



BUSINESS MODEL CANVAS

Projektname

Datum

Version

Key Partner

Every citizen, tourist or immigrant that lives or visits Colombia.

Colombian Citizens, foreign tourists or immigrants are our key suppliers due all the data that feeds the crimes´DB comes from crime victims or witnesses

from partners we expect them help to widespread use of application and easily contacts with public entities to adopt Safezone and integrate it with government security systems and cameras.

Key Activities

widespread use of the application through social network viralization strategy as well conferences, Adds and social events .

make key contacts with security government entities in Latam to adopt and integrate safezone with government security systems and cameras.

Key Ressources

Financial support

IT Developers

Colombian government key contacts.

Value Proposition

Safezone was though and built by insecurity victims in Colombia with the objective in mind to look for common good through the use of technology at the service of the community to solve the insecurity issue offering to the users detailed data about criminals´behavior as well as alerts to proactively precent them; this to increase life's quality and bring calm and peace to all the people of Colombia who nowadays can not go out and use public space, without feel worried and scared to be a victim of assaults, robbery or theft.

Contribute to reduce Colombian immigration rate to EU or North american countries motivated by insecurity.

Customer Relationship

app availability and proactive alerts is what the customer expect from Safezone to be one step ahead from criminals and avoid be a victim of assaults, robberies and thefts.

Customer Segments

Men
Women
Children over 14
Seniors
LGTBIQ+

Channels

Social Networks: Youtube, Instagram, Tiktok, Facebook y Whatsapp

TV

Email and sms

App and Web Safezone platform

Cost Structure

	Monthly variable	Monthly fixed	by demand
Technology			
aws services	300 €		
domain cost		50 €	
Services			
freelance			
Developers			3,000 €
service			
UI design service			500 €
video editing			600 €
Operating expen:	100 €		
advertising	200 €		
Accounting			200 €
payroll			
CEO		500 €	
CIO		500 €	
CFO		500 €	
Total	600 €	1,550 €	1,700 €

Revenue Stream

Users will pay a monthly suscription for keep them safe everywhere and everytime in Colombia through app, SMS, email and whatsapp alerts; Additionally, users will be able to know how insecure is the place where they live, where they expecto to live or where they want to buy a property and this is achieved thanks to the heatmaps generated by the AI algorithms.

For employment banks or hiring companies the monthly suscription offers the opportunity to consult criminals´ database to avoid hire people involved in crime situations.