Business Model Canvas
Created by **SafetyTrust**

Key Partnerships
- **Safety Equipment Providers:** Partnerships with PPE manufactures or suppliers to ensure product compatibility.
- **IoT and GPS Device Manufactures:** Collaborate with companies providing tracking devices or sensors.
- **Construction Industry Associations:** Partnerships for gaining industry insights and promoting the app.
- **Compliance Agencies:** Collaborate with organizations focused on construction safety standards.

Key Activities
- **App Development and Maintenance:** Continuously improve the app, ensure stability and add new features.
- **Data Management**: Handle data securely, especially location data of workers.
- **Customer Support:** Provide ongoing support for user queries, troubleshooting and app training.
- **Marketing and Sales:** Promote the app to construction companies through targeted marketing campaigns.

Key Resources
- **Technical** Team: software developers, UI/UX designers ,and data analysts to build and maintain the app**.**
- **GPS and IoT Integration:** Reliable GPS systems or IoT devices for accurate tracking.
- **Data Security Infrastructure:**Secure data storage solutions to protect sensitive location and PPE compliance data.
- **Marketing Team:** For outreach, promotions, and handling social media.

Value Propositions
- **Safety Assurance:** Ensures that all workers have PPE and stay within designated zones, reducing accident risks.
- **Real-time Tracking**: Provides live location updates of workers, improving supervision and safety enforcement.
- **Compliance Reporting:** Generates reports on PPE compliance, useful for company audits and legal compliance.
- **Efficiency:** Minimizes time spent manually checking workers PPE, leading to higher productivity.

Customer Relationships
- **Support and training:** offer onboarding sessions for site managers to train them on using the app efficiently.
- **Help Desk and FAQs:** provide customer support through a help desk,email,and an FAQ section within the app or website.
- **.Continuous updates :** Roll out regular updates with new features and improvements to ensure user satisfaction**.**

Channels
- **Mobile Applications:** Main platform for site managers and safety officers to monitor real time compliances.
- **Email notifications:** Alerts and daily reports sent to managers and executives.
- **Company Intranet:** Integration into a construction companies intranet for easy access.
- **Website:** Information and customer support for companies interested in the app.

Customer Segments
- **Primary Users:**Construction site managers, safety officers, and project advisors who need to monitor workers safety.
- **Secondary User:** Construction workers who need to wear PPE and stay within safety zones.
- **Additional Users:** Construction company executvies who may be interested in safety compilance reports.

Cost Structure
- **App Development Costs:** initial and ongoing costs for app design, coding, and testing.
- **Data Management:** Costs for servers, cloud storage, and data processing.
- **Customer Support:** Costs related to maintaining a help desk and support team.
- **Marketing and Sales:** Expenses for digital marketing, partnerships, and industry events.
- **Legal and Compliance:** Ensuring tat the app compiles with regulations related to data privacy and safety.

Revenue Streams
- **Subscription Model:** Monthly or yearly subscription fees for construction companies based on the number of users.
- **Pay-Per-Use:** Option for smaller companies to pay only when they use the app for specific projects.
- **Premium features:** Additional analytics and detailed compliances reports available as a premium feature.
- **Third-Party Integrations:** Charges for integrations with other construction management software.