

Business Model Canvas

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Designed via [AltexSoft BMC Tool](#)

Key Partnerships <ul style="list-style-type: none">- 1. Construction industry associations- 2. Safety equipment suppliers- 3. Industry experts and consultants- 4. Technology partners (e.g., GPS tracking)	Key Activities <ul style="list-style-type: none">- 1. App development and maintenance- 2. Marketing and promotion- 3. User engagement and support- 4. Continuous improvement and updates	Value Propositions <ul style="list-style-type: none">- Real time labour tracking- Automated PPE kit monitoring- Enhanced safety compliance- Reduced accidents and injuries- Increased the productivity	Customer Relationships <ul style="list-style-type: none">- Support and training for administrators- Regular updates and notifications for labours- Customised reporting for project managers	Customer Segments <ul style="list-style-type: none">- 1. Construction companies- 2.Project managers- 3. Safety officers- 4. Labourers
	Key Resources <ul style="list-style-type: none">- Development team- Server infrastructure- Marketing and sales team- Partnerships with construction industries suppliers		Channels <ul style="list-style-type: none">- Mobile app (IOS and Android)- Web portal for administrators- Integration with existing construction management software	
Cost Structure <ul style="list-style-type: none">- For development team- For infrastructure- For marketing and sales- For office and administrative			Revenue Streams <ul style="list-style-type: none">- Subscription based model- Pre user licensing fees- Advertising- Integration fees- Training and support- Data analytic services	