Business Model Canvas

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Business Model Canvas

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Key Partners
- Sensor hardware suppliers (Elswedy , Bosch, …)
- Cloud hosting providers (AWS, Azure, etc.)
- Vehicle manufacturers (future)
- Telecommunications companies (for fleet connectivity/IoT) (WE , Vodafone)
- Fleet maintenance providers (integration for predictive maintenance) (valeo , Siemens, etc.)
- Sales and Distribution Partners (Samsara , Getapp, etc.)
- fleet management companies

Key Activities
- Developing and updating AI models
- Sensor hardware integration
- Customer support and maintenance
- Sales and marketing
- Cloud server management
- Data Analysis and Insights Generation
- R&D

Key Resources
- AI and machine learning models
- Cloud infrastructure
- Sensor integration (hardware / software).
- Data security and compliance systems
- Human Resources : Developers , Anlaytics , Customer Support and sales team.
Proprietary Fleet Data (Quality and Volume)

Value Propositions
- **Reduce fleet accidents**
- **Real-time driver behavior analysis**
- **Lower insurance costs**
- **Predictive maintenance**
- Cloud-based data insights
- Compliance with safety regulations
- Improve operational efficiency (optimize Routes - Reduce fuel)
- Data-driven decision support for fleet managers

- Customizable alerts and reporting
- AI-powered predictive analytics not offered by traditional competitors
- Scalable solution for fleets of all sizes with 24/7 expert support

Customer Relationships
- **Acquire**: Targeted marketing, product demos, and personalized onboarding.
- **Keep**: 24/7 support, training sessions, and regular product updates.
- **Grow**: Advanced analytics, premium features, and gathering customer feedback

Channels
- Direct sales team
- Website and SEO
- Fleet management Events (AfCFTA, ACV, Marlog).
- B2B Digital marketing
- Partnerships with fleet management companies

Customer Segments
- **Fleet owners**
- **E-Commerce**
- **Logistics companies**
- Oil & Gas Companies
- Public and Private transportation companies
- Insurance companies

Cost Structure
- AI development and maintenance
- Cloud service fees
- Hardware procurement
- Salaries (developers, sales, support)
- Capex
- Legal & compliance costs
- Customer training/onboarding costs
- R&D
- Scalable Data Storage and Processing Costs

Revenue Streams
- **Subscription fees (monthly/yearly)**
- **Hardware sales**
- Setup/installation fees
- Premium analytics reports
- Data services and API access fees
- Customization and consulting services
- Value-added services (predictive analytics, risk scoring)
- After-sales services (maintenance, replacements)

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Key Value Propositions

Discover the unique benefits our solution delivers—superior safety, cost savings, real-time insights, and seamless integration—giving your fleet an edge over the competition.

Gain/Need Satisfied:
Helps fleet operators and delivery businesses **reduce accidents, cut costs, and stay compliant** by providing actionable insights from vehicle and driver data.

Core Benefits:
- Real-time monitoring and analysis of driver behavior
- Lower insurance premiums through risk reduction
- Improved operational efficiency and safety compliance
- Access to cloud-based analytics for smarter decision making

Unique Differentiators:
- AI-powered predictive analytics not offered by traditional competitors
- Seamless integration with multiple vehicle types and insurance partners
- Scalable solution for fleets of all sizes with 24/7 expert support
- Customizable alerts and reporting, tailored to individual business needs

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How are our products and services delivered to the market?

We reach our customers through a combination of direct channels, digital presence, partnerships, and targeted events to maximize our market impact.

Direct Sales:
Personalized outreach by our sales team to major fleet operators and logistics companies.

Digital Channels:
Company website, SEO, email campaigns, and social media (LinkedIn) for lead generation and product information.

Partnerships:
Collaborations with fleet management companies, insurance partners, and industry resellers to broaden our reach.

Industry Events:
Fleet management conferences, trade shows, and webinars to demonstrate our solutions and connect with potential clients.

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Customer Relationships

We build strong and lasting relationships with our customers through personalized acquisition, reliable retention efforts, and strategies to foster growth and engagement.

Acquire:
Targeted marketing, product demos, and personalized onboarding ensure prospects discover and trust our solution from the start.

Keep:
Dedicated account managers, 24/7 support, training sessions, and regular product updates help our customers stay satisfied and engaged.

Grow:
We encourage long-term partnerships by offering advanced analytics, premium features, and gathering customer feedback for continual improvement.

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Who are our customers?

Below are the main customer personas who benefit from our fleet intelligence solution. Each segment has unique needs and motivations, reflecting key differences in their goals and how they interact with our platform throughout their journey—from initial discovery and adoption to ongoing engagement.

Fleet Operations Manager (Logistics Company)
- Motivated to reduce accidents, improve efficiency, and meet compliance.
- Struggles with monitoring driver behavior and operational costs.
- Responsible, data-oriented, seeks reliable tech solutions.

Small Business Owner (Delivery Service)
- Wants reliable deliveries and lower insurance costs.
- Faces challenges with driver turnover and limited resources.
- Hands-on, budget-conscious, values simplicity

Insurance Risk Assessor (Insurance Company)
- Aims to minimize risk and enhance insurance offerings.
- Needs accurate, real-time fleet and driver data.
- Analytical, partnership-driven, customer-focused.

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Our business generates revenue through monthly or annual subscription fees for our fleet management platform, upfront hardware sales when needed, installation/setup fees, and premium analytics or reporting services for advanced customers.

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Our core activities include developing advanced fleet management software, solving customer challenges with innovative solutions, and maintaining a secure, scalable cloud platform.

Production:
- Developing and maintaining AI-driven fleet management software
- Integrating and testing sensor hardware

Problem Solving:
- Analyzing customer data to improve safety and efficiency
- Innovating new features to address fleet challenges

Platform/Network:
- Managing cloud infrastructure and system security
- Supporting users through onboarding, training, and customer service

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Our business relies on essential resources across four key categories to deliver our services effectively:

Human resources:
AI/ML developers, software engineers, data analysts, customer support and sales teams.

Intellectual resources:
Proprietary AI algorithms, fleet management software, data analytics models, brand reputation, and strategic partnerships.

Physical resources:
Sensor devices, cloud servers, computer hardware for processing and testing.

Financial resources:
Operational budget, funding for R&D and scaling, cash reserves, and credit lines.

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Our key partnerships include sensor hardware suppliers for reliable and advanced vehicle data collection, cloud service providers to ensure scalable and secure data processing, insurance companies to develop integrated risk solutions, and fleet management firms for enhanced distribution and product integration. Each partnership strengthens our platform, expands our reach, and adds specialized value for our customers.

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Our primary costs include technology development and maintenance, cloud hosting fees, sensor hardware procurement, salaries for engineering, sales, and support teams, as well as ongoing expenses for marketing, customer onboarding, and regulatory compliance. These costs are directly tied to delivering a reliable, secure, and scalable fleet management platform.

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Thank you.