Business Model Canvas

Created by **Batch 22**

Designed via AltexSoft BMC Tool

Key Partnerships

- Construction Companies: Collaborate to integrate the app into their daily operations and safety protocols.
- Safety Equipment Suppliers: Work with PPE suppliers to integrate product verification features.
- Tech Developers: Collaborate with software and hardware developers for app and GPS/RFID system integration.
- Site Supervisors & Safety Officers: Key stakeholders involved in verifying the app's functionality and safety protocols.
- Cloud Service Providers: For data storage, analytics, and real-time tracking of worker movements.
- Mobile Device Manufacturers: For providing hardware solutions (smartphones or wearables) that support the app's functionality.
- App Development & Maintenance Partners: To ensure the app is built, maintained, and updated continuously with security and feature enhancements.

Key Activities

- App Development: Building and maintaining the mobile application.
- GPS & RFID Integration: Ensuring real-time location tracking of workers on-site.
- PPE Verification: Incorporating features for scanning and checking PPE (QR code or image recognition).
- Geo-fencing Setup: Designing and setting up safety zones and restricted areas.

Key Resources

- Mobile Application Platform: iOS/Android application for construction site supervisors and workers.
- Location Tracking Technologies: GPS and RFID for precise movement tracking and geo-fencing.
- PPE Database: Database of PPE kits and their respective codes or identifiers.
- User Interface Design: Simple, intuitive UI for ease of use by workers and supervisors.

Value Propositions

- Enhanced Safety: Ensures that workers are within designated safety zones and wearing appropriate PPE kits.
- Compliance Tracking: Tracks labor movement and PPE compliance for regulatory and safety audits.
- Real-time Alerts: Immediate notifications to supervisors in case of PPE violations or unsafe movements.
- Efficient Site Management: Streamlined tracking of labor and PPE within construction zones.
- Reduced Accidents: Minimizes the risk of accidents through proactive monitoring.
- Cost Reduction: By reducing workplace accidents, the app helps construction companies lower insurance premiums and avoid costly safety fines.
- Regulatory Compliance: The app helps companies stay compliant with local and international safety regulations by automating the process of PPE checks and worker safety monitoring.

Customer Relationships

- B2B (Business-to-Business): Sales will primarily target construction firms, safety managers, and project supervisors.
- Customer Support: Provide help via in-app chat, email, and phone support for any issues related to the app or hardware.
- Training & Onboarding: Offer training sessions to help supervisors and workers get familiar with the app.

Channels

- App Stores (iOS and Android): For distributing the mobile application to end-users.
- Website: For information, customer support, and onboarding.
- Email Campaigns: For marketing to construction companies.
- Workshops and Demonstrations: Conducting training and demonstrations for construction companies.

Customer Segments

- Construction Companies: Firms involved in large-scale construction projects.
- Construction Site Supervisors & Managers: Key users of the app to ensure worker compliance.
- Safety Officers: Responsible for ensuring PPE is used and safety zones are respected.
- Construction Workers: End-users who will use the app to track their movements and PPE compliance.
- Workers: Indirect users who must adhere to the safety protocols and ensure they wear PPE at all times.
- Regulatory Bodies: Government agencies that ensure that construction sites meet safety and compliance standards.
- Insurance Companies: May use the data for assessing risk and offering policies based on safety compliance records.

Cost Structure

- App Development & Maintenance: Costs associated with app creation, updates, and bug fixes.
- Hardware & Sensors: GPS, RFID, or barcode scanning systems to track worker movements.
- Cloud Services: Infrastructure costs for cloud storage and real-time data processing.
- Marketing & Sales: Costs for promoting the app and onboarding clients.
- Customer Support: Staffing for customer support and training.
- IoT Devices & Wearables: Costs for sourcing or integrating IoT hardware like GPS trackers, RFID sensors, or wearable devices.
- Compliance & Security: Investments in ensuring that the app meets regulatory standards, such as safety compliance regulations and data privacy laws.
- R&D: Continuous research and development for improving features and incorporating new safety technologies.

Revenue Streams

- Subscription Model: Construction companies pay a monthly or annual subscription for using the app.
- Freemium Model: Offer basic features for free with premium features (like detailed reports, real-time alerts, etc.) available for a subscription fee.
- Pay-per-User Model: Charging a fee per worker or per safety zone.
- Consulting Services: Provide customized safety compliance solutions for large construction firms.
- Enterprise Licensing: Offer large construction companies customized pricing and features to fit their needs.
- IoT Device Sales or Integration Fees: If the app integrates with IoT sensors or wearable devices, a commission or setup fee could be charged for hardware sales.
- Data Analytics Services: Provide data analysis reports and insights as a premium service to construction companies for improving safety and compliance.