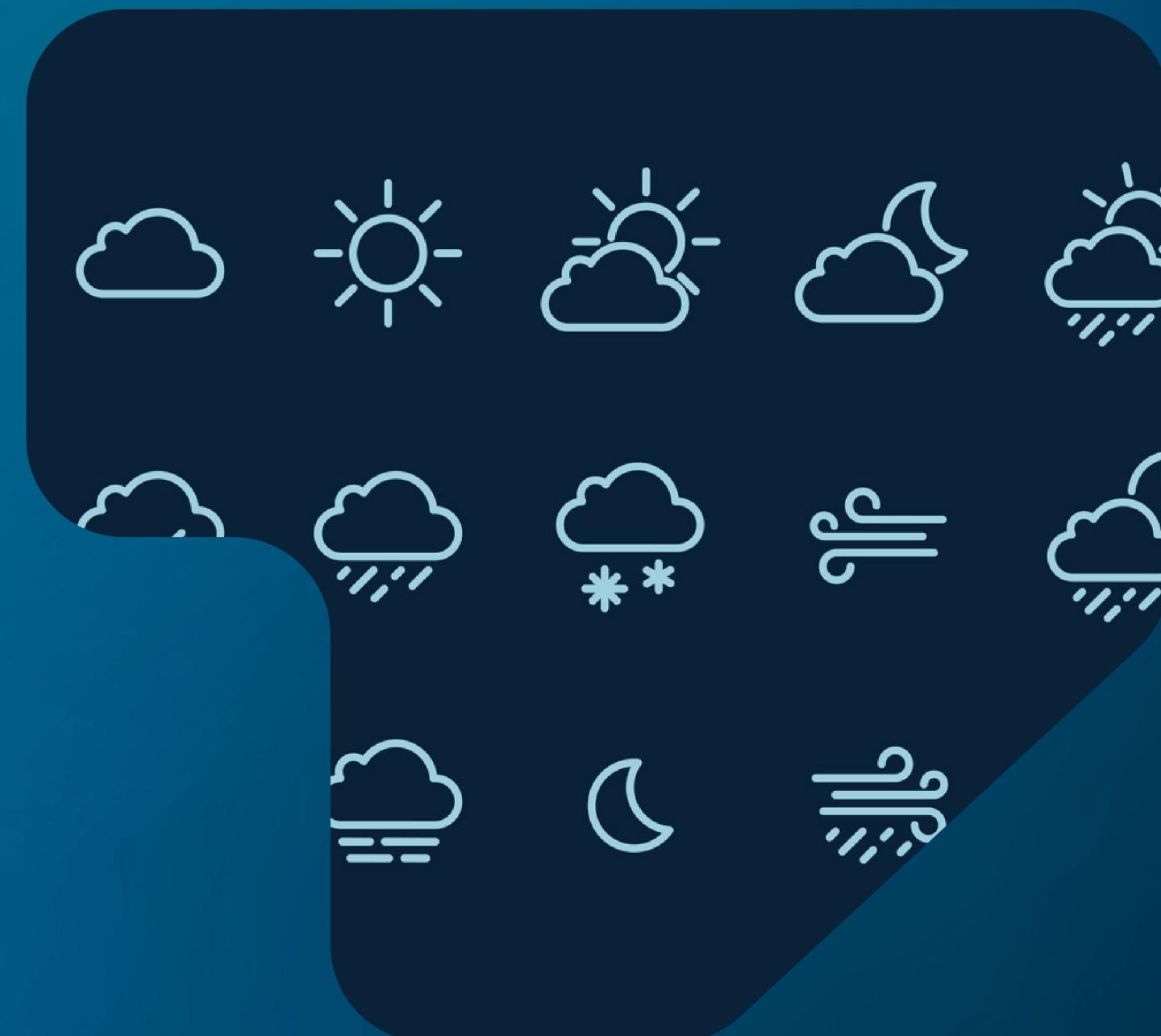




THE MANHATTAN PROJECT

# WeatherAI

Business Model Canvas: Prototype I



