|  |  | |  | | | | *Designed for:* | | |  | *Designed by:* | | | |  | *Date:* |  | *Version:* |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Value Proposition Canvas** | | | | | | Startup Name | | |  | Name, Name 2, … | | | |  | DD/MM//YYYY |  | X.Y |  |
|  |  | |  | | | |  | | |  |  | | | |  |  |  |  |  |
|  | **Products and Services** | |  | | **Gain Creators** | |  | | |  | **Gains** | | | |  | **CustomerJobs** |  |  |  |
|  | IOT based bridge health monitoring system capable of alerting users on the health of the bridges. | | | Warning updates will enable our customers to mitigate the impact of road accidents caused by unhealthy bridges.  Maintenance updates will enable our customers to schedule maintenance jobs hence helps in planning. | | | |  | Reduction in the number of road accidents.  Enhanced reputation.  Increased productivity.  Ensuring safety of road networks | | | | | Dashboard to view all the bridges.  Accessibility of information (Alerting the users).  Closing the road whenever the bridge is not in good health.  Trust and safety.  Value and respect.  Increased productivity. | | | | |  |
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| Giving them warning and maintenance Updates will help our customers to be aware of the conditions of the bridge hence be able to schedule for maintenance work on time,therefore minimising bridge damages and cost of rebuilding new bridges. | | | | Loss of lives (before).  loss of properties (before).  long waiting period (during implementation).  unexpected system failure (after the implementation). | | | | |
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|  |  | | | **Pain Relievers** | |  | |  |  | | | **Pains** | |  | | | | |  |
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|  | **Value Proposition** | IOT based bridge health monitoring system | | | | | |  | **Customer Segment** | | | | Roads authority,Pedestrians,Vehicle owners,  Goverment | | | | | |  |
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