Business Model Canvas

Created by **Batch-7**

Key Partnerships
- Telecom companies (for SMS services).
- GIS and mapping services.
- Pipeline engineering firms.
- Regulatory agencies.
- Hardware component suppliers.

Key Activities
- IoT sensors and edge computing modules.
- Cloud infrastructure and mobile backend.
- AI/ML models for anomaly detection.
- Skilled developers and hardware engineers.
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Key Resources
- IoT sensors and edge computing modules.
- Cloud infrastructure and mobile backend.
- AI/ML models for anomaly detection.
- Skilled developers and hardware engineers.
- API for SMS integration and GIS mapping.

Value Propositions
- Real-time detection of leakage/damage.
- Automatic alerts with time, location, and severity.
- Mobile app integration (SMS + dashboard).
- Reduce environmental risk and maintenance costs.
- Increase safety and regulatory compliance.

Customer Relationships
- Dedicated customer support (24/7).
- Onboarding and training.
- Periodic maintenance services.
- Feedback loop via app.
- SLA (Service Level Agreement) contracts.

Channels
- Direct sales to oil and gas companies.
- Partnerships with pipeline maintenance firms.
- Industry trade shows and expos.
- Online B2B platforms.
- Government procurement portals.

Customer Segments
- Oil and gas pipeline companies.
- Government bodies monitoring infrastructure.
- Environmental regulatory agencies.
- Maintenance contractors.
- Insurance companies.

Cost Structure
- R&D and prototyping costs.
- Hardware production.
- App development and maintenance.
- Cloud hosting and data storage.
- Marketing and sales.
- Customer support and training.

Revenue Streams
- Device + software sales.
- Monthly/Annual subscription for app and alert service.
- Data analytics and reporting services.
- Custom integration services.