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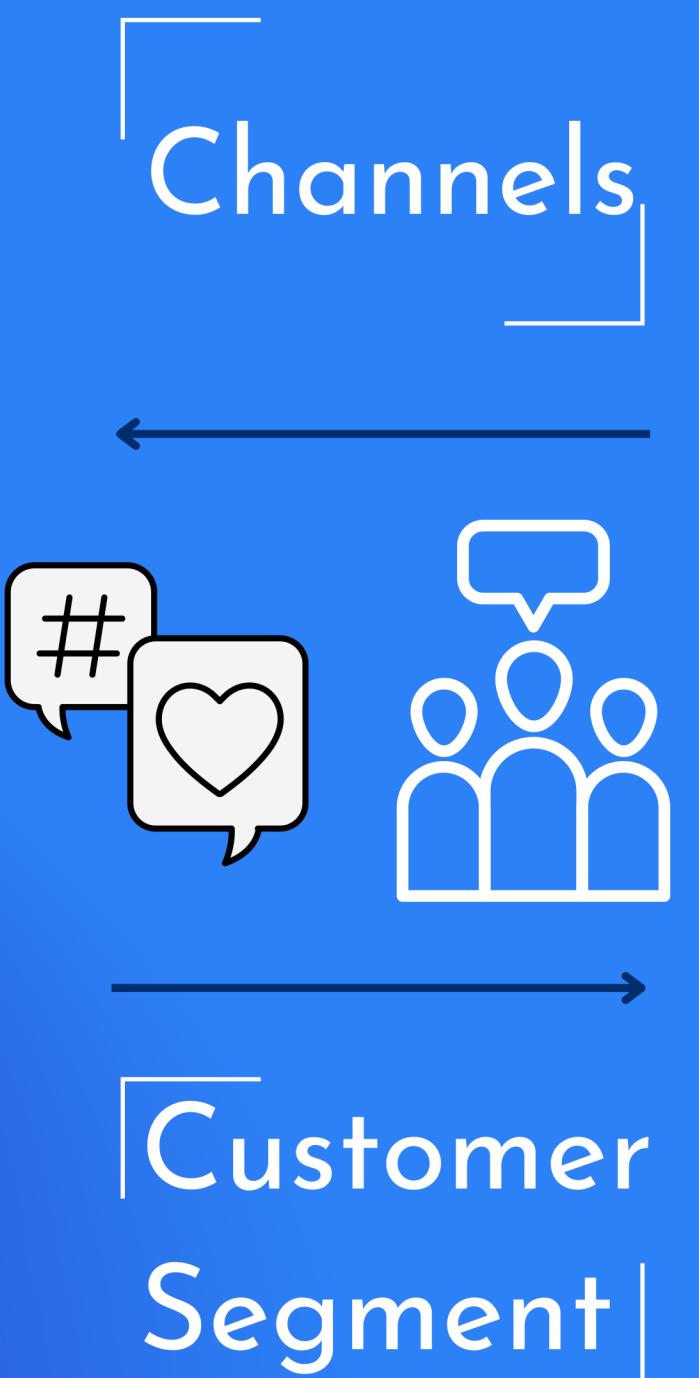
Nandan N  
Shradha Shetty

