

# Business Model Canvas

Designed for:

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1

## Key Partners

- Tasmania Governemnt
- Department of Primary Industries, Parks, Water and Environment (DPIPWE)
- Tasmania police
- Hardware Manufacturer
- Airport
- Travel Agencies
- National Parks
- Mobile Network Operator

## Key Activities

- Software development
- Establishment and management of dispenser machines
- Product promotion
- Customer feedback

## Key Resources

- Government grants/funding
- Investment
- Employees
- Intangible assets: data, patents, and copyrights

## Value Propositions

### Customers

- Customized features
- Improved travel experience

### Partners

- Increased publicity
- Customer feedback
- Sustainability

## Customer Relationships

- Self-service
- Customer support

## Channels

- Rentals through dispensers
- Promotion through social media, word-of-mouth

## Customer Segments

- Tourists
- Students
- Reseachers

## Cost Structure

- Software design
- Licensing
- Production
- Logistics
- Marketing
- General / Management

## Revenue Streams

- User rent
- Donations