Business Model Canvas

Key Partnerships
- • IoT device manufacturers (sensors, cameras, appliances)
- • AI/ML cloud service providers
- • Mobile app developers
- • Smart assistant platforms (e.g., Alexa, Google Assistant)
- • Security & compliance partners

Key Activities
- • Design & development of AI models for real-time threat detection
- • Integration of IoT devices and AI with mobile & voice platforms
- • User research & usability testing
- • Continuous improvement via feedback loops

Key Resources
- • AI development team
- • UX/UI and app developers
- • Cloud infrastructure & data storage
- • Hardware inventory and partnerships
- • Customer support system

Value Propositions
- • AI-based home monitoring with instant alerts
- • Unified mobile app for total smart home control
- • Voice assistant integration for seamless user interaction
- • Increased home security, energy efficiency, and convenience

Customer Relationships
- • Dedicated support (chat, email, in-app)
- • Community forums and FAQ
- • Personalized onboarding & smart assistant training
- • Push notifications and alerts

Channels
- • Mobile App (iOS & Android)
- • Website (product demos & sales)
- • Voice platforms (Alexa, Google Home)
- • Social media and influencer marketing
- • Smart home & electronics retail partners

Customer Segments
- • Tech-savvy homeowners
- • Working professionals & frequent travelers
- • Families seeking child/elderly monitoring
- • Smart home enthusiasts
- • Property managers or landlords

Cost Structure
- • R&D and AI model training
- • App maintenance and updates
- • Cloud hosting & data management
- • Customer acquisition & marketing
- • Device procurement and logistics

Revenue Streams
- • One-time product sales (smart devices)
- • Subscription model (AI monitoring + updates)
- • Premium features (cloud storage, extended alerts)
- • Partner integrations/licensing (B2B model)