# Business model canvas

moblie applicalition  to track construction ppe kits for safety within designated safety zones

## Key Partners

- IoT Providers: For wearables and location tracking.
- PPE Manufacturers: Integrating compliance sensors in PPE kits.
- Regulatory Bodies: Ensure compliance with safety standards.
- Construction Companies: Early adopters for beta testing.
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## Key Activities

- Development: Build and maintain the app and web portal.
- Testing: On-field testing for real-world application.
- Marketing: Promote the solution through industry expos and digital channels.
- Support: Ensure customer satisfaction and compliance updates.
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## Customer Relationship

- Self-Service: User-friendly app with tutorials and FAQs.
- Support: 24/7 customer service for technical issues.
- Training: Onboarding sessions for site managers and workers.

## Channels

- Mobile App: For real-time tracking and notifications.
- Web Portal: For site managers to access detailed reports and manage settings.
- IoT Devices: RFID, GPS trackers, or wearables integrated with PPE kits.
- Notifications: SMS, app alerts, or emails for immediate updates.

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## Value Propositions

- Safety Compliance: Ensure workers are equipped with PPE kits in designated safety zones.
- Real-Time Tracking: Monitor labor movements to prevent unauthorized access or safety breaches.
- Increased Productivity: Streamlined labor tracking reduces idle time and improves workforce management.
- Data Insights: Provide reports and analytics for safety audits and compliance checks.
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## Key Resources

- Technology: Mobile app development, GPS, and RFID integration.
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- Human Resources: App developers, safety consultants, support staff.
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- Partnerships: PPE manufacturers, IoT providers, construction companies.
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## Cost Structures

- Development Costs: App and backend systems.
- Hardware Costs: Sensors, GPS, or RFID devices.
- Operational Costs: Maintenance, customer support, server hosting.
- Marketing and Sales: Campaigns, training programs, and partnerships.
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## Revenue Streams

- Subscription Model: Monthly or yearly plans for contractors and companies.
- Pay-Per-Site: Fees based on the number of sites being managed.
- Hardware Sales: Selling PPE kits with integrated IoT tracking.
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