BPrep

Prepare your business

Business Model

Value Propositions

- Clear avenues of communication with employees during emergent situations
- Employee safety
- Planning / preparation: Piece of mind for business owners and employees
- Risk management of business assets
- Minimize business interruptions during an emergency

Revenue Streams

- Free for up to 10 employees
- Pay per user after 10

Customer Segments

Small Business Owners

- Small businesses 10-300 employees
  - Sample segments:
    - Factories/Manufacturing
    - Delivery Services
    - Food Services
    - Transportation
    - Construction

Channels

- IOS native app
- Android native app
- Web app
- Email
- SMS
- Phone

Customer Relationships

- In app dialog
- Customer service
- Documentation

Key Resources

- BPrep EMS
- Emergency planning
- Employee directory
- Weather Alerts

Key Partners

- NOAA for weather notifications

Key Activities

- Wireframing (completed)
- Design (completed)
- Usability testing
- Platform development
- Web app development
- Ongoing maintenance and software updates

Cost Structure

- Start-up cost estimate: $19,500
- General/administrative salaries
- Developers
- Marketing and sales salaries
- Data storage (for web app)