## **Key Partners**



- Banks
- ATMS
- Payment systems and gateways
- Hardware suppliers for camera
- Commerce businesses
- Local supermarkets
- Hospitals
- Any places which follow Covid protocols

## **Key Activities**



- Product Development -Refine UI and add functionalities
- Business development -Create and maintain support website
- Market research -Assess user needs and add features they need
- Marketing

# **Key Resources**



- Code Base
- Developers, testers
- Licenses
- Hardware and office egiupment

## **Value Propositions**



- Better understand customer patterns and target sales accordingly.
- Reduces cost of operation.
- It will help implement COVID-19 norms at public places by preventing overcrowding.

## Customer Relationships

• Help center with FAQ

Social Media

Website



Store owners



To keep count of number of people in the store

**Customer Segments** 

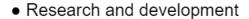
- Malls & Theaters To keep count of number of people in the hall or the mall
- Restaurant owners To keep count of number of people in the restaurant
- Educational institutes To check if the students are following the protocols
- Banks To check if there is no overcrowding in ATMS

#### Channels



- Web version
- Online Software Stores like Microsoft store and app store
- Partnership
- Word of Mouth

#### **Cost Structure**



Software maintenance

Customer support

- Marketing expenses
- Software License
- Hardware export



#### Revenue Streams

- Software sales
- Hardware sales (Cameras)
- Tie-ups with major brands





