The Business Model Canvas

Key Partners

Our main partners in this service/business of sustainable human centred development are people, communities and trust.

We rely on publishing houses to provide us with printed materials such as flyers, manuals and brouchers for our technologically averse clientale such as the elders, while relying on the internet as a medium to reach out to a younger demographic.

we rely on a mutal exchange of services between different sections of clients and an important critical mass of paying customers to sustain the employment of a workforce and partime volunteers.

Key Activities

The key activities provided by our service are the initiation of a sustainable social movement which helps keep the elderly in touch with society while providing underpriviledged/unemployed younger people in their community with part time jobs, exposure to the wisdom of their elders and also a venue to make a living, thereby keeping younth crime and deliquency at a minimu, leading to more pleasent living conditions in even the most deprived of neighbourhoods.

Our main distribution channels are local community centres and also our web portal.

Value Propositions

The main value added via our service is the building of bridges between communities of yesterday, today and tomorrow. The confluence of experience from senior citizens in return for services towards them from the younger generation is groundbreaking and invaluable.

The main problems being addressed here are the issues such as loneliness that elders face due to their social isolation and it also helps younger people by providing them with employment avenues.

We are satisfying the needs of elders to feel wanted and to feel as if their experience has value, while providing younger people with a foot into the world of employment and give them richer life lessons via their interactions with these elders, which they otherwise might not have.

Customer Relationships



This segment forms the core, paying chunk of our market and they expect us to provide them with individualised attention, especially with regards to the use of tools and services since they are relatively inexperienced in the administration of the same.

Bridge/Unpaying segment:Young members of society

This segment of society is made up of the kids from the neighbourhood who are provided with employment opportunities in the form of elder services, while they are partimers and hence more affordable .At the same time the opportunity for the elders to engage with the ever changing world around them via these youngste is an invaluable experience to them.

We have focussed on sustainability from both a corporate and societal standpoint. This also results in optimal wealth redistribution since the elders get something more valuable to them than money i.e. contact and staying in touch with wider society, while young people get invaluable life lessons by interacting with the more experienced members of society and also the opportunity to hold a job which pays more than in mere monetary terms. The company benefits by not having to hire professionals to take care of the elders.

Customer Segments

The core segment that we are serving happen to be the elders in society, Niche Market, who are most out of touch with the happenings around them either due to being abandoned or outsurviving their family, due to disabilities and so forth.

The secondary segment that we serve are young people who are in need of satisfying jobs, important life lessons and can get it via interacting with their elders who are generally of better character, standing and social responsibility.

Th elders being the paying customers and those more deserving with regards to our attention happen to be the most important segment and hence most of customer service department is geared towards serving their needs.

Key Resources

The main resource that is required in order to make this venture a success is to win the trust of people and entire communities(since they are the key resource in this business model) by reaching out to them with the facts about our plan and presenting it in an easily digestible way. Secondly, we need to ensure that we have smooth dispute resolving mechanisms.

we make use of both print and new media such a mobile phone apps and the internet to reach out to people and provide them with this invaluable service.

Our revenue streams are via subscribing customers and also government/institutional aid.

Channels

We approach this in a multi pronged way. All the instructions, deliverables and other material to be provided to the younger segment of the market(who are volunteers/indirect partners) are delivered online or via mobile websites.

The main chunk of promotion materials and user manuals provided to our elerly users are given via posters, user manual booklets and other tangible non electronic means to maintain a coherent means of learning for them and not force them to learn how to use a system to learn about the service.

There is also a local support centre with a few full time workers who are there round the clock to address any grievances from either side and also to provide support which the remote customer service may not have been able to address effectively. These are all integrated via a remote monitoring and recording mechanism which serves as the hive to the arteries that are these other services.

How do we provide post-purchase customer support?

Cost Structure

Our business is a sustainable one where the motive is not profit in traditional terms but more in the vein of being an agent of change in society. Our motto is "~One community at a time~". We also have slots reserved for subscribing members who get prioritised services, considering they are one of the pillars (as a resource) that helps run this service. The others being institutions and governmental organisations.

The main costs are the maintanence and upgradation of community centres, embursment of salaries to parttime employess and fulltimers, and maintenance of our web site and mobile apps.



Revenue Streams

can't pay directly can avail subsidary options such as providing services in order for us to facilitate them to provide and recieve mutually beneficial services to opposite spectrums of society. An example would be elders who can offer babysitting services to younger couples for free in return for services such as nursing and housekeeping from younger partime employees from the community, who are paid by the subsciption fees obtained from paying members of the senior community.

Our customers pay a monthly, quarterly or annual subscription fee to avail all services. Those who

This way, direct(Elders and young volunteers) and indirect(The young couple for example) stakeholders in a community are brought together, thereby building stronger communal and societal ties and bonds.















