

# Business Model Canvas

Created by **SAI JASWANTH**

Designed via [AltexSoft BMC Tool](#)

<div><b>Key Partnerships</b></div> <div><ul style="list-style-type: none"><li>- 📶 IoT sensor manufacturers for hardware integration.</li><li>- 📶 Telecommunication companies for SMS services.</li><li>- 🏛️ Government agencies supporting water conservation initiatives.</li><li>- 🛒 Insurance companies promoting risk mitigation solutions.</li><li>- 🤖 Technology partners for machine learning and data analytics.</li></ul></div>	<div><b>Key Activities</b></div> <div><ul style="list-style-type: none"><li>- 📱 Develop and maintain the mobile SMS application and associated backend.</li><li>- 🔄 Ensure integration compatibility with IoT water sensors.</li><li>- 🤝 Establish partnerships with IoT device manufacturers and utilities.</li></ul></div>	<div><b>Value Propositions</b></div> <div><ul style="list-style-type: none"><li>- 📶 Real-time SMS alerts for water leakage detection</li><li>- 📍 Location-specific details of leakage issues</li><li>- 💧 Reduced water waste and operational costs</li><li>- ⏱️ Increased response time to address leakage</li><li>- 🔗 Easy integration with existing smart water systems</li><li>- 🌐 Integration with IoT-enabled smart water systems.</li></ul></div>	<div><b>Customer Relationships</b></div> <div><ul style="list-style-type: none"><li>- 🏢 Dedicated support for large clients (utilities, industrial facilities).</li><li>- 📧 Automated SMS and email notifications for efficient issue handling.</li><li>- 📱 Customer self-service via the app for historical data and analytics.</li></ul></div>	<div><b>Customer Segments</b></div> <div><ul style="list-style-type: none"><li>- 🏛️Municipal water authorities</li><li>- 🏠Private building management companies</li><li>- 🏙️Smart city project managers</li><li>- 🏭Industrial facility operators</li><li>- 🏡Residential homeowners with smart water systems</li></ul></div>
	<div><b>Key Resources</b></div> <div><ul style="list-style-type: none"><li>- 👩‍💻 Software development team for SMS and mobile app development.</li><li>- 🌐 Reliable SMS gateway and cloud-based infrastructure for notifications.</li><li>- 📶 IoT integration team for smart water infrastructure.</li><li>- 🤝 Partnerships with hardware manufacturers (IoT sensors).</li></ul></div>		<div><b>Channels</b></div> <div><ul style="list-style-type: none"><li>- 📱 Mobile SMS notifications for direct alerts.</li><li>- 🌐 Online platform or mobile app for detailed reports and history.</li><li>- 🤝 Partnering with IoT water sensor manufacturers for bundling services.</li></ul></div>	
<div><b>Cost Structure</b></div> <div><ul style="list-style-type: none"><li>- 💻 Development and maintenance of the SMS and app platform.</li><li>- 📶 SMS gateway service costs based on usage.</li><li>- 📶 IoT hardware integration and testing costs.</li><li>- 📈 Marketing and customer acquisition expenses.</li><li>- 🏢 Operational costs for customer support and data storage.</li></ul></div>			<div><b>Revenue Streams</b></div> <div><ul style="list-style-type: none"><li>- 📄 <b>Subscription-based pricing:</b>Tiered pricing for different customer categories (e.g., residential, commercial, industrial).</li><li>- 🛠️ One-time setup fees for integrating existing systems.</li><li>- 🤝 Partnerships and revenue sharing with IoT device manufacturers.</li><li>- 🏢 Custom solutions for large-scale utilities or enterprises.</li></ul></div>	



**IOT Enabled  
App for  
Detecting  
Gas/Oil Leak.**



**Alert!**  
**Gas Leak Detected.**  
Click for details.

**Gas Leak Detected!**



**Leak Time: 3:00 PM**  
**Date: 13-11-2024**  
**Location: SPSU, Udaipur.**

# USER JOURNEY MAP

