DESIGN YOUR SOCIAL BUSINESS

PROJECT CANVAS

1. Mission: What positive change are you planning to make in the world?

To enable safer, smarter, and more sustainable drone operations in underground environments by bridging the gap between engineering and field teams through a real-time digital twin platform — reducing drone failure, environmental waste, and operational risk.

IMPLEMENTATION

2. Key Allies:
Who are the people and groups that you must involve to achieve success?

Robotics Developers and Engineers

Mining Companies

Safety and Compliance teams

3. Key Resources
What resiyrces will you need to deliver planned activites?

Sensors infrastructure
Cloud infrastructure
3D data of caves
Software development team

4. Key Activites:
What are the mission-critial activities that you must carry out?

Develop and maintain platform
Real-world testing
Integrate real sensors data
Gather feedback from users

VALUE

5. Social Innovation:

Bridge engineering and mining teams
Encourage data-driven safety planning
Use digital twins in subsurface environments
Allow virtual prototyping with real data for environmental integration

6. Value Proposition:

For engineers: A reliable and accurate, virtual environment
For mining teams: visual tool to monitor cave health and plan safer missions.
For project leads: Fewer failures and faster development cycles.
For the environment: Reduced waste from failed drone designs and better sustainability in mining practices.

INTENDED RESULTS

7. Customer Relationships
Who are the paying customers you are creating value for?

Mining companies, engineering companies

8. Consumer Benefits
Who will be your end users or beneficaries?

Mining companies, engineering companies, safety managers

9. Channels
Which communication, distribution, or sales channels will you use?

Direct sales to mining companies and drone manufacturers,
Partnerships with robotics suppliers,
Academic collaborations

FINANCES

10. Cost of Delivery
What are the major elements of cost involved in delivering your solution?

Cloud hosting and processing servers
Data acquisition (getting accurate 3D model)
Sensors and other hardware equipment
Staff salary

11. Community Reinvestment
In what ways will you reinvest in support of your project and in service to your beneficaries/community?

Provide free licenses for academic teams to encourage research

Invest in research for drone performance analysis and cave analysis, to provide valuable data

Invest in creating more flexible and open source API for research, that will integrate with the platform

11. Revenue Streams
What will be the main revenue streams from creating value for your customers?

Subscriptions for mining and engineering companies

Per-project licensing for those not needing long-term collaboration