

## Key Partners

What are your key partners to get competitive advantage?

Local  
Companies

Open  
Source  
Community

## Key Activities

What are the key steps to move ahead to your customers?

Software  
Development

Hardware

## Key Resources

What resources do you need to make your idea work?

Embedded  
Systems  
Developer

Creativity

Software  
Developer

## Key Propositions

How will you make your customers' life happier?

Control  
Home  
Parts  
using App

Car Driver  
Monitoring

Secure  
Home

## Customer Relationships

How often will you interact with your customers?

Technical  
Support

## Channels

How are you going to reach your customers?

Website

## Customer Segments

Who are your customers? Describe your target audience in a couple of words.

Households

Handicapped  
People

## Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

System  
Development

Sales and  
Marketing

Hardware  
Components

## Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

Product  
Sales