Business Model Canvas
Created by **Mobile Application**

Key Partnerships
- 1.For tracking construction site labour movement and PPE compliance our partners are L&T,MSA Safety and BoschTechnologies.
- 2.Motivations are mutually beneficial and rooted in shared goals of improving safety, efficiency, and innovation.
- 3.IT Services, IOT appliances.

Key Activities
- 1. We conduct market research to identify key challenges and requirements faced by construction companies, safety officers, and laborers.
- 2. Staying proactive and engaging in daily problem-solving activities.

Key Resources
- 1.We need physical resources like IoT devices, human resources like UX/UI designers, backend developers, etc and financial resources like funding for our project.

Value Propositions
- 1. The value our product provide is enhancing safety, efficiency, and compliance on construction sites. By tracking labour movement and ensuring PPE compliance within designated safety zones.
- 2. What makes your product unique is its comprehensive integration of multiple technologies to ensure safety and efficiency on construction sites. Unlike traditional labour tracking systems or standalone PPE compliance tools, your app combines GPS-based labour movement tracking with real-time PPE detection through advanced sensors or computer vision.

Customer Relationships
- 1.We have Tollfree(**123**) number and an email(**issue@gamil.com)** for customer support.
- 2.We offer Real-Time Technical Support: **(24/7 support).**

Channels
- 1. We will implement a targeted digital marketing strategy that focuses on reaching the right audience.
- 2. We use Email Marketing, Social Media, Industry Forums & Communities, etc channels for communication.

Customer Segments
- 1.My customers are Construction Companies and Contractors, Safety Officers and Managers, etc.
- 2.My customer problems are Ensuring Worker Safety and PPE Compliance, Tracking Worker Movements and Attendance, Compliance with Safety Regulations, etc.
- 3.Average age of my customers is typically 25-35 years, the location is Global construction sites and their job is project manager, safety officer, labourers and workers.

Cost Structure
- **To complete and deliver our mobile application**
- **1.Development costs:** App Design and UI/UX, estimated ₹1,00,000 to ₹5,00,000.
- **2.Hosting costs:** Cloud Storage and Hosting and Database management, estimated ₹1,00,000 to ₹2,0,000.
- **3.Marketing:** Digital marketing, estimated ₹50,000 to ₹1,00,000.
- **4.Legal and compliance:** Legal fees and insurance, estimated ₹10,000 to ₹50,000.
- **5.Miscellaneous:** Estimated $₹,0000 to ₹1,00,000.
- **Total estimated cost:** 10,00,000
- **1.Development:** Approx 80%.
- **2.Marketing:** Approx 10%.
- **3.Legal and compliances:** Approx 10%.

Revenue Streams
- We monetize our product by advertising, sponsorships, etc.
- We are using subscription-based-model for revenue.
- Our product three subscriptions**(Basic, advance and premium)**. Every plan has its own features and benifits.
- We use Online payments and bank transfers for our payments.