

# Business Model Canvas

<b>Key Partnerships</b> - Water infrastructure companiesGovernment water management agenciesTechnology providers for IoT devices and sensorsMobile app development firmsGeographic Information System (GIS) providers for location data	<b>Key Activities</b> - Developing and maintaining the mobile applicationIntegrating with IoT devices and sensors installed in water infrastructureCollecting and processing real-time data on water system issuesProviding alerts to users regarding leaks and other issuesUpdating and improving the app based on user feedback and technological advancements	<b>Value Propositions</b> - Real-time alerts for water system issuesAccurate time and location data for pinpointing problemsImproved water system efficiency and reduced water lossCost savings for water infrastructure companies and municipalitiesEnvironmental benefits through conservation of water resources	<b>Customer Relationships</b> - Water infrastructure companiesMunicipalities and local government bodiesProperty owners and managersEnvironmental agencies and NGOsMaintenance and repair service providers for water systems	<b>Customer Segments</b> - Continuous support and updates for the appTraining and onboarding for new usersRegular communication regarding system improvements and updatesFeedback mechanisms for users to report issues and suggest enhancements
	<b>Key Resources</b> - Skilled app developers and designersData scientists for analyzing collected dataAccess to reliable IoT devices and sensorsServers and cloud infrastructure for data storage and processingPartnerships with water infrastructure companies for access to infrastructure and expertise		<b>Channels</b> - App stores (e.g., Apple App Store, Google Play Store)Direct sales to water infrastructure companies and municipalitiesPartnerships with IoT device manufacturers for bundling the appOnline marketing and advertisingParticipation in industry conferences and events	
<b>Cost Structure</b> - Development and maintenance costs for the mobile applicationCosts associated with data storage and processingMarketing and advertising expensesPersonnel costs for app development, customer support, and salesCosts of integrating with IoT devices and sensors			<b>Revenue Streams</b>	