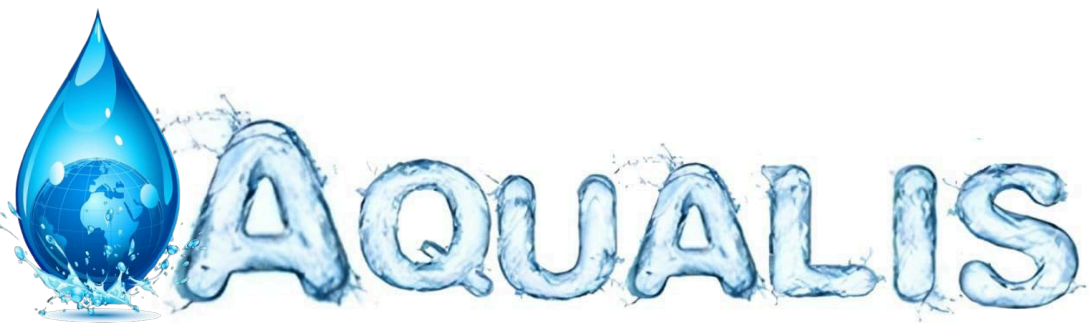


# Business Model Canvas

Created by **M.N.S.Nikhil Teja,B.Vignesh,M.DeviSumith,S.KRehan**

Designed via [AltexSoft BMC Tool](#)

<b>Key Partnerships</b> <ul style="list-style-type: none"><li>- . Using IOT hardware sensors for leak detection.</li><li>- . By the help of telecom operators.</li><li>- . Government bodies like municipality authorities and environmental organizations.</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>- .Bug fixes and regular updates.</li><li>- . Upgrading the application.</li><li>- . Maintenance of application and hardware sensors.</li><li>- . By support of users.</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>- . Cost saving.</li><li>- . Real time notifications with accurate location.</li><li>- . Supporting the water conservation goals.</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>- . Self service.</li><li>- . By the use of feedbacks.</li><li>- . Dedicated support to the users.</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>- . Smart city project developers.</li><li>- . Primary customers are1. Municipalities.2. Building owners.3. Residential complexes.</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>- . By analysing the data .</li><li>- . Development team [hardware and software].</li><li>- . SMS providers for messaging services.</li><li>- . To improve SMS enabled sensors</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>- . By mobile apps .</li><li>- . By SMS.</li><li>- . Collaborating with water infrastructure companies.</li><li>- . By creating a website for product demos.</li><li>- By the SMS gateway fees( depending on usage).</li><li>- .By the help of mobile app stores.</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>- By the SMS gateway fees( depending on usage).</li><li>- . User supporting infrastructure.</li><li>- . Marketing expenses.</li><li>- . Expenses for development of sensor integration.</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>- . Subscription fees.</li><li>- . Maintenance and installation fees.</li><li>- . License fees for large scale industries.</li><li>- . Fees for advanced features like connect with more devices and high frequency alerts.</li></ul>	



Login | sign in

username/email



password

[forgot password?](#)

[new user](#)

☐

stay logged in

Login



Hi, user

0 **water level indicator** 100



Alerts:



Leakage alert

now

Location: A block 202

Time: 3:00pm



Leakage alert

now

Location: C block 202

Time: 3:00pm



Leakage alert

now

Location: D block 202

Time: 3:00pm



Devi Sumith



*subscription details*

Benfits	Free	Plus	Pro
Leakage alerts	✓	✓	✓
Ai chat bot	✓	✓	✓
12/7 Technical Support		✓	✓
24/7 Technical support	✗	✗	✓
Time period		6 Mth	12 Mth
Cost	0	5k	



Background

**Persona : name: rehan,age: 35years old, building owner.**



Water Leakage Detection App for Building Owners

Rehan, a building owner facing water wastage and leakage issues in his building, approached a water leakage detection app for a solution. By using the app's water leakage detection sensor, he was able to stop the wastage of water in his building.

Awareness

Consideration

Purchase

Onboarding

Usage

User actions	by seeing ads or visiting websites Vignesh	reasearch available solutions Vignesh	user buys the sms alert system and hardware along with app subscriptions Vignesh	install the applications and setup the sensors Vignesh	recieves first leakage alert by sms Vignesh
Touchpoints	social media , ads ,forums Vignesh	prdouct demo videos and comparisons charts and customer review Vignesh	online store,mobile app,market place,sales representative Vignesh	mobile app set-up,with instalization guide,customer support Vignesh	mobile apps , monitoring dashboards Vignesh
Emotions					
Pain points	lack of knoledge about such solutions Vignesh	overhelmed by technical details Vignesh	complicated payment and unclear pricings Vignesh	complicated setup process Vignesh	worry about false alarm and glitches or late notifications Vignesh
opportunities	provide engaging contents or campiagns Vignesh	highlight real world usecases Vignesh	offer a trial period or discounts Vignesh	simplify the installation steps Vignesh	provide a reliable, user friendly app Vignesh