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

Key Resources

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

Value Propositions

- For parents: Peace of mind through real-time gelocation tracking, secure messaging, and instant updates about their child's safety.
- For Teachers and Caregivers: Simplified communication with parents, improved attendance tracking, and a professional alternative to personal message app.
- Children: Security

Customer Relationships

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

Channels

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

Customer Segments

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

Cost Structure

- Technology Costs: App development, real-time location servers, encryption software.
- Personnel Costs: Developers, marketers, and privacy compliance officers.
- Marketing Costs: Advertising SafeCircle to parents and institutions.

Revenue Streams

Parent Subscription Plan: 60.-/Year

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