

# VALUE PROPOSITION CANVAS

Projektname

## VALUE PROPOSITION

#### Product & Services

Tourists

A mobile app providing safety information and safe travel routes.

Partnerships with local businesses offering secure experiences and services.

Secure transportation options and guided tours.

Citizens

Secure public spaces and infrastructure improvements.

#### Gain Creators

Assurance of safety through verified and reliable information.

Safer neighborhoods and public spaces.

Improved quality of life and freedom to engage in daily activities.

Secure and supportive environment for integration.

Opportunities for personal and professional growth in a safe setting.

#### Pain Relievers

proactive/timely alerts and detailed information about safe and unsafe areas.

Accessible information on safe areas and practices.

safer places thanks to predict criminals behaviors, vectors and operational modes.

### CUSTOMER SEGMENT

Assurance of safety and security.

Enhanced travel experience without fear.

Improved safety and security in public and private spaces.

Freedom to engage in social and recreational activities.

Confidence in law enforcement and public safety initiatives.

Men Women

Children over 14 Seniors

LGTBIQ+

Tourists **Immigrants** 

High risk of becoming victims of crime

Do not enjoy public spaces

Reduced opportunity to use Eco mobility solutions like bicycle, scooters or walk.

Fear to wear expensive clothes or luxury cars car

Fear to do exercise outdoor

Fear of use mobile device Fear to live in the country

Restriction on lifestyle and social activities

**Tourists** 

Explore and enjoy Colombia's cultural and natural attractions safely.

Feel secure while traveling within the country

Citizens

Live a normal and secure daily life.

Engage in social activities and public spaces without fear.

Inmmigrants Ensure personal and family safety