The Business Model Canvas

Key Partners 🔗

Key Activities ✓

Key Resources 🏭

Value Propositions 🎁

At this moment in time, and especially in the underdeveloped Lebanon, visually impaired individuals find it tough to navigate through the city on a daily basis without assistance. This restricts there ability to get around and to be empowered and integrated into the workplace and society.
We propose a solution to this marginalizing problem. We propose the development of a portable hands-free device, that will clip on the traditional white walking cane, and will provide users with augmented abilities of obstacle detection, avoidance, and navigation. In order to allow users the complete accessibility to mobility. Which is not available with the limited traditional cane, and country's infrastructure.

Customer Relationships ♥

Part of the proposition is an online presence that will allow users to track their movements and provide us with useful data. Data will be used to improve our services provided and accuracy, and will also give us incites on the tendencies of our users, to better serve them by calling for infrastructure improvement.

Channels 🚚

We will be able to access our early adopters, and our constant users through the help of NGOs and schools that provide visually impaired students with education and integration. These channels who can themselves be customers as well, will provide the future generations access to this essential device..
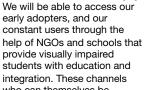
Customer Segments ◖

The product is targeted at the visually impaired individuals. This causes our market to be niche market.
The product and service we are providing, can target visually impaired individuals, schools that teach mobility methods for the potential users, and NGOs that interact regularly with these users.
The users that will benefit first hand from the device are the visually impaired individuals.
The other clients, will be provided with a mechanism of facilitating there work of empowering the blind.
An important thing to note is hat these future users, have not been serviced since the with a mass production device, since the creation of the traditional white cane.

Cost Structure 🏷️

Revenue Streams 💰

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