

Business Model Canvas		ALGO - G			Group: 5-COE2 Date: 27/05/2020
Key Partner	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
<ul style="list-style-type: none">➤Government – Municipal Corporations➤Local vendor’s and distributors➤Companies and Marketing agencies	<ul style="list-style-type: none">➤ Use friendly automotive system guided by ML & AI.➤Waste collection and segregation➤Marketing to attract advertisement market	<ul style="list-style-type: none">• Eco-friendly and reusable bags made from organic material and natural fibers.• Algo-G bags are available at a cheaper and reasonable price than other counter parts• Offers a safe and automated system for garbage collection, segregation and recycling of garbage	<ul style="list-style-type: none">• Feedback from customers to enhance our services.• Discounts for regular giant and wholesale customers (factories / manufactures / suppliers)• Awareness campaign and demonstration regarding environment awareness	<ul style="list-style-type: none">• All people who use bags in there day to day life for several activities such as shopping, transporting items, storage etc.• All manufacturing units and factories which require raw material for processing (given from our plant after segregation and ready to be recycled)	
	Key Resources		Channels		
	<ul style="list-style-type: none">• Investment for infrastructure, marketing, printing for advertisement etc.• Sponsorships and partnerships• Data analytics and classification• Developers and ML engineers, QA staff as human resource		<ul style="list-style-type: none">• One can use our services through our website to contact us and get necessary information.• One can contact us through our email and social media platforms.• Delivery channels via our E-polybag act as a medium		
Cost Structure			Revenue Streams		
<ul style="list-style-type: none">➤ Fixed Cost: Infrastructure, machinery cost, pre- launch marketing, website development, licensing and registration fee are some expensive costs to the company.➤ Variable Cost: Chemical and processing costs, Office costs such as staff salaries, electricity bill, partnerships, website and infrastructure maintenance, marketing and advertising cost.			<ul style="list-style-type: none">• Revenue from waste segregation which act as raw material for other industries• Direct profit stream from out Algo-G E-polybags• Promotional revenue from ad partners for our advertisement service.		