



Connect to Hampton Roads city services
& report non-emergency issues

Business Model

Value Propositions

- Reduce workload from non-emergency calls to dispatchers
- Enable civic issue reporting by providing a quick and efficient way to do so
- Make civilians feel empowered to help their communities
- Collect data from the community to enable correct allocation of resources.

Revenue Streams

- Cost savings from a more efficient and automated way of managing reported issues

Customer Segments

- Civilians
- Police force
- Firefighters
- Emergency Medical
- Technicians (EMT)
- Emergency Dispatchers

Channels

- IOS native app

- Android native app
- Website
- Social media
- Documentation

Customer Relationships

- In app voice dialog
- In app text dialog
- Emergency dispatchers
- Visual alerts

Key Resources

- User experience: Ease of reporting civic issues
- Map of reported issues
- Gamification: Point system for reporting issues to keep users engaged
- List of resolved issues to keep users up to date

Key Partners

- Civilians
- Police force
- Firefighters
- Emergency Medical Technicians (EMT)
- Emergency Dispatchers

Key Activities

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

Cost Structure

- Start-up cost estimate: \$10,000
- General/administrative salaries
- Developers

- Marketing salaries