When a weather emergency affects your area,
it's important to know where to go & what to avoid.

Business Model

Value Propositions

- Instant access to availability of local businesses after a storm
- Flood maps indicating commuting conditions
- Access to customer support information for utilities and local governments
- Directions to safely commute after a flood avoiding hazardous areas
- Direction to shelters and other emergency support services
- Weather alerts
- Machine learning core allows the app to learn and adapt to new situations
- Accessible to people with disabilities.
- Easily recognizable interface (potential for multilingual support)

Revenue Streams

- Local governments and utilities who want to keep their customers informed by automating their emergency customer support procedures
- Advertising from businesses that want to be recommended to users

Customer Segments

- People needing wayfinding after a storm
- People needing goods or services after a storm
- Businesses who want to let the public know they are open

Channels

- IOS native app
- Android native app

Customer Relationships

- In app dialog
- Customer service
- Documentation
- Visual Alerts

Key Resources

- Native Language Processing (http://wit.ai)
- Ability to easily connect to multiple API's

Key Partners

- Sea Level Rise (SLR) App
- Local businesses: Need to reliably update business hours after a storm
- Flood mapping capability or plug-in (traffic reports)
- Weather service
- Local government
- Public utilities
- Basically any entity that wants to provide customer support in an emergency situation. The list is endless.

Key Activities

- Wireframing (completed)
- Design (completed)
- Usability testing
- Platform development
- Web app development
- Ongoing maintenance and software updates

Cost Structure

- Start-up cost estimate: $13,000
- General/administrative salaries
- Developers

- Marketing and sales salaries (developing key partnerships)