

Company Name:

KasihEmas

Members:

Muhammad Haikal (283950)
Reandra Amanargya (283673)
Abdul hafiz (284386)
Saira Sofeya (284343)
Syed Muhammad Syahmi (300020)

Business Idea Title

KasihEmas

Version:

1.0

Business Model Canvas

Key Partners

- MOSTI (Ministry of Science, Technology, and Innovation) to get permission to publicise the app in Malaysia.
- Senior Citizen Organizations (To help promote and promote the app to reach a wider range of audiences of elderlies in Malaysia)

Key Activities

- Mobile application Development
- Marketing, graphic design, and promotion
- Customer Support
- Partnership Management (Company PR)

Key Resources

- Development Team
- Marketing Team
- Creative Team
- Customer Support Team
- Financial Funding (Startup Accelerators / Angel Investors)

Value Propositions

- Companionship for Seniors
- User-Friendly Interface suited for the elderlies.
- Social Inclusion and community building
- Cultural Sharing upon the elderlies

Customer Relationships

- Personalized Support
- Community Building
- Feedback Inputs and Evaluation

Channels

- Social Media
- Elderly Mental Healthcare Providers
- Senior Organizations

Customer Segments

- **Primary**
Elderlies in the age range of 50 - 65 that are able to use technology
- **Secondary**
Caretakers of the elderly
- **Tertiary**
Senior citizen organizations

Cost Structure

- Development Costs (Ongoing expenses for app development and maintenance.)
- Marketing and Promotion (Costs for targeted marketing campaigns, graphic design and promotions.)
- Compliance Costs (Fees for licensing and regulatory compliance.)
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Revenue Streams

- Subscription Plans on the use of application
- Targeted Advertisements for elderly related products/services to the free users
- Partnership Programs

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KasihEmas

Version:

1.0

Business Model Canvas

Key Partners

- MOSTI (Ministry of Science, Technology, and Innovation) to get permission to publicise the app in Malaysia.
- Senior Citizen Organizations (To help promote and promote the app to reach a wider range of audiences of elderlies in Malaysia)

Key Activities

- Mobile application Development
- Marketing, graphic design, and promotion
- Customer Support
- Partnership Management (Company PR)

Key Resources

- Development Team
- Marketing Team
- Creative Team
- Customer Support Team
- Financial Funding (Startup Accelerators / Angel Investors)

Value Propositions

- Companionship for Seniors
- User-Friendly Interface suited for the elderlies.
- Social Inclusion and community building
- Cultural Sharing upon the elderlies

Customer Relationships

- Personalized Support
- Community Building
- Feedback Inputs and Evaluation

Channels

- Social Media
- Elderly Mental Healthcare Providers
- Senior Organizations

Customer Segments

- **Primary**
Elderlies in the age range of 50 - 65 that are able to use technology
- **Secondary**
Caretakers of the elderly
- **Tertiary**
Senior citizen organizations

Cost Structure

- Development Costs (Ongoing expenses for app development and maintenance.)
- Marketing and Promotion (Costs for targeted marketing campaigns, graphic design and promotions.)
- Compliance Costs (Fees for licensing and regulatory compliance.)
- Operational Costs (General operational expenses including salaries, office space, and administrative costs.)

Revenue Streams

- Subscription Plans on the use of application
- Targeted Advertisements for elderly related products/services to the free users
- Partnership Programs