Key Partners

Who are key partners?
Who are key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Weather services such as

The Global Leader in Weather Intelligence | Meteomatics

Weather API

Weather Data & Weather API | Visual Crossing

Ambee

Key Activities

What Key Activities do our Value Propositions require?
Our Distributions channels?
Customer relationships?
Revenue streams?

Aggregate data collected

Design UI

Programming

Testing

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Weather API

UX/UI Designers

Developers

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Delivery proposal: µWeather will give the user a weather prognosis based on probability and increase their knowledge about climate change. The user will know how accurate the prognosis is which will help them plan their weeks better. The app will make it easier to make climate smart decisions by giving tips based on the weather. Gathering many weather reports in one place is more convenient for the user than going to different websites. It will also suggest things depending on the weather. For example, "remember your umbrella", "don't forget the sunscreen", etc.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

App based self-service

App reviews

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Internet Web page

Mobile application (Android platform)

Customer Segments

For whom are we creating value?
Who are our most important customers?

ELECTRIC COMPANY:
1. accurate temperature forecast
2. lightning forecast
3. high wind situations
4. freezing rain and ice formation situations.

Temperature forecasts can be used to determine how many units of energy to purchase. Too little or too many units of energy purchased will result in a loss of money and ultimately a higher cost to the consumer.

DEEP SEA OIL COMPANY:
1. Wave reports
2. Tropical warnings
3. Thunderstorms
4. Ocean currents

Large waves (either from thunderstorm complexes or tropical systems) can severely disrupt production. Workers should be evacuated before adverse weather conditions occur.

FRUIT AND VEGETABLE GROWER:
1. Amount of rainfall
2. Accurate temperature forecasts (especially sub-zero and very high temperatures)
3. Soil moisture
4. Long-term drought or heavy rain
5. Sunshine hours
6. Severe weather (wind and hail)

Long-term forecasts help determine which crops to grow. Frost/freeze warnings are critical. Protection, such as wind blowers or latent heat release, can save crops from freeze damage. Precipitation influences insect spraying and fertiliser distribution.

SKI RESORT:
1. Porosity of snowfall
2. Amount of snow
3. Wind conditions
4. UV conditions
5. Forecast of temperature and thermal sensation
6. Avalanche warning

The number of skiers is a function of snowfall and snow quality. Temperature forecasts determine the quality of the snow and precipitation forecasts determine the intensity, quantity and duration of snowfall.

AIRLINES:
1. Severe weather
2. Winter weather, however minor
3. Fog (general visibility)
4. Wind speed and direction at all levels of the atmosphere (any turbulence).

Weather is extremely critical in preventing accidents and liabilities. Strict precautions are taken in situations of severe weather, low visibility, or winter weather. Upper air wind can be used to plot routes to save fuel and time. De-icers must be ready in case of wing icing.

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

- Marketing and advertising: To raise awareness of the application it would be interesting to invest in advertising and marketing.
- Maintenance of the application: The application should be updated from time to time and improved in various aspects so that it does not become obsolete for our customers. It will also need to be repaired when necessary
- Technology and development: For the deployment of this application and for its subsequent updating, it will be necessary to invest in technology and development.

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Delivery Proposal:

The prime Revenue Stream we foresee is the selling of user data