING AND CONTROL SYSTEMS
Maximum Marks	2 Marks

<b>KEY PARTNERS</b> <ul style="list-style-type: none"><li>ELECTRONICS MANUFACTURERS</li><li>CLOUD SERVICE PROVIDERS.</li><li>CAPITALIST.</li><li>APPLICATION DEVELOPERS.</li></ul>	<b>KEY ACTIVITIES</b> <ul style="list-style-type: none"><li>MARKETING.</li><li>ATTEMPTS TO MAKE NATIONWIDE AVAILABILITY.</li><li>FEATURE LOADED .</li></ul>	<b>VALUE PROPOSITION</b> <ul style="list-style-type: none"><li>MOST ECONOMICAL AND EFFICIENT SOLUTION FOR WATER QUALITY MONITORING.</li><li>ALL TIME WATER MONITORING.</li><li>SIMPLE WORKING.</li><li>IOT BASED, HENCE COMFORTABLE.</li><li>INEXPENSIVE.</li></ul>	<b>CUSTOMER RELATIONSHIP</b> <ul style="list-style-type: none"><li>EXCELLENT AFTER SALES SERVICE</li><li>1 YEAR PRODUCT GUARANTEE.</li><li>PERSONAL CONNECT.</li></ul>	<b>CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"><li>GOVERNMENT AGENCIES.</li><li>OLD AGE PEOPLE.</li><li>VILLAGE CIVILIANS.</li><li>INDUSTRIES, RELIANT ON RIVER.</li></ul>
	<b>KEY RESOURCES</b> <ul style="list-style-type: none"><li>CLOUD PLATFORMS.</li><li>DEVELOPMENT TOOLS.</li><li>R&amp;D TEAM.</li><li>INTERNET SERVICE PROVIDERS.</li></ul>		<b>CHANNELS</b> <ul style="list-style-type: none"><li>RESEARCH PAPER AND INDUSTRIAL PUBLICATIONS.</li><li>DIRECT SALES.</li><li>E COMMERCE.</li></ul>	
<b>BUSINESS COST STRUCTURE</b> <ul style="list-style-type: none"><li>CLOUD STORAGE – 3000</li><li>EQUIPMENTS - 2300</li><li>TRANSPORTATION OF COMPONENTS -2000</li><li>DEVELOPMENT - 1000</li><li>MARKETING – 10000</li></ul>		<div><b>THE BUSINESS MODEL</b></div> <ul style="list-style-type: none"><li>PRODUCTION COST OF BASIC MODEL- INR 2700</li><li>MARKET PRICE FOR BASIC MODEL: INR 3500</li><li>84.7% CUSTOMERS ARE CONVINCED WITH THE PRICE.</li><li>ADDITIONAL REVENUE COMES FROM APP ADVERTIZEMENTS.</li></ul>		
		<b>REVENUE STREAMS</b>		