Sun Pool Manager

Key Partners

- IoT device manufacturers for essential sensors and microcontrollers.
- Suppliers for solar energy components like solar charge controllers.
- Software development firms for app and firmware development.
- Certification agencies for product compliance.

Key Activities

- Design and development of IoT-based smart systems for pools.
- Integration of solar power management into smart systems.
- Continuous improvement based on user feedback and technological advancements.

Key Resources

- Proprietary technology in smart pool and solar system management.
- Expertise in IoT, solar technology, and software development.
- Intellectual property from software and system designs.

Value Propositions

- Cost-effective and energy-efficient pool maintenance.
- Optimized solar energy utilization for homes and facilities.
- Enhanced user experience through a comprehensive mobile application.

Customer Relationship

- Personalized support and maintenance services.
- User engagement through app notifications and updates.
- Community building via forums and social media.

Channels

- Direct sales through an online platform.
- Distribution through retail partners and eco-friendly home solution providers.
- Installation services offered through certified partners.

Customer Segments

- Environmentally conscious homeowners.
- Commercial entities with pool facilities, such as hotels and resorts.
- Solar energy adopters looking for integrated energy solutions.

Cost Structure

- Initial Production Cost for 500 Units: $68,500
- Detailed unit cost breakdown:
- Material Costs: $75
- Manufacturing & Assembly: $20
- Software Licensing & Development: $5
- Testing & QA: $5
- Packaging: $2
- Certifications: $10
- Overheads: $20
- Total: $137 per unit

Revenue Streams

- Sales of Smart Pool and Smart Solar System units.
- Subscription fees for premium app functionalities.
- Service and maintenance contracts for system upkeep.