

Business Model Canvas

Key Partnerships <ul style="list-style-type: none">- 1. Sensor Manufactures : Companies that produce the physical sensor for damage and leakage detection.- 2. Mobile Network Providers : Partnership with telecom companies to ensure reliable SMS alert services.- 3.Oil And Gas Industry Consultants: Industry expert who can help in product development and market penetration.- 4. Regulatory Bodies : Collaborating with governmental and environmental agencies to ensure compliance with safety and environmental standards.- 5. Pipeline Service Providers : Collaboration with companies that maintain and operate pipelines to integrate the detection system into their services.	Key Activities <ul style="list-style-type: none">- 1. Research And Development: Ongoing development of the damage detection algorithms ,SMS notification system ,and mobile app.- 2. Sensor Integration : Installing and integrating IOT sensor into pipelines for real-time data collection.- 3. Software Development : Developing and maintaining the mobile app and cloud platform that sends alert, provides analytics, and tracks maintenance history. Key Resources <ul style="list-style-type: none">- 1. Data Analytics platform : For processing sensor data, analyzing patterns, and generating actionable insights.- 2. Costomer Support Team : To provide ongoing technical support and service to clients.- 3. Research And Development : Engineers and developers to continuously the detection technology, app features and predictive algorithms.	Value Propositions <ul style="list-style-type: none">- 1. Real-Time Alerts : Instant SMS alerts about pipeline damage or leakage with exact location and time, minimizing delays in action.- 2. Predictive Maintenance : Proactive identification of potential issues before they lead to catastrophic failures, reducing unplanned downtime.- 3. Environmental Safety : Minimize the risk of environmental disaster (e.g., spills ,gas leaks) by enabling rapid detection and response.- 4. Coast Saving : Reduced operational costs through preventive measures, minimizing repairs and insurance claims.- 5. Regulatory Compliance : Helps companies meet safety and environmental regulations more effectively.	Customer Relationships <ul style="list-style-type: none">- 1. Dedicated Support : 24/7 Customer services to address any technical issues or alarms raised by system.- 2. Maintenance And Updates : Regular system updates and monitoring services to ensure the system is always functioning optimally.- 3. Training : Offering training for end-user (maintenance teams, operators) on how to respond alarms and use the system effectively. Channels <ul style="list-style-type: none">- 1. Mobile apps (SMS-Based) : The primary method of alerting pipeline operators and maintenance crews in real-time.- 2. web Portal : For more detailed analytics and reporting (including heat maps, trend analysis and historical data).- 3. Direct Sales : Sales team reaching out to potential customers such as oil gas companies.- 4. Industry Conferences & Trade Shows : Demonstrating the solution to potential clients.	Customer Segments <ul style="list-style-type: none">- 1. Oil and Gas Companies : Operators of pipelines, refineries and distribution network.- 2. Pipeline Management Terms : Terms responsible for monitoring, maintaining and ensuring the integrity of pipelines.- 3. Environmental Agencies : Regulators and environmental bodies concerned with safety, environmental impact and sustainability.- 4. Insurance Companies : Interested in reducing claims related to leakage damage and increasing pipeline safety.- 5. Equipment Manufactures/Distributors : Companies that manufacture pipeline - related equipment, sensors and monitoring technology.- 6. Government/Regulatory Bodies : Those enforcing compliances with safety standards.
Cost Structure <ul style="list-style-type: none">- 1. Technology Development : Costs related to software development, sensor technology and R&D.- 2. Sensor Manufacturing & Integration : Costs of purchasing and integrating sensor into pipeline infrastructure.- 3. Cloud Services And Hosting : Cost of cloud storage , data processing and mobile app hosting.- 4. Marketing And Sales : Costs associated with marketing campaigns, sales team salaries and customer acquisition.- 5. Customer Support And Training : Staff costs for providing technical support, training and consultation services.- 6. Regulatory Compliance : Costs associated with ensuring that the system meets local and international regulatory standards.			Revenue Streams <ul style="list-style-type: none">- 1.Subscription Model : Monthly or annual subscription fees for access to the SMS alert system and mobile app.- 2. Pre-Alarm fees : Charging for each detection or alert dent out (i.e., pay-per-use model).- 3. Installation Fees : Charging for the setup of sensor, integration with pipeline systems, and app installation.- 4. Consulting & Customization Fees : Offering tailored services to meet the specific needs of large clients (e.g., customization of alerts, integration with proprietary systems).- 5. Data Analytics And Reporting Services : Selling additional insights and analytics to customers for operational improvement.	