

KEY PARTNERS Our companies partners are product manufacturing company who will be manufacturing products and we will be only manufacturing internal parts.	KEY ACTIVITIES we are streamlining our product to keep costs and prices low so that it will be convenient for the target audience to buy and use the technology efficiently.	VALUE PROPOSITION core value the company provides to customers is price, safety, comfortability, a good quality product the company is trying to give customers Safety gear which will help in unpredictable situations like accidents The company is trying to solve the riders perspective of wearing helmets Our product is different from others because we will design the product based on customer reviews.	CUSTOMER RELATIONSHIP We would be having the relationship of a business to customer through social media platforms, we would also be frequently communicating with our customers taking feedbacks from them, we would even provide warranty as well as services	CUSTOMER SEGMENT customer segments are people who are riding bike We are creating values for customer by providing proper safety gears to the customers Our most important customers are not defined but it can be people who own and ride bike who cares for their safety The riders who loves riding as well as want to be safe We are targeting both small niche community and mass market
	KEY RESOURCES We would be needing server to maintain and domain to host our website and payment gateway, also we would be needing capital as well human resources		CHANNEL Online sales by developing custom website or through social media handles	
	COST STRUCTURE Our company will be focusing on cost optimization and value Manufacturing of product is fixed cost and implementation of technology will be variable cost		REVENUE STREAMS Currently we would not any other revenue other than selling price of the product, our pricing strategy depends on manufacturing cost and demand of the product, we will accept payment through UPI, Cash on delivery, debit/credit card.	

