Business Model Canvas

Key Partnerships

- **PPE Suppliers:** To integrate PPE tracking into the app.
- **IoT Device Makers:** To provide devices like GPS trackers for workers.
- **Regulatory Bodies:** To ensure the app meets safety compliance standards.

Key Activities

- **Build the App:** Develop features like GPS tracking, PPE detection, and notifications.
- **Test the App:** Ensure it works in real construction environments.
- **Market the App:** Advertise it to construction companies and safety officers.

Key Resources

- **Tech Team:** Developers, designers, and AI experts to create the app.
- **Cloud Services:** For storing data securely and providing real-time updates.
- **Partnerships:** With PPE manufacturers and IoT device makers for tracking.

Value Propositions

- **Ensuring Safety:** Workers must wear PPE (like helmets, gloves, or vests) in designated zones.
- **Tracking Movements:** The app will monitor where workers are in real time and notify if they enter unsafe areas.
- **Saving Time and Money:** Reduces accidents, legal penalties, and inefficiencies.

Customer Relationships

- Provide 24/7 customer support via chat or call.
- Offer training videos to teach them how to use the app.
- Send updates about new features and improvements.

Channels

- **Mobile App Stores:** For managers and workers to download the app.
- **Web Portal:** For company owners to view reports and manage projects.
- **Email and Ads:** For promoting the app to construction companies.

Customer Segments

- **Primary Users:** Construction site managers and safety officers who want to ensure workers follow safety rules.
- **Secondary Users:** Company owners, who need better safety compliance to avoid accidents and fines.
- **Workers:** Indirect users who benefit from a safer work environment.

Cost Structure

- **App Development:** Paying developers and buying software tools.
- **Marketing:** Advertising and promoting the app.
- **Customer Support:** A team to assist users.

Revenue Streams

- **Subscription Fee:** Charge companies monthly or yearly based on the number of workers tracked.
- **Pay-per-use:** For smaller companies that use the app occasionally.
- **Custom Plans:** Offer large companies special pricing for additional features.