

# The Business Model Canvas

Designed for:  
CNIT 214 - Internet of Things  
Frezzo

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Iteration # 1

## Key Partners

Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

Hardware manufacturer + distributor

Cloud Platform

Data Storage

## Key Activities

What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

Building sustainable cloud platform

Hardware manufacture

Marketing

## Key Resources

What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

IP for Mobile App + Cloud Data Platform + MCU Code

Financial backing / Funding

Manufacturing connections (CHINA)

## Value Propositions

What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

Provide security and relief from anxiety

Continuous monitoring of air quality -- health benefits

Possibly insurance subsidies

## Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

Safe Secure Fireproof sensor

Mobile Friendly interface +data +alerts

## Channels

Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

Web Site + Mobile App

Pre-Launch Mailing List

## Customer Segments

For whom are we creating value?  
Who are our most important customers?

Suburban Tech Parents (pets and children)

People that live in low air quality environments

Landlords of irresponsible (student) tenants

Shops in high fire-risk industries (mechanics, welder, metal fab, factories)

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

Hardware Creation + Distribution

Marketing

Cloud Platform + Data Storage Services

## Revenue Streams

For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

Sales of sensors and subscriptions

Potentially marketing the data feed