

Business Model

KEY PARTNERSHIPS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
 <ul style="list-style-type: none"> ~ Appliance & mobile brands (LG, Whirlpool, Xiaomi, etc.) ~ Local dealers/shops, CSCs, panchayats ~ ITIs/skill centres for technician training ~ Spare-part distributors, payment & SMS/WhatsApp providers 	 <ul style="list-style-type: none"> ~ Platform development (web + future Android app) ~ Technician verification & skill mapping ~ Service matching algorithm (distance, skills, rating) ~ Marketing & rural outreach (WhatsApp, CSCs) ~ Customer support (tracking + feedback) 	 <p><u>For Rural & Semi-Urban Households</u></p> <ul style="list-style-type: none"> ~ Reliable & verified technicians near their village ~ Lower travel cost (no 20–40 km trips) ~ Transparent pricing & live tracking <p><u>For Technician</u></p> <ul style="list-style-type: none"> ~ Local work opportunities without migration ~ Skill-based rating + premium subscription tiers <p><u>For Appliance Brands</u></p> <ul style="list-style-type: none"> ~ Data insights on customer issues ~ Opportunity for running warranty programs 	 <ul style="list-style-type: none"> ~ Self-service: Website/app for booking, tracking, and technician selection. ~ Assisted service: Phone/WhatsApp/IVR booking for non-tech-savvy users. ~ Community trust: Ratings, verified technicians, repeat service discounts. ~ Long-term partnerships with brands and skill institutes. 	 <p><u>Primary</u></p> <ul style="list-style-type: none"> ~ Rural & semi-urban households owning appliances (TV, fridge, mobile, washing machine). ~ People with limited access to authorized centers (10–40+ km away). <p><u>Secondary</u></p> <ul style="list-style-type: none"> ~ Local technicians (ITI/PMKVY-trained + informal). ~ Appliance brands/authorized partners. ~ Rural institutions (CSC, Panchayats)
	 <p><u>KEY RESOURCES</u></p> <ul style="list-style-type: none"> ~ Web platform + database ~ Network of verified rural technicians ~ Relationships with brands, dealers, ITIs, CSCs ~ Service & feedback data Core team (tech + operations) 		 <p><u>CHANNELS</u></p> <ul style="list-style-type: none"> ~ Website Platform (MVP) – main booking channel. ~ Future Android App – for consumers & technicians with offline mode. ~ WhatsApp & IVR – low-tech, rural-friendly booking. ~ Local Partners – CSC, ITI, Panchayat notice boards. ~ Social Media – awareness campaigns. 	

COST STRUCTURE



- ~ Platform development & cloud hosting
- ~ SMS/WhatsApp/IVR and payment gateway fees
- ~ Technician onboarding & verification
- ~ Marketing & partner incentives
- ~ Support & operations staff

REVENUE STREAMS



- ~ Commission per completed job
- ~ Consumer fees for priority/premium service
- ~ Technician subscriptions (priority listing, training)
- ~ Brand partnership fees & rural service analytics