The Business Model Canvas

Designed for: **ALL INDUSTRIES**   Designed by: **DEBUGGERS**   Date: 8/4/2020   Version: 1.0

Key Partners 🔗

EMPLOYEES

CUSTOMERS

STAKEHOLDERS

VENDORS
INITIALLY WE WILL WORK IN COLAB WITH INDUSTRIES EXISTING IN THIS FIELD TO GAIN EXPERIENCE
SOME COMPANIES SHORTLISTED ARE AS FOLLOWS:
1) SOLU LAB
2) CYBER INFRASTRUCTURE INC
3) INN4SCIENCE

Key Activities ✔

A NON DESTRUCTIVE WAY TO TRACK DATA CHANGES OVER TIME

TO REVOLUTIONISE EVERYDAY LIFE BY PROVIDING OUR SERVICES TO
1) FINANCIAL TRANSACTIONS
2) MEDICAL RECORDS
3) AGRICULTURE

Key Resources 🏭

DATA INPUT

COMPUTATIONAL POWER

DECENTRALISED SYSTEM OF COMPUTERS

Value Propositions 🎁

BLOCKCHAINS CAN BE USED AND IS USED IN MANY INDUSTRIAL SECTORS LIKE FINANCE AND AGRICULTURE.

NO ONE HAS TRIED INCORPORATING IT INTO OUR DAY-TO-DAY LIVES AND THAT'S WHAT WE ARE TRYING TO PROPOSE AND SUGGESTED IN OUR ABSTRACT AS WELL.

WE ARE DIFFERENT IN USING BLOCKCHAIN AS A REVOLUTIONARY TECHNOLOGY AND IN CHANGING THE WAY WE DO BUSINESSES

WE THOUGHT WHY NOT INCLUDE IT IN MAKING SOME IMPACTS AND CHANGES IN OUR DAY TO DAY LIVES TOO.

TRUSTED PEER TO PEER INTERACTION OF TIMESTAMPED DATA HELPS REMOVE MIDDLEMEN AND MAKING PROCESS OF TRANSACTON MORE COST AND TIME EFFECTIVE.

Customer Relationships ❤

WE WILL PROVIDE OUR CUSTOMERS WITH FIRST TIME USE DISCOUNTS AND BONUSES FROM TIME TO TIME.

WE WILL INDULGE IN ONE ON ONE COMMUNICATIONS WITH THE CUSTOMERS BY USING OUR BLOCKCHAIN ONLY TO CREATE A NON TAMPERABLE DATABASE TO INCREASE TRANSPARENCY.

WE WILL HAVE A CUSTOME CARE UNIT TO TAKE CARE OF IMMEDIATE CUSTOMER NEEDS.

Channels 🚚

WE WILL PROVIDE OUR SERVICE ONLINE BY DEPLOYING A WEBSITE.

ALSO IN FUTURE WE SHALL RELEASE A USER FRIENDLY APP THAT HELPS PEOPLE CARRY OUT THE TRANSACTIONS EASILY

WE WILL LOOK TOWARDS GETTING TIE UP WITH MOBILE COMPANIES SO THAT OUR APP COMES PRE INSTALLED IN MOBILE PHONES TO MAKE THE PROCESS EFFICIENT

Customer Segments 👤

WE SHALL MAINTAIN A CUSTOMER DATABASE USING THE BLOCKCHAIN TECH ONLY, WITH FEATURES LIKE FEEBBACK, COMPLAINTS AND WE WILL CARRY OUT MONTHLY ONE ON ONES.

WEWILL APPLY ML TECHNIQUES LIKE K MEANS , SVM ETC TO CATEGORISE OUR PERMANENT CUSTOMERS, AQUAINTED CUSTOMERS AND POTENTIAL CUSTOMERS AND APPLY DIFFERENT MARKETING STRATEGIES ON EACH GROUP TO ATTRACT THEM

ALSO WE MAY HIRE A FIRM TO APPLY SENTIMENTAL ANALYSIS ON OUR CUSTOMERS TEXTUAL COMMENTS SO AS TO UNDERSTAND THEIR NEEDS BETTER

Cost Structure 🏷

COST OF MARKETING AND ADVERTISEMENT OF THE TECH NOT AS A PRODUCT OR A SERVICE BUT AS A SOLUTIONS TO OUR DAILY PROBLEMS. AS ADVERTISMENT IS ONLINE THESE DAYS SO WE WILL MARKET OUR SERVICE ON LINKEDIN, INSTAGRAM ETC , SO IT WILL COST MAX
20K RUPPEES

COST FOR BUYING COMPUTERS WITH STRONG COMPUTATIONAL POWER AND AWS DEPLOYMENT ACCOUNT AND ACCOUNT ON GOOGLE COLAB
ALL OF THIS WILL COST MAX TO MAX 5 LAC RUPPEES INTITIALLY.

Revenue Streams 💰

WE WILL PROVIDE OUR SERVICES FREE FOR A TIME PERIOD OF A WEEK AS A TRIAL ROUND AND THEN CHARGE FOR OUR SERVICES, THE PRICE WILL BE NEGOTIABLY DECIDED WITH OUR CLIENTS ON THE BASIS OF PACKAGE OF SERVICES REQUIRED.

A MINIMUM OF AT LEAST 70K SHOULD BE GENERATED PER EMPLOYEE SO AS TO PAY WAGES TO THE THEM AND AN ADDITIONAL AMOUNT OF 1LAC TO MEET ADDITIONAL COST AND FIXED COST OF THE STARTUP.

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