civen

Real-time information sharing for safety and issue resolution

Business Model

Objective

This application was designed to enable information sharing in real-time for safety and issue resolution. Civen empowers citizens to take charge of their safety and their communities by allowing them to report and learn about hazardous conditions such as flooding, burst pipes and potholes.

Value Propositions

- Reduce workload from non-emergency calls to dispatchers
- Enable civic issue reporting by providing a quick and efficient way to do so
- Make civilians feel empowered to help their communities
- Collect data from the community to enable correct allocation of resources.

Revenue Streams

- Cost savings from a more efficient and automated way of managing reported issues

Customer Segments

- Civilians
- Police force

- Firefighters
- Emergency Medical
- Technicians (EMT)
- Emergency Dispatchers

Channels
- IOS native app
- Android native app
- Website
- Social media
- Documentation

Customer Relationships
- In app voice dialog
- In app text dialog
- Emergency dispatchers
- Visual alerts

Key Resources
- User experience: Ease of reporting civic issues
- Map of reported issues
- Gamification: Point system for reporting issues to keep users engaged
- List of resolved issues to keep users up to date

Key Partners
- Sea Level Rise (SLR) app
- Civilians
- Police force
- Firefighters
- Emergency Medical Technicians (EMT)
- Emergency Dispatchers

Key Activities
- Wireframing (completed)
- Design (completed)
- Usability testing

- Platform development
- Web app development
- Ongoing maintenance and software updates

Cost Structure
- Start-up cost estimate: **$86,250**
  - General/administrative salaries
  - Developers
  - Marketing salaries