

Business Model Canvas

Designed for:

Jadeer challenge

Designed by:

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Key Partners Partnership with devices/track-system/technician providers	Key Activities <ul style="list-style-type: none">Marketing and salesCoordination between residential/commercial building owners and fire fighting centersWork as link between the device/service provider and residential/commercial building owners/fire fighting centers Key Resources Technology Hardware Automation feature Aggressive sales tactics Door-to-door sales people	Value Propositions <ul style="list-style-type: none">Boosting the firefighting's workflow in term of the time response and the way they handle the emergency callCost ReductionReducing Human and material loses due fires	Customer Relationships <ol style="list-style-type: none">VisitsEmailsMeetings online/face-to-facePhone callsSocial mediaOn-person technician for maintenance or repair.Flex-pay option : Equipment/tracking-system leasing/subscription can paid monthly as well-interest-free/ yearly (50% advanced payment and save 5% of total price Channels <ol style="list-style-type: none">Sales teamEmailPhone callSocial media	Customer Segments Fire Fighting centers Residential buildings owners: A. Hotels B. Apartments Commercials Buildings owners: A. Supermarkets/Stores B. Resturants/Cafes
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Cost Structure <ul style="list-style-type: none">Cost of the leasing tracking devices + sensors and the subscription fees of the tracking system paid to the partnersSalaries and benefitsInternet + calls subscriptionsMarketing campeigns

Revenue Streams <ul style="list-style-type: none">Long-term contracts and packages (dynamic pricing)The residential/commercial building owners will pay the leasing of the devices and the subscriptions fees of the tracking system on monthly/yearly (50% advance payment each 6 months +saving 5% of total fees) basisThe residential/commercial building owners will pay for the base installation of the deviceThe firefighting centers will pay the subscription fees of the tracking system monthly/ yearly (50% advance payment each 6 months +saving 5% of total fees)The firefighting centers will pay for the training of using the tracking system
