



Helping Users Reconnect With their missing Items

BUSINESS MODEL CANVAS

KEY PARTNERS

Public and private Institutions: Police stations, lost and found departments, schools, Travelling Agencies, churches, etc.

Local Authorities: Municipalities and community centres.

Technology Providers: Cloud storage, database, deployment services like Huawei cloud and Google play services,

Media and Marketing Partners: Advertising agencies, social media influencers.

CUSTOMER RELATIONSHIPS

Customer Support: Accessible through in-app chat, email, and phone support.

Community Building: Creating a user community through forums and social media groups.

Personalization: Offering personalized notifications and recommendations based on user behaviour.

Feedback Mechanisms: Collecting user feedback to continuously improve the app.

KEY ACTIVITIES

Development: Continuous improvement of the mobile application and backend systems.

Marketing: Promoting the app through various channels to reach potential users.

Partnership Management: Building and maintaining relationships with key partners.

User Support: Providing customer service and technical support to users.

Data Management: Ensuring secure storage and handling of user data and lost item information.

Research and Development: Innovating and integrating new features based on user feedback.

KEY RESOURCES

Technical Team: Developers, designers, and Machine learning Specialists.

Marketing Team: Experts in digital marketing and public relations.

Technology Infrastructure: Servers, databases, and cloud services.

Financial Resources: Funding for development, marketing, and operations.

Legal and Compliance Team: Ensuring adherence to data protection and privacy laws.

CHANNELS	VALUE PROPOSITIONS
<p>Mobile Application: Primary platform for user interaction.</p> <p>Website: Information and support hub, as well as a platform for web-based services.</p> <p>Social Media and influencers: Platforms for marketing, user engagement, and community building.</p> <p>Partnership Networks: Collaborations with public institutions and local authorities to promote the app.</p> <p>Events and Workshops: Conducting informational sessions and training for users and partners.</p>	<p>User Convenience: Quick and easy way to locate and retrieve lost items.</p> <p>Peace of Mind: Reduced stress and anxiety associated with losing important items.</p> <p>Cost Savings: Avoiding the costs of replacing lost items and paying penalties.</p> <p>Community Engagement: Encouraging community involvement in helping locate lost items.</p> <p>Technological Innovation: Utilizing advanced image matching technology for efficient item recovery.</p> <p>Support for Authorities: Streamlining the process for public institutions handling lost items.</p>
CUSTOMER SEGMENTS	
<p>Individuals: Users who frequently lose items or want to safeguard their belongings.</p> <p>Public Institutions: Police stations and lost and found departments. Increases the efficiency of handling lost items, allowing public institutions to focus on other critical tasks.</p> <p>Local Authorities: Municipalities and community centres. Strengthens community bonds and improves the reputation of local authorities by providing valuable services.</p> <p>Transport Services: Taxi drivers, public transport users. A taxi driver finds a phone left by a passenger. They can report it through the app, and the owner can be notified and retrieve it promptly.</p>	
COST STRUCTURE	REVENUE STREAMS.
<p>Development Costs: initial development, maintenance, testing and quality assurance.</p> <p>Marketing and Sales Costs: Advertising, Promotion materials (Brochures, banners, etc.)</p> <p>Operational Costs: salaries, office space, utilities (electricity, water, etc.) and administrative Expenses</p> <p>Technology Costs: Data storage, cloud services, hosting</p> <p>Customer Support: support staffs and feedback systems</p>	<p>Freemium Model: Basic features available for free, with premium features available for a fee.</p> <p>Commissions: 500frs to 2000frs for important Documents and 2% to 3% for other items.</p> <p>Data Services: Offering anonymised data insights to businesses and researchers.</p> <p>Advertisements: Revenue from in-app advertisements.</p>