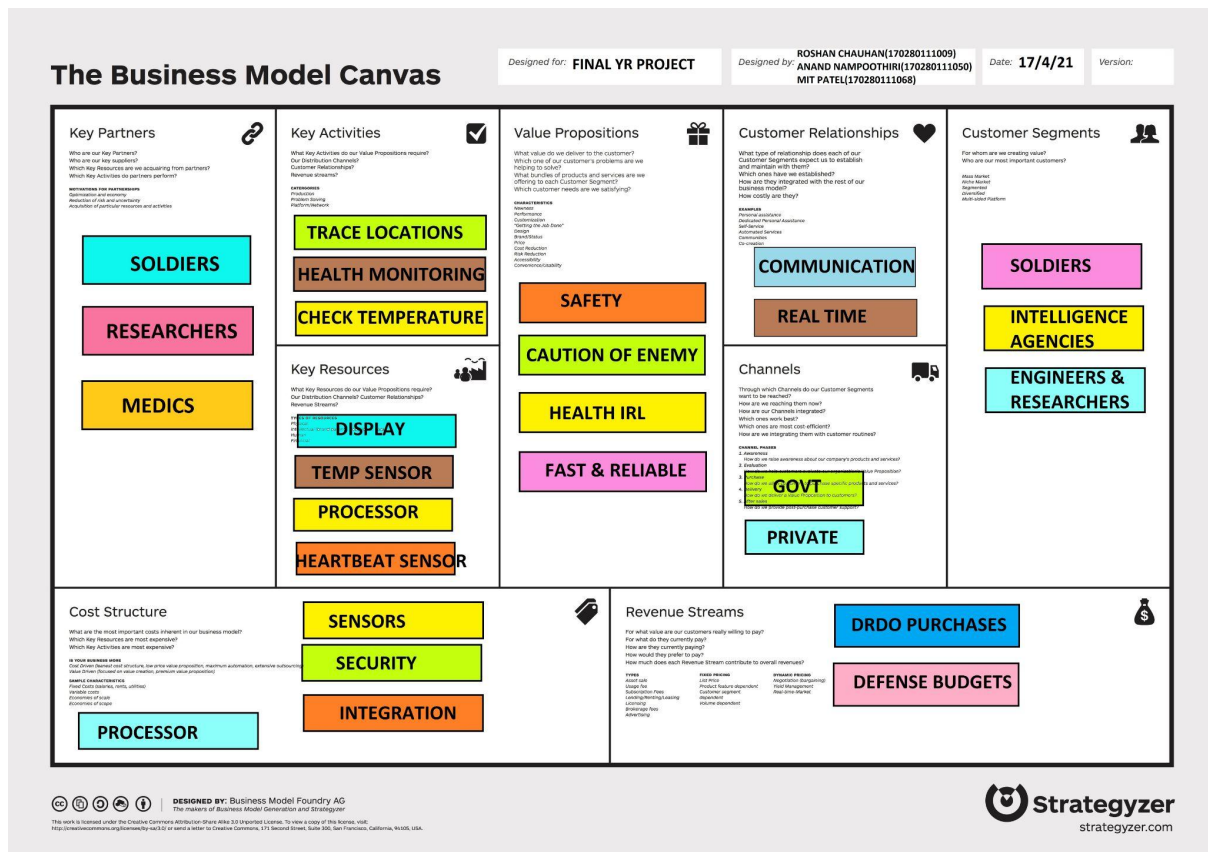


Business Model Canvas

Canvas:



Key Partners:

The key people joining us in completion of this project are Soldiers, Researchers and Medical professionals.

⇒ *Soldiers* would guide us as to which body parts are much more comfortable for them in stressful times since this project is specifically designed for soldiers in combat training and such situations.

⇒ *Research* is the utmost important tool in this field since this involves constant upgrading in terms of security details and suitability with respect to different terrains, climatic zones and communications.

⇒ *Medical professionals* would guide our team on which part of the body will give the most accurate and efficient data regarding heart rates and temperature of the body and the fluctuations at distress times.

Key Activities:

Key activities suggest which activities would be performed once our project is implemented in real life, which will be : tracing individual locations, checking the heart rate and health monitoring of soldiers.

- ⇒ *Tracing location* in real time will provide information to every soldier in the squadron of his teammates for effective communication.
- ⇒ For knowing whether his teammates are secure, *heart rate monitoring* is essential in combat situations since he can get a grip of the situation.
- ⇒ Also, effective *health monitoring* of each soldier for the team and the army base station which will also receive information.

Key Resources:

Key resources give us an idea about what instruments and tools are required for the project, which are: Display, temperature sensors, heartbeat sensor, processor.

- ⇒ *Display* will be given to every soldier for effective communication and acts as a visual aid in training/combat.
- ⇒ *Temperature sensors* are required for the implementation of the project since it will be required in the health monitoring of the soldiers.
- ⇒ *Heartbeat sensors* are also required for the implementation of the project since it will be required in the health monitoring of the soldiers.
- ⇒ *Processors* will integrate all the instruments and tools required in the project and makes the project faster and integrates security protocol too.

Value Propositions:

Value proposition means what we aim to give to our customers, and these are: safety, caution of enemy, health in real time and being fast and reliable.

- ⇒ *Safety* of the soldiers is of the utmost importance since this project is about enhancing security to our soldiers.
- ⇒ *Caution of enemy* who maybe nearby is so important in life and death situations our soldiers face in distress situations. It will also help in emergency situations.
- ⇒ *Health in real time* and the communication is our goal here so that the soldiers can know the position and health of their squadron.
- ⇒ Being *Fast and reliable* is important in military grade equipments such as ours, so we cannot bargain on such an important aspect.

Customer Relationships:

This shows what the customer expects when using the project, such as : communication and real time monitoring.

- ⇒ *Communication* is key in establishing constant contact with your teammates in such situations and fast and effective communication will help our soldiers immensely.
- ⇒ *Real time monitoring* of health and position of his squadron is necessary for both the individual soldier as well as the control station monitoring them.

Channels:

Through which channels do our soldiers want to be reached, like : the government agencies or private players.

⇒ *Government agencies* such as DRDO, CBI, NIA can be an effective channel for our product to reach the end consumer i.e. the soldier.

⇒ *Private players*, especially after the privatisation of some military sectors will be helpful in buying or investing in our project to reach soldiers.

Customer Segments:

Customer segment deals with the question of for whom are we making this product, that is : soldiers, intelligence agencies and engineers/researchers.

⇒ *Soldiers* will definitely be our prime objective here as this aims to be a military grade equipment.

⇒ *Intelligence agencies* such as CBI or NIA will also use such a product as their personnel also engage in combat in high stress situations.

⇒ *Engineers/ Researchers* can help enhance the project and to further improve the project by doing research on this topic.

Cost structure:

This deals with what the costs we will incur in the making of the project, like processor, sensors, security and integration.

⇒ *Processor* will be one of the main costs since a regular processor does not come under Rs. 800.

⇒ *Sensors* such as temperature sensor, heartbeat sensor, LCD Display and GPS module come very costly and the cost incurred by us for the same was about Rs. 2000.

⇒ *Security protocols* to be added into the project for the final project will come at a huge cost as it requires a professional software engineer.

⇒ *Integration* will also be a huge hassle especially considering the amount of production required if only a single squadron is to be made available these products.

Revenue streams:

This deals with the sectors from where we expect funding, such as DRDO purchases and Government spending.

⇒ *DRDO purchases* will be a main part of our project as they can also help invest in researchers for this project.

⇒ *Defense Budgets* have immense capability of funding our project since a major part of the defense budget is given to research and outreach programs.