

Business Model Canvas

Created by **S. Prasad**

Designed via [AltexSoft BMC Tool](#)

<div>Key Partnerships<ul style="list-style-type: none">- 1. IoT Hardware Suppliers: Suppliers of beacons, GPS tags, or other tracking equipment.- 2. Construction Companies: Partnerships for pilot programs and early feedback.- 3. Safety Compliance Organizations: Collaborate to ensure the app meets current safety standards.- 4. Insurance Companies: Collaborate for potential insurance incentives on compliant sites.- 5. Tech Partners: For cloud storage, security, and machine learning solutions.</div>	<div>Key Activities<ul style="list-style-type: none">- 1. App Development: Build and maintain the mobile application with real-time tracking and reporting features.- 2. Hardware Integration: Partner with or procure IoT hardware for effective on-site tracking.- 3. User Training and Support: Provide training for site managers and supervisors to efficiently use the app.- 4. Marketing and Outreach: Promote the app to construction companies and safety compliance bodies.</div> <div>Key Resources<ul style="list-style-type: none">- 1. Development Team: For app development, updates, and feature rollouts.- 2. IoT Devices/Beacons: BLE beacons or GPS-based tracking devices for real-time location tracking.- 3. Cloud Infrastructure: For data storage, processing, and analytics.- 4. Compliance and Safety Experts: To ensure the app meets industry safety standards.</div>	<div>Value Propositions<ul style="list-style-type: none">- 1. Enhanced Safety Compliance: Reduces risk of accidents by ensuring workers wear PPE in designated safety zones.- 2. Real-Time Tracking: Enables live monitoring of labor movement within the site to ensure they remain within designated safe areas.- 3. Compliance Reports: Generates automated safety compliance and labor movement reports for auditing and regulatory purposes.- 4. Improved Efficiency: Saves time for supervisors and managers by automating the tracking and compliance process.- 5. Cost Savings: Reduces potential financial liabilities related to safety violations and worksite injuries.</div>	<div>Customer Relationships<ul style="list-style-type: none">- 1. Direct Communication: Customer support through email, chat, or in-app support.- 2. Self-Service Resources: FAQ, knowledge base, tutorials, and troubleshooting guides available on the app.- 3. Customer Success Team: Assigned personnel to help large organizations with onboarding and ongoing support.- 4. Feedback Loop: Regularly collect user feedback to improve app functionality and user experience.</div> <div>Channels<ul style="list-style-type: none">- 1. Mobile App Platform: Android and iOS mobile app for supervisors, accessible by other management on mobile devices or tablets.- 2. Web Portal: Dashboard for management and HR for detailed insights, reporting, and analytics.- 3. Onboarding and Training: In-app guides, instructional videos, and customer support to help teams adapt to the new system.</div>	<div>Customer Segments<ul style="list-style-type: none">- 1. Primary Users: Construction site supervisors, site safety officers, and project managers- 2. Secondary Users: Construction company executives and HR departments- 3. Beneficiaries: Laborers and workers on-site, ensuring their safety and compliance- 3. Other Stakeholders: Insurance companies, regulatory bodies, and safety inspectors</div>
<div>Cost Structure<ul style="list-style-type: none">- 1. App Development and Maintenance: Includes ongoing updates and bug fixes.- 2. IoT Hardware Costs: Purchase or lease of BLE beacons, GPS tracking devices, or similar hardware.- 3. Cloud Storage and Data Management: Costs for hosting, data processing, and analytics.- 4. Customer Support and Training: Operational costs for providing support to customers.- 5. Marketing and Sales: Expenses related to promoting and selling the app to construction companies and site managers.</div>			<div>Revenue Streams<ul style="list-style-type: none">- 1. Subscription Model: Monthly or annual subscription fee based on number of users or projects.- 2. Pay-Per-Use Model: Per project fee for short-term contracts or smaller sites.- 3. Freemium Model: Basic features free, with premium features (like advanced reporting or integration with HR/ payroll systems) as paid add-ons.- 4. Data Analytics Service: Provide detailed safety and efficiency analytics as an additional service for larger clients.</div>	