

Business Model Canvas

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Designed via [AltexSoft BMC Tool](#)

<div>Key Partnerships - 1. **Technology Providers**: Companies that specialize in IoT (Internet of Things) devices and sensors for water leakage detection. They can provide the hardware and integration support needed for accurate monitoring. 2. **Telecommunication Companies**: Partnerships with telecom providers are essential for SMS delivery and ensuring reliable communication between the application and its users. 3. **Software Development Firms**: Collaborating with software developers who have expertise in building mobile applications and integrating them with IoT systems. 4. **Utility Companies**: Working with water utility companies can help in implementing and scaling the infrastructure across larger networks.</div>	<div>Key Activities - 1. **Requirements Gathering and Analysis**: Understanding the specific needs of the target users and the technical requirements of the smart water leakage system. 2. **System Design**: Designing the architecture of the application, including the integration with IoT sensors, data processing units, and the SMS gateway.</div> <div>Key Resources - **Technology and Infrastructure**: - **IoT Sensors**: High-quality water leakage sensors to detect and report issues accurately. - **SMS Gateway**: Reliable SMS gateway to ensure timely and accurate delivery of alerts. - **Cloud Services**: Secure cloud infrastructure for data storage, processing, and analytics.</div>	<div>Value Propositions - 1. **Property Managers and Building Owners**: - **Proactive Leak Detection**: Immediate alerts help prevent extensive water damage, reducing maintenance costs. - **Cost Savings**: Efficient water management can lead to significant savings on water bills. - **Tenant Satisfaction**: Ensures a safe and comfortable living environment for tenants. 2. **Municipalities and Water Utilities**: - **Resource Conservation**: Helps in reducing water loss due to leaks, contributing to better resource management. - **Infrastructure Health**: Monitors and maintains the integrity of water supply systems. - **Regulatory Compliance**: Assists in meeting government regulations and standards for water management.</div>	<div>Customer Relationships - **Personalized Onboarding**: Offer personalized onboarding sessions to help customers set up the system and understand its features. This ensures a smooth start and builds trust from the beginning.</div> <div>Channels - 1. **Direct Sales**: Engage directly with property managers, building owners, municipalities, and water utilities through dedicated sales teams. 2. **Online Platforms**: Utilize app stores (Google Play, Apple App Store) for distribution, along with a dedicated website showcasing the application and its benefits. 3. **Partnerships**: Collaborate with IoT device manufacturers, utility companies, and insurance firms to offer the application as part of their services.</div>	<div>Customer Segments - 1. Residential Users Homeowners: Individuals with smart water systems installed to monitor water usage and detect leaks at home. Landlords: Property owners managing multiple homes or apartments who want to ensure timely responses to water leakage to prevent property damage. 2. Commercial and Industrial User business Owners: Offices, restaurants, and shops looking to protect their premises from water damage. Facility Managers: Responsible for maintaining larger facilities like malls, hospitals, and factories. Industrial Operators: Companies with high water usage, such as manufacturing plants, who need instant alerts to minimize downtime and wastage.</div>
<div>Cost Structure - **Development Costs**: - **Software Development**: Costs associated with hiring developers, testers, and UI/UX designers to build the application. - **IoT Integration**: Expenses for integrating IoT sensors with the application, including both hardware and software aspects.</div>	<div>Revenue Streams - 1. **Subscription Fees**: Charge users a recurring fee for access to the application and its features. This could be tiered based on usage levels, such as number of sensors connected or alerts sent. 2. **Installation and Setup Fees**: Charge an initial fee for the installation and setup of the necessary hardware and software components. 3. **Maintenance and Support Contracts**: Offer ongoing maintenance and support services for a fee, ensuring that the system remains functional and up-to-date. 4. **Data Analytics Services**: Provide detailed analytics and insights based on the data collected from the sensors. Charge users for advanced reports and actionable insights to help them optimize water usage and prevent future leaks. 5. **Advertising and Sponsorships**: Partner with companies related to home maintenance, insurance, or water conservation to display relevant ads within the app.</div>			