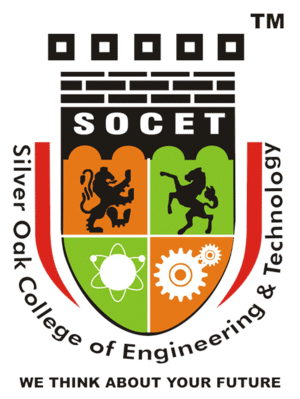
**GUJARAT TECHNOLOGICAL UNIVERSITY**

Chandkheda, Ahmedabad.

**Silver Oak College of Engineering and Technology**

**BUSINESS MODEL CANVAS**

On

**“HUMAN ACTIVITY RECOGNITION”**

Under subject of

Final Year Project

B. E. Semester – VIII

(Computer Engineering.)

Submitted by:-

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Head of the Department

**Dr. Satvik Khara**

Academic year

(2020-2021)

**Silver Oak College of Engineering and Technology**

**Department of Computer Engineering**

**2020-2021**

****

**CERTIFICATE**

**Date: 01/04/2021**

This is certify that the **BUSINESS MODEL CANVAS** report entitled “**HUMAN ACTIVITY RECOGNITION”** has been carried out by **Aryan Kedia (170770107004), Sanket Dave (170770107032), Rahil Doshi (170770107041), Kush Jani (170770107054), Keval Joshi (170770107060), Tapan Shah (170770107217) and** under my guidance in fulfillment of the B.E. in Computer Engineering (8th Semester) of the Gujarat Technological University, Ahmadabad during the academic year 2020-21

**Guided by: Head of the Department**

**Prof. Mayuresh Kulkarni Dr. Satvik Khara**

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* **KEY PARTNERS**
* Small Stores
* Large Stores
* Shopping Malls
* **KEY ACTIVITIES**
* Analyzing human activity
* Tracking people in store
* **KEY RESOURCES**
* Software
* Web app
* **VALUE PROPOSITIONS**
* Easy to use
* Time saving
* Useful for businesses
* Cost saving
* Improve Profit
* **CUSTOMER RELATIONSHIP**
* Customers get good recommendation of product
* User friendly
* Customer Feedback
* **CHANNELS**
* Digital marketing for publicity
* Billboards/ Hoardings and other advertising sources
* **CUSTOMERS SEGMENTS**
* Businessman
* Shop keepers
* Retailers
* **COST STRUCTURE**
* App/ Web app Publications
* Cloud charges
* Installations cost
* Other Maintenance cost
* **REVENUE STREAMS**
* Shopping malls and stores
* Installation costs
* Maintenance cost