BMC

Key Activities

- App development and maintenance
- User support and engagement
- Marketing and outreach to rural communities
- Curating health-related content and resources
- Managing and updating the app's Instagram account

Key Partners

- Delivery service: Aramex
- Rural women's empowerment organization A.V.F.R
- Social media influencers or collaborators

Key ressources

- Technology infrastructure
- Hive Api for image captionning
- PicWish Api for image enhancement
- Logo Generator Api
- API Graph for Instagram
- Social media management resources

Value proposition

- Empowering rural women artisans to showcase and sell their products
- Boosting post quality and visibility with diverse technologies (APIs) for enhanced images, captions, and logos, ensuring more effective promotion.
- Providing access to a wider market through a user-friendly platform
- Promoting health awareness and access to relevant information

Customer Relationship

- Personalized customer support
- Community engagement and feedback mechanisms
- Regular updates and communication
- Health-related content and notifications tailored to user needs
- Engaging social media presence and interactions

Channels

- Partnerships with local women's groups and cooperatives (AVFR)
- Social media platforms, particularly Instagram for product showcasing
- Delivery service: Aramex

Customer Segments

- Women artisans in rural areas
- Potential buyers interested in handmade products through the instagram account

Cost Structure

- API pricing
- Marketing and advertising expenses
- App development and maintenance
- Operational and support costs

Revenue Stream

- Transaction fees on sales (10% on every sale)