

Key Partnerships

Construction industry associations
PPE manufacturers and distributors
Construction management software companies
Wireless network providers (for reliable on site connectivity)

Key Activities

App development and maintenance
Marketing and sales
Customer support
Data analysis and reporting
Partnership development

Value Propositions

Improved worker safety: Real time tracking of worker location ensures they are within designated safety zones.
Enhanced PPE compliance: Monitors PPE usage within safety zones, reducing accidents and fines.
Increased productivity: Streamlines attendance tracking and eliminates manual processes.
Reduced administrative burden: Automates reports and provides real time data for informed decision making.
Improved communication: Facilitates communication between supervisors and workers on site.

Customer Relationships

Free trial period
In app tutorials and user guides
Customer support hotline and email
Online knowledge base
Dedicated account managers for larger companies

Customer Segments

Construction companies (Large, Medium, Small)
Project managers
Site supervisors
Construction workers

Key Resources

Mobile app development team
Cloud infrastructure and data storage
GPS and sensor technology integration
Marketing and sales team
Customer support team

Channels

Direct sales to construction companies
Online app store (iOS, Android)
Construction industry conferences and trade shows
Partnerships with construction management software companies

Cost Structure

App development and maintenance costs
Cloud infrastructure costs
Marketing and sales expenses
Customer support salaries
Partnership fees
Data storage and security costs

Revenue Streams

Subscription based pricing model (per user, per site)
Freemium model with limited features (upgrade for advanced features)
Data analytics and reporting (add on service)
Partnerships with PPE vendors (in app purchase options)

