Business Model Canvas

**رکھوالا “Rakhwala” (Child Security System )**

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| Key Partners | Key Activities | Value Proposition | | Customer Relationships | Customer Segments |
| * Iqra University * Rakhwala Team | * Development of IT hardware. * Development of embed   Software and app.   * Software maintenance. * Software assembling and testing. | * Wearable. * On the go care:   \*health monitor  \*location monitor   * Long bettery life. * Instant information updation. | | * Product.   \*App/Website/blog/device   * Social Network * Product App. * Phone. | **B2C MARKET**   * Domestic Users familiar with IT and residence in bigcities, where child kidnapping and health issues are common |
| Key Resources | Channels |
| **PHYSICAL:**   * Location tracker. * Pulse rate traker. * Temperature tracker. * arduino uno.   **INTELLECTUAL:**   * Partnerships(Iqra university) * Databases * Copyrights (Rakhwala Team). | * Marketplace. * Partners channels. |
| Cost Structure | | | Revenues Streams | | |
| * Advertisement. * Hosting Services.(Database). * Storage and distribution. | | | * Fee from additional services such as child details for last few months etc. * Device upgration fee in future. | | |