

BUSINESS MODEL CANVAS

KEY PARTNERS

Gravity Sketch
Maxar Technologies
Gridbots Technologies
AMD
Wipro Pari Robotics
Mouser Electronics
XPO Logistics
Boston Dynamics
Expeditors

KEY ACTIVITIES

Licensing & Regulations
Prototype Testing+ Quality Assurance
Sales and Support Team
Targeted Advertising & Promotions
Financial Forecasting
Feedback and Iteration
Business Partnerships
Sustainable Initiatives

KEY RESOURCES

Financial resources
Human resources
Technology & Equipment
Manufacturing facilities
Product packaging
Legal expertise
Online presence
Storage capacity

VALUE PROPOSITIONS

Unleashing autonomous vehicles for seamless exploration of remote terrains, redefining precision terrain surveying at Team B.

CUSTOMER RELATIONSHIPS

Regular mail and updates
Feedback system
Personal assistance (in-person assistance/phone calls)
Consistent blogs
Consistent social media posts
Community growth (platform for customers to interact with each other)

CHANNELS

Social media
website
C2C
Collaborations and promotions
Email marketing

CUSTOMER SEGMENTS

Environmental Agencies
Robotics market
Surveying and Mapping Agencies
Universities
Research Institutions
Infrastructure
Development Firms

COST STRUCTURE

Rover parts
Customer support
Promotional and branding equipment
Maintenance of the rover

REVENUE STREAMS

Sponsorship
Collaborations
Competitions