Samarth Bhandary  
Pravard

Vishal Nagaraj



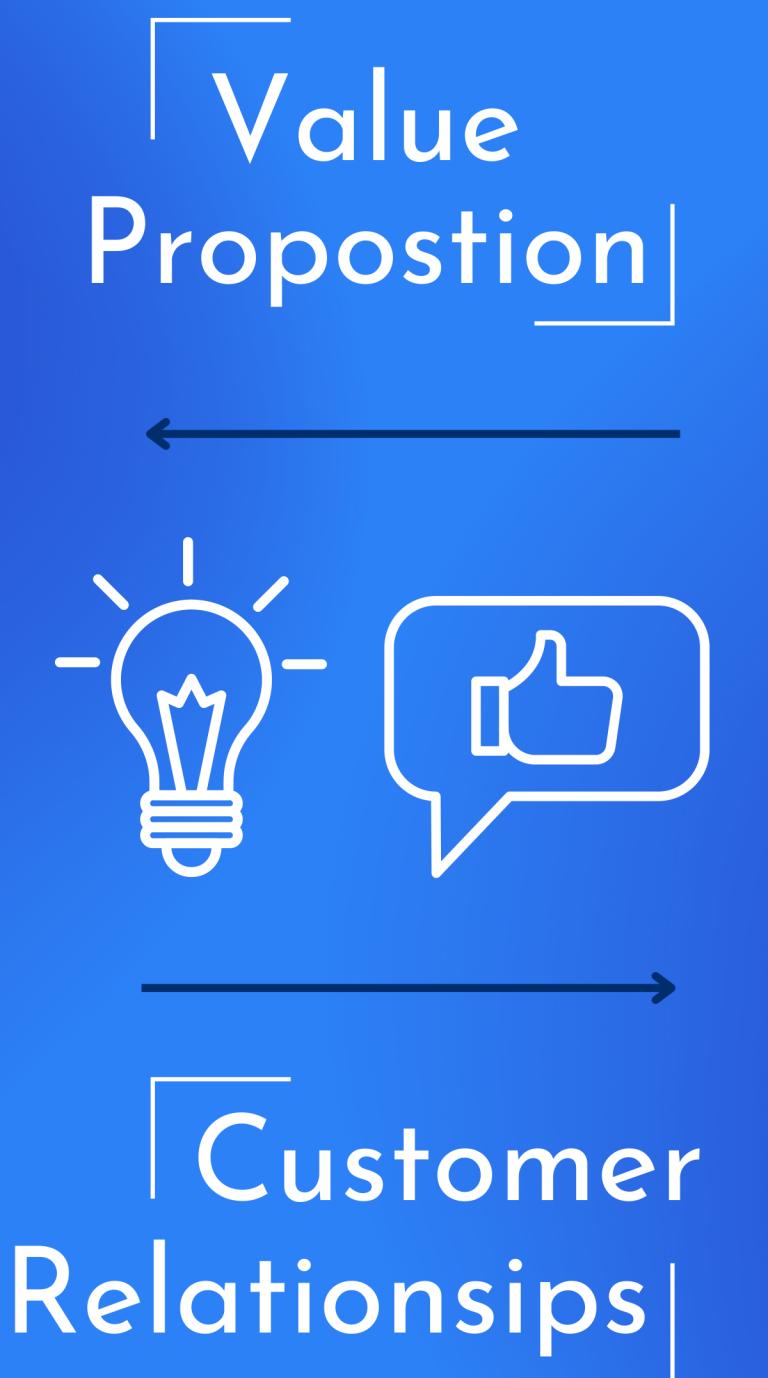
- Awareness: through print media and TV advertising to spread general information of the product
- Evaluation: Set up sensors for a day and give a glimpse.
- Delivery: Setting up the infrastructure.
- After sales: Regular check up of infra by a technical engineer.



- We serve **large land owning companies** and **governments**.
- **Delivery:** A **team to set up** the **sensors and systems** for the monitoring of the land.
- **After Sale:** We shall charge an **annual fee** to provide **data models** as well as **upkeep of the sensors**.



- *Reducing accidents* on treacherous terrain
- *Reducing damage to crops* and hence saving millions, if not billions, in the long term, both in terms of material damage and prevented loss of life.



*Customers*, though not directly interacting with the product, will nonetheless value its **usefulness** and the **life saving possibilities** of its application, and this would make **any government body more likely to purchase this software**. For **private customers**, they can directly see how the product **prevents damages** by helping the owner prepare



- Data Collecting Services
- Processing Partners
- Field Service Providers

Key  
Partners



- *Collecting and organizing data from multiple parameters*
- *Generating models based on the gathered data*
- *Maintenance and upkeep of both the sensor infrastructure as well as the computer infrastructure*

Key  
Activities



- For training and testing data: **server farm** for training and testing data
- **Seismographs**
- **Humidity and temperature sensors** (spaced-out use)
- **General motion and wind sensors**

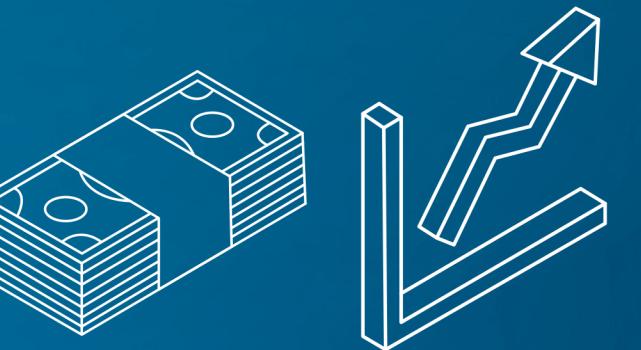
Key  
Resources





- Server Infrastructure
- R&D Expenses
- Logistics and Management
- On-field services

### Cost Structure



### Revenue Streams

- Data Processing: Subscription-Based
- Sensors: Lending/Product Sale