Business Model Canvas

Key Partnerships
- Telecom Providers (for reliable SMS delivery)
- Government/Local Authorities (for emergency alerts)
- NGOs & Community Organizations (for grassroots issue reporting)
- Tech Partners (cloud services, API providers like Twilio)
- Cybersecurity Firms (to ensure data privacy)

Key Activities
- App Development & Maintenance (UX-focused, simple interface)
- Real-Time Alert System (SMS & push notifications)
- Data Analytics (trends in reported issues)
- User Training & Awareness Campaigns (for adoption)
- Partnership Management (collaborations with authorities)

Key Resources
- Government Portals – Integration with public alert systems.
- Cloud Servers (for data storage & processing)
- Development Team (UI/UX designers, backend engineers)
- Community Volunteers (for ground-level reporting)
- Government Databases (for verified alerts)

Value Propositions
- Instant Alerts – Critical issues sent via SMS (no internet needed).
- User-Friendly – Simple design for all age groups.
- Two-Way Communication – Users can report issues via SMS.
- Data-Driven Insights – Authorities get analytics on problem areas.
- Low-Cost Solution – Works on basic phones (no smartphone required).

Customer Relationships
- Automated Alerts (broadcast updates)
- Community Moderators (respond to reports)
- Feedback Surveys (SMS-based)
- Social Media Engagement (for urban users)
- Helpline Support (for non-tech users)

Channels
- Mobile App (Android/iOS) – For smartphone users.
- SMS Shortcode – For feature phone users.
- Local Radio/TV Partnerships – For awareness.
- Community Centers – Training & sign-ups.
- Government Portals – Integration with public alert systems.

Customer Segments
- Automated Alerts (broadcast updates)
- Community Moderators (respond to reports)
- Feedback Surveys (SMS-based)
- Social Media Engagement (for urban users)
- Helpline Support (for non-tech users)

Cost Structure
- SMS Gateway Costs (per message fees)
- App Development & Server Maintenance
- Marketing & Awareness Campaigns
- Partnership & Compliance Costs
- Customer Support Operations

Revenue Streams
- Government/Institutional Contracts (subscription for alerts)
- Freemium Model – Basic alerts free, premium features paid.
- Corporate Sponsorships (e.g., NGOs funding for rural areas)
- Data Analytics Reports (sell insights to urban planners)
- API Licensing (for businesses to integrate alerts)