Business Model Canvas

Key Partnerships

- **IoT Device Manufacturers:** For water leakage sensors and integration. **Telecom Companies:** For reliable SMS gateway services. **Municipalities/Water Boards:** For public water systems and user onboarding. **Plumbing and Maintenance Services:** For quick response to alerts. **Cloud Service Providers:** For data storage and alert processing. **Software Development Firms:** For additional tech support.

Key Activities

- **Application Development:** Build the SMS platform and ensure it integrates well with IoT sensors. **Testing and Maintenance:** Regularly test systems and perform updates. Data Integration: Process sensor data to send accurate alerts. **Customer Support:** Provide 24/7 support for technical and service-related queries. **Marketing and Awareness Campaigns:** Promote the service to municipalities, societies, and individuals.

Key Resources

- **SMS Gateway:** Reliable platform for sending and receiving alerts. **IoT Sensors:** Hardware for detecting water leaks. **Cloud Infrastructure:** Servers to process and store sensor data. **Development Team:** Programmers, designers, and testers. **Customer Support Team:** For handling user queries and feedback.

Value Propositions

- **Real-Time Alerts:** Notify users instantly when a leak is detected. **Location-Specific Information:** Pinpoint the exact location of the issue. **Cost Savings:** Prevent water wastage and reduce repair costs. **Ease of Use:** Accessible through SMS, eliminating the need for smartphones. **Scalability:** Compatible with individual homes, societies, and industries. **Eco-Friendly Solution:** Promotes water conservation and sustainable practices.

Customer Relationships

- **Proactive Communication:** Send timely and accurate SMS alerts. **User Feedback Mechanism:** Collect feedback to improve services. **Dedicated Support Channels:** Offer round-the-clock support through SMS, calls, or emails. **Loyalty Programs:** Reward customers for reducing water wastage or renewing subscriptions

Channels

- **SMS:** Primary method for alerting users. **Mobile App (Optional):** For advanced features like alert history and analytics. **Website:** For information, onboarding, and customer support. **Partnerships:** Use municipal corporations and IoT vendors to promote the service.

Customer Segments

- **Primary Customers:** •Municipal corporations •Residential housing societies. •Industrial complexes. **Secondary Customers:** •Individual homeowners. •Property management companies.
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Cost Structure

- **Development Costs:** Initial setup for app and SMS integration. **IoT Sensor Costs:** Partnering with manufacturers or bulk purchasing. **marketing costs:** Campaigns to promote the service. **Operational Costs:** SMS charges, cloud hosting, and server maintenance. **Support Costs:** Salary for customer service staff and technical teams

Revenue Streams

- **Subscription Model:** Monthly or yearly fees for SMS alerts. **Per-Alert Charges:** Pay-as-you-go model for occasional users. **Partnership Revenue:** Collaborations with municipalities or IoT vendors. **Advanced Analytics:** Charge premium fees for additional insights via an app. **White-Label Solutions:** Sell the system to other companies for their use.