**BUSINESS MODEL CANVAS**

**“Biometric Authentication based on ECG”**

**PROJECT TYPE: UDP**

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A BUSINESS MODEL describes the rationale how an organization creates, delivers, and captures value. It is simply a business model describes how a company creates an offering, get it to customers and generates profit from the transaction.

A company’s business model canvas can be classified into nine elements:

**1. Key Partners**

* Security Services
* Optimization
* Marketing Partners

**2. Key Activities**

* Production
* Platform
* R & D Department

**3. Key Resources**

* Human
* Intellectual
* Necessary tools & Software

**4. Value Proposition**

* Unique design
* Cost Reduction
* Better performance
* Real time authentication

**5. Channels**

* Security Agents
* Employees

**6. Customer Relationship**

* Trust
* Automated Services
* Co-creation

**7. Customer Segments**

* Industry
* Amul employees

**8. Cost Structure**

* Fixed Costs
* Maintenance cost
* Marketing
* Economics of Scale

**9. Revenue Streams**

* Advertising
* Licensing
* Product Feature Dependent