

## Key Partnerships

48% left

Construction Companies: Collaborating for deployment and feedback.PPE Manufacturers: For providing PPE products and ensuring availability.GPS & Geofencing Technology Providers: To help track labor movement and define safety zones.Cloud Service Providers: For storing data securely (e.g., AWS, Azure).Health & Safety Regulatory Bodies: Ensuring compliance with safety regulations.Mobile App Development Partners: Designers, developers, and testers.Insurance Companies: Partnerships to offer insurance based on compliance tracking.

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## Key Activities

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App Development & Maintenance: Building, testing, and updating the mobile app.Tracking Labour Movement: GPS and geofencing integration to monitor worker movements.PPE Inventory Management: Ensuring proper distribution and availability of safety gear.Compliance Monitoring: Real-time data tracking to ensure adherence to safety regulations.

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## Key Resources

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Technology: The mobile app (Android/iOS), GPS, cloud services, and geofencing tech.Data: Tracking records of labor movement, PPE compliance, and safety zone usage.Team: Developers, UI/UX designers, marketing, and sales professionals.Funding: Investment or loans for app development and business scaling.Brand & Reputation: Building trust within the construction

## Value Propositions

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Enhanced Safety: Real-time monitoring of PPE usage and labour movements, reducing accidents.Compliance Assurance: Ensures that all safety regulations are met on the construction site.Efficiency: Reduces the time spent on manual checks and ensures that workers are in designated safety zones.Cost Savings: Minimizes fines for non-compliance with safety regulations.Data-Driven Decisions: Provides detailed analytics and reporting for construction managers.Real-Time Alerts: Automated notifications if a worker exits a safety zone or isn't wearing required PPE.

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## Customer Relationships

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Personalized Support: Dedicated support for construction managers, ensuring seamless use of the app.Training: Onboarding sessions for workers and managers to ensure effective use of the app.Community Engagement: Forums or social groups for users to share experiences and feedback.Customer Feedback Loop: Regular surveys and updates to continuously improve app functionality.

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## Channels

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Mobile App Store: Distribution via Google Play and Apple App Store.Website: Information, tutorials, and customer support for the app.Direct Sales Team: Engaging with construction companies to implement the solution.Partner Networks: Partnerships with construction industry stakeholders (safety equipment providers,

## Customer Segments

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Construction Companies: Large contractors, small to medium-sized construction firms.Site Managers: Key stakeholders who oversee worker safety and project management.Laborers/Workers: End-users who need to adhere to safety protocols and use PPE.Health and Safety Officers: Professionals responsible for ensuring compliance with workplace safety laws.Insurance Companies: Looking for real-time safety tracking to offer premium discounts.

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Cost Structure ⓘ

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App Development Costs: Design, development, testing, and maintenance of the mobile application. Technology Costs: Cloud infrastructure, geolocation, and database services. Personnel Costs: Salaries for the development team, customer support, marketing, and sales staff. Marketing & Advertising: Cost of outreach, promotions, and building partnerships. Compliance & Legal Costs: Ensuring the app adheres to industry safety regulations.

+ Add more

Revenue Streams ⓘ

62% left

Subscription Model: Monthly/annual subscriptions for construction companies to use the app. Freemium Model: Free version with basic features and paid plans for advanced analytics and additional features. One-time Licensing Fee: Licensing the software to large construction companies or government bodies. Data Analytics & Reports: Offering premium reports on safety compliance and labor efficiency. Affiliate Revenue: Partnering with PPE suppliers and earning commissions for products purchased through the app.

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