

The Business Model Canvas

Designed for: Weeds Idea

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Version: 2

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> - Tasmania government - Area Council (e.g. according to Huon Valley Council, we can easily get advice about how to control weeds). - Natural Resource Management (NRMA south) - Drone factory (e.g. DJI company) - Weeds data from other apps or websites - IT company (e.g. Database) - Electronic Accessories company (DFREBOT) 	<p>Weeds Idea can identify weeds, help to provide advices about how to control weeds for farms and improve the environment of Tasmania, combine AI technology with the app such as using drone to monitor the condition of weeds, AI cutting machine to remove weeds, set up a Facebook group</p>	<p>Weeds Idea app can provide helpful and scientific advices for controlling weeds which from weed experts' guidance. In the future, we would install the app on drones to monitor the condition of weeds and control the AI machines, for example, cutting robot to remove weeds automatically. This can dramatically reduce the cost of labour. Meanwhile, it can reduce the influence of the farm workers in the field.</p>	<ul style="list-style-type: none"> - Analyze big data of weeds to report government - handle customers' complains, if necessary, have an interview with customers - Pay attention to customer service and build a good relationship with customers - Send reporting emails monthly to users and provide solutions at the meantime - Organize some interesting activities. For example, the users who upload the most images of weeds would win prize and it can also enrich the database. 	<ul style="list-style-type: none"> - Farms and their workers - Tool shops such as Bunning, Warehouse) - The user who want the customized functions - Fertiliser shops such as impact fertiliser - Tasmania government - The person who is interested in weeds or agricultural field.
Key Resources			Channels	
<ul style="list-style-type: none"> - Tasmania government - Invasive Species Branch - dprpne.gov.au (Get ideas about how to control weeds wisely) - Area Council (Huon Valley Council, contact with Alysian Hughes) - Uploaded images from users to enrich our database - DFREBOT - Staff (our team, agricultural experts, people who can develop and maintain the app and people who do marketing) 			<ul style="list-style-type: none"> - Use internet social media such as Facebook and Twitter. - Our company website - YellowPages Listing - Viet potential customers - Cooperate with other app or website - Free download in app store and website - Flyers - Advertising online (e.g. Youtube, Facebook) 	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> - Equipment : server ; license ; laptops ; database ; - Rent a office - Staff (our team, agricultural experts, people who can develop and maintain the app and people who do marketing) - Consulting (weed experts, agency, - Producing (In the future, we will have our own products that are drones to monitor the condition of weeds for farmers and the government and AI cutter robots) - Marketing - Sunk cost (research and development expenses) - Insurance 			<ul style="list-style-type: none"> - Advertising (Tool shops such as Bunning, Warehouse ; Fertiliser shops such as Impact Fertiliser, Drone factory (e.g. DJI company) <p>In the future, we will have our own products that are drones to monitor the condition of weeds for farmers and the government and AI cutter robots.</p>	



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