# Business Model Canvas

Created by **BATCH 65(4)---**

Designed via AltexSoft BMC Tool

## Key Partnerships

- **Water utility companies *Technology providers** *(e.g., IoT sensor manufacturers)* **Infrastructure provider** *(e.g., telecommunications companies)- **Research institutions or universities** *(for collaboration on water conservation or technology development)- **Government agencies or regulatory bodies** *(for compliance, funding, or advocacy)*

*- THESE ARE THE KEY PARTNERSHIPS TO BUILD A MOBILE SMS APPLICATION FOR SMART WATER LEAKAGE INFRASTRUCTURE SYSTEMS....*

## Key Activities

- important activities that we use to perform to build our product is. : 1. Requirement gathering: 2. User story creation: 3. Design and prototyping: 4. Development: 5. Testing and QA: 6. Integration: 7. Data analysis: 8. Iteration and refinement: . 9. Deployment and launch: 10. Maintenance and updates:

## Key Resources

- * **IoT Sensor Manufacturers*:** Partnerships with sensor manufacturers for integration and compatibility.* **Cloud Infrastructure:** Reliable cloud services for data storage, processing, and analytics.*. **Security and Privacy Tools:** Implementing robust security measures to protect user data and ensure privacy.

## Value Propositions

- 1. **Real-time Leak Detection:** Identify water leaks promptly, reducing waste and preventing property damage.2**. Convenience:** Receive alerts and notifications anywhere, anytime, via your mobile device.3**. Easy Monitoring:** Track water usage and detect anomalies with a user-friendly interface.**4. Cost Savings:** Avoid costly repairs and reduce water bills by addressing leaks early. **5. Increased Safety**: Minimize the risk of water damage, mold, and electrical hazards.**6. Data-Driven Insights:** Access detailed reports and analytics to optimize water management.**7. Customizable Alerts:** Set personalized notifications based on your specific needs.**8. Integration with Smart Home Systems:** Seamlessly connect with popular smart home platforms.9**. Scalability: S**uitable for both residential and commercial properties.

## Customer Relationships

- 1. **Real-time Leak Detection:** Identify water leaks promptly, reducing waste and preventing property damage.**2. Convenience:** Receive alerts and notifications anywhere, anytime, via your mobile device.**3. Easy Monitoring:** Track water usage and detect anomalies with a user-friendly interface.**4. Cost Savings:** Avoid costly repairs and reduce water bills by addressing leaks early.

## Channels

- 1. Social Media..2. Online Advertising...3. Content Marketing...4. Email Marketing.... 5. Influencer Marketing 6. Referral Marketing 7. Paid Partnerships 8. Search Engine Optimization (SEO)9. Events and Webinars 10. Public Relations (PR)11. Direct Mail12. Sales Team13. Customer Advocacy14. Online Communities15. Educational Institutions

## Customer Segments

**- 1. Homeowners:** Individuals who own homes and want to monitor and control their water usage to avoid waste and save money. **2. Property Managers:** Companies or individuals responsible for managing multiple properties, seeking to optimize water usage and reduce costs. **3. Water Conservationists:** Environmentally conscious individuals who want to minimize their water footprint and contribute to sustainability.**4. Busy Professionals:** Individuals with limited time who need a convenient and easy-to-use solution to monitor and manage their water usage.**5. Smart Home Enthusiasts:** Tech-savvy individuals who have already invested in smart home devices and seek integration with their water management system.

## Cost Structure

**- *Development Costs:** - Initial development - Ongoing maintenance and updates. ***Infrastructure Costs:** - Server and hosting expenses - Database and storage costs. ***Marketing and Advertising Costs:** - User acquisition - Promotion and advertising. ***Operational Costs:** - Customer support - Administration and management ***Revenue Sharing Costs:** - Payments to partners or affiliates..***Other Costs:** - Contingency fund - Miscellaneous expenses.....Here's a more detailed breakdown:**1. Development Costs:** - Initial development: $100,000 - $500,000 - Ongoing maintenance and updates: $5,000 - $20,000 per month..**2. Infrastructure Costs:** - Server and hosting expenses: $1,000 - $5,000 per month - Database and storage costs: $500 - $2,000 per month.... **3. Marketing and Advertising Costs:** - User acquisition: $5,000 - $50,000 per month - Promotion and advertising: $2,000 - $10,000 per month..**4. Operational Costs:** - Customer support: $2,000 - $10,000 per month - Administration and management: $5,000 - $20,000 per month. **..... 5. Revenue Sharing Costs:** - Payments to partners or affiliates: 10% - 50% of revenue...**6. Other Costs:** - Contingency fund: 10% - 20% of revenue - Miscellaneous expenses: $1,000 - $5,000 per month

## Revenue Streams

**- 1. Subscription-based model**: Offer users a monthly or yearly subscription to access premium features.....**2. Advertising:** Display relevant ads within the app and earn revenue from clicks or impressions....**3. Data analytics:** Collect and anonymize user data, then sell insights to water utilities, researchers, or other stakeholders....**4. Affiliate marketing:** Partner with water conservation product providers and earn commissions from sales generated through the app...**5. Sponsored content**: Allow water-related businesses to create sponsored content or product placements within the app....**6. Water utility partnerships:** Collaborate with water utilities to offer exclusive services or promotions, generating revenue through joint marketing efforts....**7. Premium services**: Offer additional features or services, such as advanced water usage analysis or personalized consulting, for a fee...**8. Equipment sales:** Sell water-saving devices or equipment directly to users through the app....**9. Government incentives:** Participate in government programs or grants promoting water conservation and earn revenue through these initiatives....**10. Licensing:** License the app's technology or data to other companies, research institutions, or government agencies.