



Streamlining Communication Between Employers and Employees

Business Model

Objective

By centralizing communications in one easy to use app, BPrep streamlines communication between businesses and their employees, helping business owners to save time, protect employees and resources.

Value Propositions

- Clear avenues of communication with employees during emergent situations
- Employee safety
- Planning / preparation: Peace of mind for business owners and employees
- Risk management of business assets
- Minimize business interruptions during an emergency

Revenue Streams

- Free for up to 10 employees
- Pay per user after 10

Customer Segments

Small Business Owners

- Small businesses 10-300 employees
 - Sample segments:
 - Factories/Manufacturing
 - Delivery Services
 - Food Services
 - Transportation
 - Construction

Channels

- IOS native app
- Android native app
- Web app
- Email
- SMS
- Phone

Customer Relationships

- In app dialog
- Customer service
- Documentation

Key Resources

- BPrep EMS
- Emergency planning
- Employee directory
- Weather Alerts

Key Partners

- NOAA for weather notifications
- Sea Level Rise (SLR) app

Key Activities

- Wireframing (completed)

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

Cost Structure

- Start-up cost estimate: **\$62,000**
 - General/administrative salaries
 - Developers
 - Marketing and sales salaries
 - Data storage (for web app)