Business Model Canvas for team: Tshepo Ramabetha

App Name: **Vimba Safety App**

MTN Business App of the Year

Key Partners

- Community Members
- Community Police Stations
- Government Department of Safety and Security
- Minister Of Police of South Africa

Key Activities

- Whistle Blower Alert System
- Location Sharing
- Customer Forum Posting
- Emergency Services Alerting System

Key Resources

- Google Locations API's
- Staff Members
- Office Furnitures and Computers
- Amazon Cloud Services

Value Proposition

- Fast Alerting services
- Emergency Location Tracking
- Fast Response Time
- Emergency Services one click away

Customer Relationships

- Community Forum Based on Location
- Danger Areas Posting
- Feedback through surveys

Channels

- Social Media Campaigns for Awareness
- Mobile App stores
- Marketplace Placement
- Billboards and Advertisement services

Customer Segments

- Local Government Police Stations
- Residence of Communities
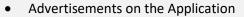- People Concerned about their safety and Security

Cost Structure

- X amount for Google Api's services based on app usage
- X amount for Amazon Web Services based on app usage
- X amount on salaries
- R3000p.m on Company Wi-Fi services

Revenue Streams

- Advertisements on the Application
- Government Funding for operations