

MGT1022- Lean Start-up Management

DIGITAL ASSIGNMENT-3

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TE1 SLOT

Question

Create a Business Model Canvas (BMC) for your lean start-up? Elaborate each segment in detail below the canvas. Try to prepare in a generic way and also give emphasis to your start-up. Prepare BMC in landscape mode followed by elaboration of each segment and upload as PDF. This is an individual assignment, not a group. This is to understand how better you understand the overview of your own start-up with details of each heading. You can discuss with your batchmate, do not share your DA.

Business Model Canvas(BMC)

Key Partners <ul style="list-style-type: none">• Investors• Governments• University’s R+D• Helmet brand• Convenience shop• Motor Bikers• Helmet Manufacturers• Motor cycle retail outlers• Chip manufacturers	Key Activities <ul style="list-style-type: none">• R&D of chips and helmet design• Marketing of Helmet• Customer services.• Software GPS• Distribution	Value propositions <ul style="list-style-type: none">• Can save your life• Annual contract• Security• Usable/Easy• Functional• Optimize the trip• Stylish/Fashionable• Providing the motorcyclists with a helmet that expedites their transport to an emergency facility after an accident.• Intutive using	Customer Relationships <ul style="list-style-type: none">• Software assistance• Phone and email support• Automated services• High Tech• High Touch	Customer Segments <ul style="list-style-type: none">• Motorist who usually drive to new places• Pizza Delivery Restaurants• Postal services• Transport Department of Police• Renting Motorbikes Company’s• Individual Motorcycle riders• Motor cycle retail shop owners.
	Key Resources <ul style="list-style-type: none">• Intellectual property• Design lab• Human Capital• Patents• Maps• Brand• Helmet		Channels <ul style="list-style-type: none">• Partners: Helmet or motor cycle retailers• Online Storefront• Website• Automobilst Events• Motor cycle shops	
Cost Structure <ul style="list-style-type: none">• Value Driven• R&D costs• Holding Inventory• Manufacturing costs• Marketing Department			Revenue Streams <ul style="list-style-type: none">• Cost of Device• Annual cost of App• Helmet High range/ Low range• Online/Retail sales• Selling to Motorcycle / Helmet retailers	
Corporate sales Administration department Statistics Department Advertising Maintenance				

Key Partners:

The key partners of the Safety helmet would be Investors, like who invest on the product i.e, helmet. The government are responsible in order to get the permission for the product. The universities R& D are responsible for the design and safety of the Helmet. The Helmet brand and the convenience store in which the product is to be sold. So since the motor bikers are the ones who are supposed to take the Helmet. They are also the key partners. The Helmet Manufacturers are also the key partners. The Motor cycle retail outlets are also key in the growth of the product. The chip managers, i.e, the chips that have sensors.

Key Activities

These key sports need to recognition on gratifying its cost proposition, achieving purchaser segments and retaining purchaser relationships, and producing revenue. There are three classes of key sports; Production: designing, production and turning in a product in substantial portions and/ or of advanced quality. Problem-solving: locating new answers to man or woman issues confronted through customers. Platform/ network: Creating and retaining platforms. For example, Microsoft gives a dependable running machine to aid third-birthday birthday celebration software program products.

The key activities include R&D chips and also the helmet design. The R&D chips manufacturing are important. R&D of chips and helmet design. Marketing of Helmet is necessary in order to bring awareness on the particular Helmet. Customer services are also key activities. Software GPS helps in tracking the Driver's location. The distribution of the helmets is important in order to market the product.\

Key Resources

This is wherein you listing down which key assets or the principle inputs you want to perform your key sports if you want to create your price proposition. Some of the Key resources include Intellectual property, Design lab. Human capital is also very important and key resource for the start up. Patents are also one of the key resources in order to earn the income from the product. Maps, Brand and Helmet are also some of the other key resources.

Value Propositions

This is the constructing block this is on the coronary heart of the commercial enterprise version canvas. And it represents your particular solution (product or service) for a trouble confronted with the aid of using a purchaser segment, or that creates price for the purchaser segment. A price proposition need to be particular or need to be exclusive from that of your competitors. If you're providing

a brand new product, it need to be revolutionary and disruptive. And in case you are providing a product that already exists withinside the market, it need to stand out with new functions and attributes. Value propositions may be both quantitative (fee and pace of service) or qualitative (purchaser revel in or design).

The value propositions from the smart helmet are that we can save our lives from a dangerous situations. The annual contract of the product is also helpful. It provides high level security from accidents. It is very much usable and Easy to use. It is Functionl. It also optimizes the trip by it's additional features like cooling fan etc. It is also Stylish and also Fashionable in terms of design and products. OIt also provides the motorcyclists with a helmet that expedites their transport to an emergency facility after an accident.It also is intuitive in using.

Customer Relationships

The customer is provided with a software assistance . Phone and Email are main sources of the control and messages in the mobile. It also had Automated services . The helmet is provided with high Tech performance and High Tech touch capability.

Channels

This block is to explain how your employer will talk with and attain out for your clients. Channels are the touchpoints that permit your clients connect to your employer. Channels play a function in elevating cognizance of your services or products amongst clients and turning in your cost propositions to them. Channels also can be used to permit clients the road to shop for services or products and provide post-buy support.

Partners such as Helmet or motor cycle retailers are some of the channels. And also Online Store front is also one of the channels. And the website is also one of the channel from which we can get the info of the product. Automobilist events are also important sources of the advertising. Motor cycle shops are also the main source in selling/ finding the Helmets.

Customer Segments

These are the groups of people or companies that you are trying to target and sell your product or service to. Few of the Customer segments , Generally the motorists who travel to new places may not be aware of the roads and the weather conditions. At the time the probability of accidents are high. The helmet can reduce that probability . Generally Pizza delivery Restaurants prefer to take precautions by wearing helmet . They used to travel a lot so there are high chances of accidents.The postal services are also some of

the customer segments. The transport Department are also the customer segment for the safety helmet. Even every Individual Motorcyclist are also the customer segments. Motor shop retail owners also comes under this.

Cost Structure

Some of the factors of the cost structure of product are Value Driven. R&D costs are important in cost structure. Holding Inventory , Manufacturing costs also effect the cost structure of the product. Corporate sales , Administration department also effect the cost structure of the Product. Statistic departments which shows the statistics of the product is also responsible for the cost structure of the product. Advertising and the Maintenance are also the key features of the cost structure.

Revenue Streams

Revenues streams are the reassets from which a business enterprise generates cash with the aid of using promoting their service or product to the customers. And on this block, you have to describe how you'll earn sales out of your cost propositions. Some of the revenue streams of the product are Cost of the device . Annual cost of the device is also the key point regarding the revenue of the stream. High range or low range of the helmet also key point for the Revenue of the device. Online and Retail sales also play a major role wit in the development of the revenue of the product. Also Selling the product with the Motorcycle or Helmet retailers may also help the revenue of the product.