# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

#### **Key Partnerships**



#### Technology

- Teachers
- Sports teams and Activites
- Technology partners (GPS watches, cloud and encryption providers)
- Parents

#### **Key Activities**



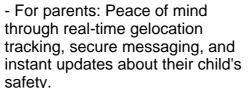
#### - Real-Time Geolocation and Alerts

- Attendance tracking
- Build and refine messaging gelocation, and role based access
- Establish user-friendly onboarding and role-based functionality

# Value Propositions



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- For Teachers and Caregivers: Simplified communication with parents, improved attendance tracking, and a professional alternative to personal message app.
- Children: Security

### **Customer Relationships**



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- Parents subscribe for access.
- Teachers and coaches onboard via parent invitation (free access)
- Feedback: Collect feedback via app surveys and improve features.

#### **Customer Segments**



- Primary Users: Parents of schoolaged children (ages 5-16)
- Secondary Users: Teachers, coachers, and caregivers.

## Key Resources



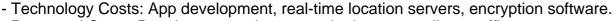
- Technology resources: Developers for geolocation and messaging integration, cloud servers for realtime data processing, encryption for privacy protection.
- Partnerships: GPS Watch Manufacturers.

#### Channels



- App Store and Play Store
- In-app invitation for onboarding teachers, coaches and caregivers.
- Website and social media for awareness and support.

## Cost Structure



- Personnel Costs: Developers, marketers, and privacy compliance officers.
- Marketing Costs: Advertising SafeCircle to parents and institutions.



#### Revenue Streams

Parent Subscription Plan: 60.-/Year





