# **EcoSight Business Model Canvas**

#### **Key Partners**

- Environmental research organizations.
- Agricultural institutions and smart farming companies.
- Cloud service providers (e.g., Azure).
- Raspberry Pi hardware suppliers.

# **Key Activities**

- Development of the iOS app for realtime data visualization.
- Integration of Raspberry Pi for infrared image capture.
- Cloud-based processing for plant health indices and classification.
- Continuous improvement of Al models and system scalability.

# **Key Resources**

- Raspberry Pi and infrared camera hardware.
- Cloud infrastructure for data processing and storage.
- Trained Al models for species classification.
- Expertise in IoT, computer vision, and mobile app development.

# **Value Proposition**

- Real-time plant health analysis using affordable IoT devices.
- Accurate species identification and actionable health insights.
- Intuitive dashboard for personalized plant monitoring.
- Promotes environmental awareness and biodiversity preservation.

# **Customer Relationships**

- Direct engagement through app support and tutorials.
- Community building via data sharing and social features.
- Educational outreach to promote biodiversity conservation.

#### **Customer Segments**

- Researchers and scientists in agriculture and ecology.
- Farmers and smart agriculture practitioners.
- Biodiversity enthusiasts and educators.

#### Channels

- Distribution through the iOS App Store.
- Partnerships with agricultural and environmental institutions.
- Online platforms for product awareness (website, social media

# **Revenue Streams**

- **Cost Structure**
- Hardware procurement (Raspberry Pi, cameras).
- Cloud services (storage, processing). • App development and maintenance.
- Marketing and user support.

- App subscriptions for premium features (e.g., detailed analytics, cloud storage).
- Sales of the IOT device.
- Partnerships with institutions for tailored solutions.