

Stanford University

Technology Entrepreneurship Part 2

powered by [Home](#) [Lectures](#) [Assignments](#) [Team](#) [Community](#) ▾[Assignments](#) > [Create a Business Model Canvas](#) > [Evaluate Submissions](#) > New Review

New Review

Submission



NAVEXP - BMC

Key Partnership 1. GSM Operator 2. Hospitals & Ambulance Services 3. Traffic and Road authorities. 4. Insurance companies 5. Banks 6. Device suppliers like GSM, Impact Sensors 7. Accident analytics from partners 8. Employees 9. Car manufacturers	Key Activities 1. Engineering & Design 2. Software development 3. Call centre operation 4. Sourcing of components/materials 5. Getting Legal framework cleared(one time activity) Key Resources 1. Engineers and Employees 2. Call centre team 3. Legal team 4. Product platform (device, website, app, etc)	Value Propositions 1.Quick & Open communication 2. Emergency Alerts to preset mobile numbers 3. Identify Accident location. 4.Accident prone zone/location mobile alert while driving in the route. 5. Theft alert? 6. Onroad Analytics to the logics and fleet management companies	Customer Relationships 1. Customer support 2. Call Centre 3. One to one customer relationship with dealer and distributors Channels 1. Car Dealers 2. Car manufacturers(option) 3. Insurance companies 4. B2C at homes of car owners 5. Website, Mobile App	Customer Segments 1. Mid segment Car owners 2. Medical teams 3. Rental car companies 4. Car manufacturers in the case of a licensing structure. 5. logistic and fleet management companies 6. Traffic Department 7. Apps Developers
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