










The Business Model Canvas

Designed for:
SMART WATER LEAKAGE INFRASTRUCTURE SYSTEMS

Designed by:
TEAM SIGMA

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Version:

<div>Key Partnerships</div> <div></div> <div>1. IoT Sensor Manufacturers and DistributorsWhy: These companies produce the hardware that will detect leaks, so integrating with their products can make it easier for customers to implement your solution. By partnering with them, you can ensure compatibility with popular sensor brands and possibly access their customer base.Potential Partners: Companies like Siemens, Honeywell, Schneider Electric, and other manufacturers specializing in water flow, pressure, and leak detection sensors.2. Telecommunication and SMS Gateway ProvidersWhy: SMS delivery is crucial to your service, so reliable, fast, and cost-effective SMS gateways are essential for real-time notifications. Partnering with SMS providers can reduce costs and offer more robust support.Potential Partners: Twilio, Nexmo (Vonage), and Sinch for SMS services; alternatively, telecom providers in regions where large-scale alerting is needed.</div>	<div>Key Activities</div> <div></div> <div>Developing and Improving the Platform: Continuously update the app, backend, and user interface based on customer feedback.Establishing Partnerships: Work closely with sensor manufacturers and facility management firms for seamless integration.Customer Support: Provide 24/7 support for critical clients like utility providers or municipal governments to ensure timely issue resolution.</div>	<div>Value Propositions</div> <div></div> <div>Cost Savings: Minimizes water loss and repair costs by enabling faster response to leaks. Resource Conservation: Helps organizations meet sustainability goals by reducing waste. Compliance and Reporting: Streamlines regulatory compliance and reporting, especially in sectors with strict water management rules. Preventative Maintenance Insights: Provides data for long-term insights into infrastructure performance and leak-prone areas. Improved Operational Efficiency: Reduces downtime and disruptions in water supply due to timely alerts.</div>	<div>Customer Relationships</div> <div></div> <div>1. IoT Sensor Manufacturers and Distributors Why: These companies produce the hardware that will detect leaks, so integrating with their products can make it easier for customers to implement your solution. By partnering with them, you can ensure compatibility with popular sensor brands and possibly access their customer base. Potential Partners: Companies like Siemens, Honeywell, Schneider Electric, and other manufacturers specializing in water flow.</div>	<div>Customer Segments</div> <div></div> <div>Municipal Governments: Cities often manage extensive water networks, making quick leak response crucial for reducing water loss.Property Managers and Real Estate: Large residential or commercial properties require efficient water management to reduce costs.Manufacturing and Industrial Facilities: Factories and processing plants rely on large water networks for operations, so leaks can impact production.Utility Companies: Utility providers can integrate the solution into their existing water infrastructure for real-time management.Facilities Management Companies: Organizations responsible for maintaining infrastructure across multiple buildings or campuses.</div>
	<div>Key Resources</div> <div></div> <div>Technical Team: Engineers and developers to build, maintain, and update the app and backend infrastructure. IoT Sensor Partnerships: Partnerships with sensor manufacturers to ensure easy integration. Data Storage and Analytics Infrastructure: Reliable cloud services to store and process data from the sensors.</div>		<div>Channels</div> <div></div> <div>Direct Sales: Build relationships with large organizations, municipal governments, and utility providers through direct outreach.Partnerships: Partner with IoT sensor manufacturers, water infrastructure providers, and facility management firms to embed your solution into existing systems.Online Marketing: Use targeted ads on platforms like LinkedIn, showcasing your solution's cost-saving and environmental benefits.</div>	
<div>Cost Structure</div> <div></div> <div>Technology Development: Initial development and ongoing maintenance costs for the platform, SMS gateway fees, and integration of sensors.Cloud Storage and Processing: Costs for data storage and processing through cloud providers.Sales and Marketing: Budget for reaching target customers, attending industry events, and promoting the platform.</div>		<div>Revenue Streams</div> <div></div> <div>Subscription Model:Tiered Pricing: Offer basic, standard, and premium packages based on features, notification volume, and number of devices supported.Monthly/Annual Subscriptions: Provide discounts for annual commitments, ensuring steady cash flow.Pay-Per-Alert Model: Allow smaller organizations to pay per alert, which could be more affordable if their systems rarely experience leaks.Data Analytics and Reporting Add-On: Charge extra for detailed analytics and reports on water usage trends, maintenance history, and leak patterns.Licensing Fees for Integration: If partnering with sensor manufacturers, charge licensing fees for using your software platform with their hardware.Consulting and Maintenance Services: Offer consultancy on setting up sensors or regular maintenance as a premium service.</div>		

