

# Business Model Canvas

Created by BATCH\_06

Designed via [AltexSoft BMC Tool](#)

<div><b>Key Partnerships</b></div> <div><ul style="list-style-type: none"><li>- <b>IOT Devices manufactres:</b> collabrations for device integration and compatibility.</li><li>- <b>Cloud services Providers:</b> partner ships for secure scalable cloud infrastructre.</li><li>- <b>Retailers:</b> Distribution partnerships for wider market reach.</li></ul></div>	<div><b>Key Activities</b></div> <div><ul style="list-style-type: none"><li>- <b>Research and Development:</b> continous innovation in AI and IOT technologies.</li><li>- <b>Product Design and Development:</b> Creating user-friendly and reliable smart home devices.</li><li>- <b>Marketing and sales:</b> promoting the product through various channels.</li><li>- <b>Customer support:</b> Providing excellent customer service and support.</li></ul></div>	<div><b>Value Propositions</b></div> <div><ul style="list-style-type: none"><li>- <b>*CONVEINENCE:</b> Seamless control of smart devices through voice commands and mobile app. <b>*SECURITY:</b> Real time monitoring &amp;alerts, for home security cameras. <b>*ENERGY EFFICIENCY:</b> Optimized energy usage through AI based automation. <b>*PERSONALIZED EXPERIENCE:</b> Tailored experiences based on user preferences. <b>*ACCESSBILITY&amp;INCLUSIVITY: .VOICE CONTROL:</b> Operates devices hand-free for people with disability or busy life style. . <b>*REMOTE ACCESS:</b> Assist elderly or disabled family members with tasks from a distance. <b>*PERSONALIZED SETTING:</b> Adapt the system to individual needs and preferences.</li></ul></div>	<div><b>Customer Relationships</b></div> <div><ul style="list-style-type: none"><li>- <b>Personalized support:</b> Dedicated customer support for trobuleshooting and inquires.</li><li>- <b>Community building:</b> Online forums and social media groups for user interaction.</li><li>- <b>Loyalty programs:</b> Rewards and incentives foe repeat customers</li></ul></div>	<div><b>Customer Segments</b></div> <div><ul style="list-style-type: none"><li>- <b>*SEGMENT-1:</b></li><li>- <b>Tech -Savvy Early Adopters: *</b></li><li><b>Demographics:</b> 25-45 years old, urban or suburban areas, tech- related jobs or hobbies.</li><li>- <b>problems:</b> Desire for conveniences, control, and cutting- edge technology.</li><li>- <b>competitor products:</b> smart speakers like amazon echo or google home, or other DIY smart home sytems.</li><li>- SEGMENT-2:</li><li>- <b>Busy proffesionals:</b> Demographics: 25-45 years old, suburban or rural areas, various job types.</li><li>- <b>problems:</b> concern for safety, energy efficiency, and convenieces.</li><li>- <b>Competitor products:</b> baby monitors, security cameras, and basic smart devices.</li></ul></div>
	<div><b>Key Resources</b></div> <div><ul style="list-style-type: none"><li>- Software engineers, skilled software engineers are needed to develop and maintain the software that powers home automation system</li><li>- hardware engineers are essential for designing and developing custom hardware components or integrated third party devices.</li></ul></div>		<div><b>Channels</b></div> <div><ul style="list-style-type: none"><li>- <b>Websites:</b> Online platform for product information and sales.</li><li>- <b>Retail stores:</b> Partnerships eith electronics retailers for physical sales.</li><li>- <b>Social Media:</b> Marketing campaigns and customer engagement through social media.</li><li>- <b>Direct sales:</b> Sales team for personlized demonstrations.</li></ul></div>	

<div><b>Cost Structure</b></div> <div><ul style="list-style-type: none"><li>- <b>* DEVELOPMENT COSTS:</b></li><li>- 1) <b>Research and Development:</b> This includes the costs of researching new technologies ,prototyping, and testing new products and features.</li><li>- 2) <b>Software Development:</b> Costs associated with designing and developing custom hardware components .</li><li>- 3) <b>manufacturing costs:</b> The cost of purchasing or manufacturing the physical components of smart devices ,such as sensors, actuators, and controllers.</li><li>- 4) Marketing labour: The cost of labor involved in assembling and testing smart devices, packaging and shipping products to customers.</li><li>- 5) <b>Marketing &amp;sales costs:</b> Marketing expenses and sales&amp; distribution costs, operational costs.</li><li>- 4) <b>Marketing labour:</b> The cost of labor involved in assembling and testing smart devices, packaging and shipping products to customers.</li></ul></div>	<div><b>Revenue Streams</b></div> <div><ul style="list-style-type: none"><li>- <b>*PRODUCT SALES:</b></li><li>- 1) <b>Direct sales:</b> sell smart home devices and systems directly to consumers through online stores ,retail partners.</li><li>- 2) <b>Wholesale:</b> sell products to retailers and distributors for resale to consumers.</li><li>- 3) Subscription Services: Remote access, premium features, professional monitoring, installation</li><li>- 4) Installation and setup services , maintenance,&amp; support services</li><li>- 3) Subscription Services: Remote access, premium features, professional monitoring, installation</li></ul></div>
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