TEAM NAMES:

NAMES :   ENROLLMENT NUMBER

1.KOMMULA SRIJAN REDDY   24CS003014
2.BANALA SREELAXMI   24CS003015
3. GOURA SHRAVYA   24CS003019
4. THATIREDDY SIVARAMAKRISHNA   24CS003020

BATCH #17

Business model canvas

a Mobile SMS App for Smart Water Leakage Alerts

Key Partners

- **Sensor Manufacturers:**
- Ensure seamless compatibility with various smart sensors.
- **Utility and Insurance Companies:**
- Offer the app as an add-on service for their customers.
- **Repair Services:**
- Streamline repair bookings for app users.
- **Telecommunications Providers:**
- Partner for reliable SMS delivery and regional scalability.

Key Resources

- **Technology:**
  ◦ Reliable SMS gateway for alerts.
  ◦ Cloud infrastructure for data storage and analytics.
  ◦ Mobile app (iOS and Android) with a user-friendly interface.
- **Partnerships:**
  ◦ Sensor manufacturers for hardware compatibility.
  ◦ Local repair services for issue resolution.
  ◦ Utility companies for bulk adoption.
- **Human Resources:**
  ◦ Development team for app maintenance.
  ◦ Customer support team for user queries.
  ◦ Sales and marketing team for customer acquisition.

Key Activities

- App development and regular updates.
- Continuous monitoring and refinement of the alerting system.
- Customer onboarding and technical support.
- Marketing campaigns to build awareness and drive adoption.
- Building and maintaining partnerships.

Value Propositions

- **Core Offering:**
  ◦ Real-time SMS and in-app alerts for water leakage detection.
  ◦ Details include issue location, severity, and time of occurrence.
- **Unique Value:**
  ◦ Quick response to mitigate water damage and wastage.
  ◦ Cost savings for users by preventing extensive repairs.
  ◦ Easy integration with smart water infrastructure.
- **Target Audience:**
  ◦ Residential property owners.
  ◦ Commercial building managers.
  ◦ Municipalities and utility companies.
  ◦ Smart home integrators.

Customer Relationship

- **Self-Service:**
- Knowledge base and FAQs on the app and website.
- **Dedicated Support:**
- 24/7 technical support for premium subscribers.
- **Community Engagement:**
- Online forums and communities to share tips and best practices.

Customer Segments

- **Primary Customers:**
  ◦ Smart infrastructure users (e.g., smart homes, smart cities).
  ◦ Property management companies.
- **Secondary Customers:**
  ◦ Insurance companies (as partners offering this service to their customers).
  ◦ Water utility companies focusing on water conservation.

Channels

- **Awareness:**
- Social media campaigns.
- Digital ads targeting smart infrastructure users.
- Blogs, webinars, and educational content on water conservation.
- **Acquisition:**
- App stores (Google Play, Apple App Store).
- Partnerships with insurance and utility companies.
- Trade shows and smart home exhibitions.
- **Retention:**
- In-app notifications for updates and new features.
- Email campaigns with usage reports and tips.

Cost Structures

- **Fixed Costs:**
- App development and maintenance.
- Salaries for employees.
- Server and hosting costs.
- **Variable Costs:**
- SMS charges (per alert).
- Customer acquisition expenses (ads, campaigns).
- Partnership management fees.
- **Other Costs:**
- Licensing fees for third-party tools or APIs.
- Support and training costs for customers.

Revenue Streams

- **Subscription Plans:**
- **Tiered Pricing:** Based on the number of sensors and alerts sent.
  ◦ Basic: $5/month (limited alerts, single user).
  ◦ Pro: $15/month (multiple locations, detailed reports).
  ◦ Enterprise: Custom pricing (advanced analytics, API access).
- **Hardware Integration:**
- Bundled packages with compatible water leakage sensors.
- **White-Label Solutions:**
- Licensing the app to utility companies or insurance firms.
- **Add-On Services:**
- Advanced analytics for commercial users.
- Priority customer support.
- Automated service bookings with repair professionals.
- **Affiliate Marketing:**
- Partner with service providers for repairs or maintenance, earning referral fees.