Business Model Canvas

Created by **TEAM PROTECTORS**

Key Partnerships

- our suppliers, partners, strategic alliances are Construction companies, safety equipment suppliers (PPE kit vendors), tech partners for IoT devices, and mobile app hosting services. We want to enhance safety management and reduce workplace incidents, while our partners can expand their customer base and increase sales. We receive Access to PPE equipment, IoT devices for tracking, and technical support for app integration from suppliers.

Key Activities

- we performed certain activities like App development, real-time tracking implementation, user testing, and data analytics for safety monitoring to build our product. our every day to day activities to solve the problem are Updating safety protocols, monitoring worker compliance, sending alerts, and ensuring smooth app functionality. (we can also train safety manager of the company to perform these tasks)

Key Resources

- we need IoT tracking devices, servers. Software developers, safety experts, customer support. Funding for app development, marketing, and partnerships. The assets which we need are Development tools like Figma pro (UI) or Visely pro (UI) cloud services, construction safety data, and IoT technology.

Value Propositions

- Ensuring worker safety, reducing on-site accidents, and improving compliance with safety regulations. and the uniqueness of our app is Real-time monitoring, automated PPE compliance checks, and comprehensive safety analytics in one app. Also we can keep eye on every worker through app as it have location tracking and the profile of the worker . For safety managers: Enhanced control and compliance. For workers: Safety assurance and easy reporting. For construction companies: Reduced liability and improved site safety.

Customer Relationships

- Combination of automated notifications and alerts with optional customer support for technical issues. we have feature of announcements where safety manager (the user of this app) can announce and give alerts to workers . he also have optional feature to communicate with higher and lower level staff. And beside this we can build relation with customer by email and regular safety newsletters.

Channels

- We can let our future customer to know about my product through Through construction industry trade shows, online marketing, and partnerships with safety equipment suppliers. we can make our product to reach customer through direct sales to construction firms, and partnerships with construction safety consultants. best way to advertise our product is Social media marketing,

Customer Segments

- our customers are Safety managers, project managers, construction company owners, and workers. Their problem is Ensuring safety compliance, real-time monitoring of worker activities, reducing accidents, and managing on-site safety protocol .Primarily 30-50 years old, construction professionals, located on various construction sites. The competitor products which may they use are Traditional manual safety checks, basic project management tools without integrated safety features.

Cost Structure

- Development costs (app, IoT integration)Marketing and advertising expenses Customer support and maintenance

Revenue Streams

- Subscription fees for advanced features (monthly/annual plans)One-time purchase for basic access Partnering with safety equipment vendors for commission-based sales.