**The Business Model Canvas**

Value Propositions

What value to we deliver to the customers?

* Worth getting the electrician in for installation
* Raspberry Pi

Characteristics

* Accessibility
* Type of connection does not matter
* Accessible from multiple devices
* Unified framework for improving efficiency of appliances (environmental)
* Adaptation of devices for the network – universal remote

Customer Segments

For whom are we creating value?

* Mass market
* Primarily people who own houses (not rent)
* Start in the corporate sector – maybe expand into homes
* Widely used spaces, new buildings trying to be innovative
* Different versions e.g. home, office
* Theoretically infinitely scale-able (can add devices forever)
* Change hardware attached, not the actual software
* E.g. upgrade router if too much traffic, or upgrade temperature sensors attached to the hardware

Who are our most important customers?

* Electricians, architects
* “Smart building compatible”

Channels

How will we market our product?

* Through architecture firms and electricians – word of mouth, they can spread the word
* Push efficiency and customisation – don’t have to turn off the lights if they don’t want to