

Impact Business Model Canvas Template

Your Venture:

Your Legal Structure Hypothesis:

Problem Statement Challenges of parents to support and keep an eye on their children in way safe and trustful way without excessive control				
Mission Statement Our mission is to promote Safety and Independence for kids -at the same time strengthen trust between parents and children				
Key Partners Green energy supplier Shipping service provider App development agencies Specialist for Data security and coding Online marketplaces Retail stores Chip roducer (Texas Instruments)	Key Activities Manufacturing bracelet Promotion Research and Development	Value Proposition We stand for balance between safety and autonomy It is a modern approach that stands out from surveillance based solutions and appeals to parents ans children alike. This clearly sets us apart from competitors, which often rely on complete control.	Stakeholder Relationships Customer oriented customer support Get feedback Loyalty programmes Community buildings	Stakeholder Segments Primary Stakeholders Parents Children Secondary stakeholders: Family members Teachers Business stakeholders: Investors Sales partner Technology &Production partners
	Key Resources Bluetooth technology Chips PVC Internet Electricity		Channels Online shop (Website) Retail stores Online market places	
Cost Structure Production costs, Development costs, Marketing and Sales, Operating and personal costs, Legal regulatory costs,Logistics and dispatch, Customer support			Revenue Streams Sales of our products, Additional products B2B sales, License, Gift sets and Bundle offers	Social stakeholders: Parents children's organisations Regulatory authorities Media Opinion leaders
Intended Impact Increased safety and protection, Promotion of children's independence, Strengthening the trust and relationship between parents and children, Preventing surveillance and helicopter parenting, promote awareness of digital safety and privacy				Ecological stakeholders: Environmental Organisations