The Business Model Canvas

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Date: 11.10.2024

Version: 1.0

Key Partnerships

- SBC manufacturers, such as the Raspberry Pi Ltd.,to prototype smart home technologies for elderly care. These partnerships provide us with affordable and flexible hardware.
- Elderly care facilities which help us with testing our solutions. Their motivation for partnering up with us is the optimization of care and reduction of strain on the care workforce in their facilities. These facilities provide valuable feedback, helping us to refine our solutions
- MorePCB Ltd. for the manufacturing of the final product, with custom PCBs

Key Activities

- Quick prototyping by utilising mass produced SBCs (Raspberry Pi)
- We develop systems that automate routine tasks, provide health alerts etc.
- We work with caregivers and seniors to tailor smart home systems to individual preferences

Key Resources

Our intellectual resources:
- We hold copyrights, relating to our current and future production models

Our revenue streams:
- We have finalised copyright licence agreements with some of our competitors
- We have contracts with the state for subsidising the costs of our solutions for elderly care

Value Propositions

- We help our elderly customers be more independent in day to day tasks, by offering home/facility integrated Smart home solutions
- We offload care work by automating repetitive tasks, safety alerts etc. Allowing them to focus more on complex care needs for the elderly

Customer Relationships

Our customers expect reliable devices and around the clock support. All-day support is almost on par with our devices regarding costs, we are currently looking into ways of reducing such costs. This relationship also provides us with valuable data, that helps us refine our products

Channels

We are currently reaching individual customers through care facilities. We have representatives in the facilities we are partnered with
With some facilities that we work with, our solutions are implemented all round the facility. We reach facilities with the help of online platforms or direct sales with the management of the facility

Customer Segments

We are creating value for elderly people in need of care/supervision and care facilities, by saving them operational costs.
Our solutions are also ideal for individuals looking to help their elderly loved ones live more independently at home.

Cost Structure

Key Costs:
- Development of smart home prototypes using SBCs.
- Testing and iteration in collaboration with care facilities.
- Salaries for our research, development, and engineering teams.
Cost Strategy:
- We follow a lean cost structure by utilising low-cost SBCs and focusing on partnerships to minimise development risks and costs without sacrificing the quality of our products

Revenue Streams

Subscription Models: Offering ongoing monitoring and support services through our subscription plans
Customization Fees: We charge for tailored modifications to fit the unique needs of specific facilities / households.

Pricing Models:
  - Fixed Pricing: Based on the type and scale of the smart home system.
Subscription Plans: Monthly fees for monitoring and technical support services.

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