

Business Model Canvas

Designed for:

TEST

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Date:

03/05/2020

Version:

1.0

Key Partners

- RTO
- Traffic manager

Key Activities

- Vehicle detection
- Traffic management
- Generate count down Time

Key Resources

- Good quality camera
- High speed processor(GPU)
- Internet connection
- Traffic lights
- 7 segment display

Value Propositions

- New-way Performance
- High accuracy
- Detection of vehicle
- Environment friendly
- Time saver
- Convenience or usability

Customer Relationships

- Self service
- Automated service
- Data analytics

Channels

- Multimedia Marketing
- Social media
- Tie up RTO
- Advertisements

Customer Segments

- Suffering from traffic
- RTO
- Traffic managers

Cost Structure

- Fixed cost(Domain charges , utilities)
- Variable Cost(Maintenance charges)
- Advertisement charges
- Multimedia marketing cost

Revenue Streams

- Copy-rights charges
- Usage free for RTO
- Subscription Charges(Later stage,not now)