Check It Out!

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7. 🤝 Key Partners

💡 Who are the **key partners and suppliers needed** to make the business model work?

- ▶ Cameras manufacturers and inst
- ▶ Database hosting and storage centers
- ▶ Payment gateway facilitators
- ▶ Shop Owners and staff

8. ✅ Key Activities

💡 What are the **most important activities** required to make the business model work?

- ▶ Making the Ai algorithm and systems robust.
- ▶ Installation of systems in stores
- ▶ App development and maintenance
- ▶ Data Analytics, storage, management, security
- ▶ Maintenance of systems

6. 💼 Key Resources

💡 What are the **most important assets** required to make the business model work?

- ▶ App development
- ▶ The AI object-detection customer tracking algorithm
- ▶ Sensor and image processing fusion.
- ▶ Payment gateway method secured using blockchain technology
- ▶ Database hosting and storage.
- ▶ Customer behavior analytics and insights for the store owners

1. 🎁 Value Proposition

💡 What are the **problems that we are trying to solve** for our customer segments?

- ▶ Value is provided to both the customers in terms of their seamless experience and businesses in terms of their cost-saving.
- ▶ customers save a lot of time that would have otherwise been spent on waiting in long lines and the clumsy checkout process.
- ▶ More personalized shopping experience with find product feature on the app.
- ▶ A convenient and easy method to shop which encourages customers to visit stores, increasing revenues for the stores.
- ▶ Stores would no longer have to hire staff and pay salaries to the cashiers, billing staff, and bagboys.
- ▶ Stores also don't need software, machines for billing and inventory management.
- ▶ For dark stores, the delivery times are decreased thus increasing revenues.

4. ❤️ Customer Relations

💡 How do we **get, keep & grow** our customers?

- ▶ Social media advertisements driving more footfall to the markets.
- ▶ The seamless shopping experience offered by us and the convenience the customers experience will make more customers use our services.
- ▶ Complaint and billing issues resolution. (to handle cases of overbilling/ billing the wrong product etc...)

3. 📣 Channels

💡 How do we **reach our customers** and let them know about our solution?

- ▶ Mobile app
- ▶ Website
- ▶ Social media marketing
- ▶ User referrals
- ▶ Word of mouth

2. 👥 Customer Segments

💡 Who are our customers and **why would they use** our solution?

- ▶ High-end supermarkets and hypermarkets in tier 1 and tier 2 cities.
- ▶ Dark stores/shops used by Dunzo, Swiggy enabling faster delivery times
- ▶ E-commerce warehouses to speed up delivery.

9. 💸 Cost Structure

💡 What are the **costs** to operate the business model?

- ▶ Algorithm Development & Improvement (R&D)
- ▶ App Development & Maintenance
- ▶ Installation and management cost
- ▶ Database hosting and storage

5. 💰 Revenue Streams

💡 How do we **make money** from our solution?

- ▶ System (AI+cameras+sensors) installation charges for installation of the system into the store.
- ▶ Data handling and storage charges.
- ▶ Data analytics and insights for the businesses to increase revenue.
- ▶ An attractive monthly subscription-based pricing to the stores to maintain and update the entire system.