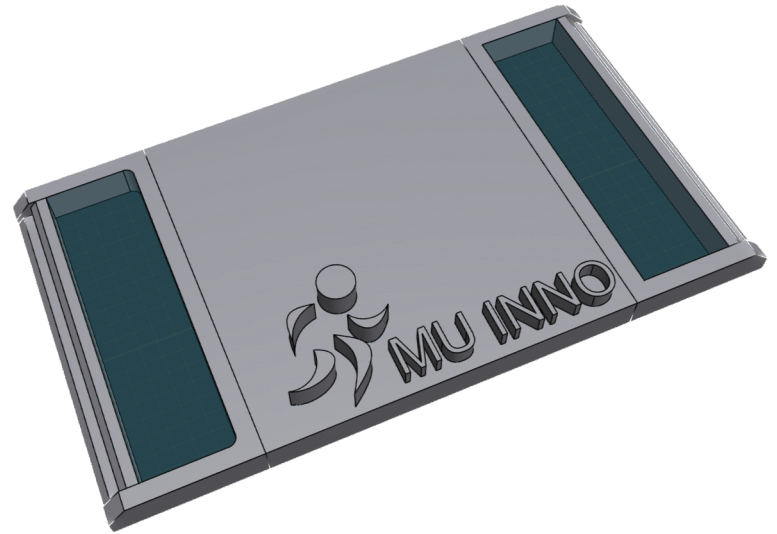


Business Canvas Model for GPS Belt Buckle

Nannapat Mitpothong 6537711 SCIP/M



Compare of GPS tracker

Product	Best for	Price	Monthly subscription	Max. battery life	Geofences	Two-way talk	Learn more	Read review
 Jiobit Next	Best overall	\$149.99	\$8.99/mo.	240 hours	✓ Yes	✗ No	View On Amazon	Read review
 AngelSense	Best for kids with disabilities	\$99.99 (sale price)	\$44.99/mo.	24 hours	✓ Yes	✓ Yes	View On Angelsense	Read review
 Tack GPS	Best for budgets	\$79.00	\$2.99/mo.	30 days	✓ Yes	✗ No	View On Amazon	Read review

Business Canvas Model

Value propositions

How do you create value?

Key activities

What will you do to create value?

Key partners

Your key suppliers and partners

Key resources

What are the necessary assets?

Customer relationships

How do you connect?

Customer segments

Who are your customers?

Channels

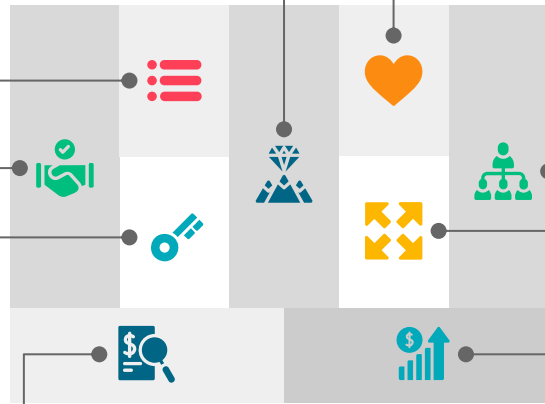
How will you interact?

Revenue streams

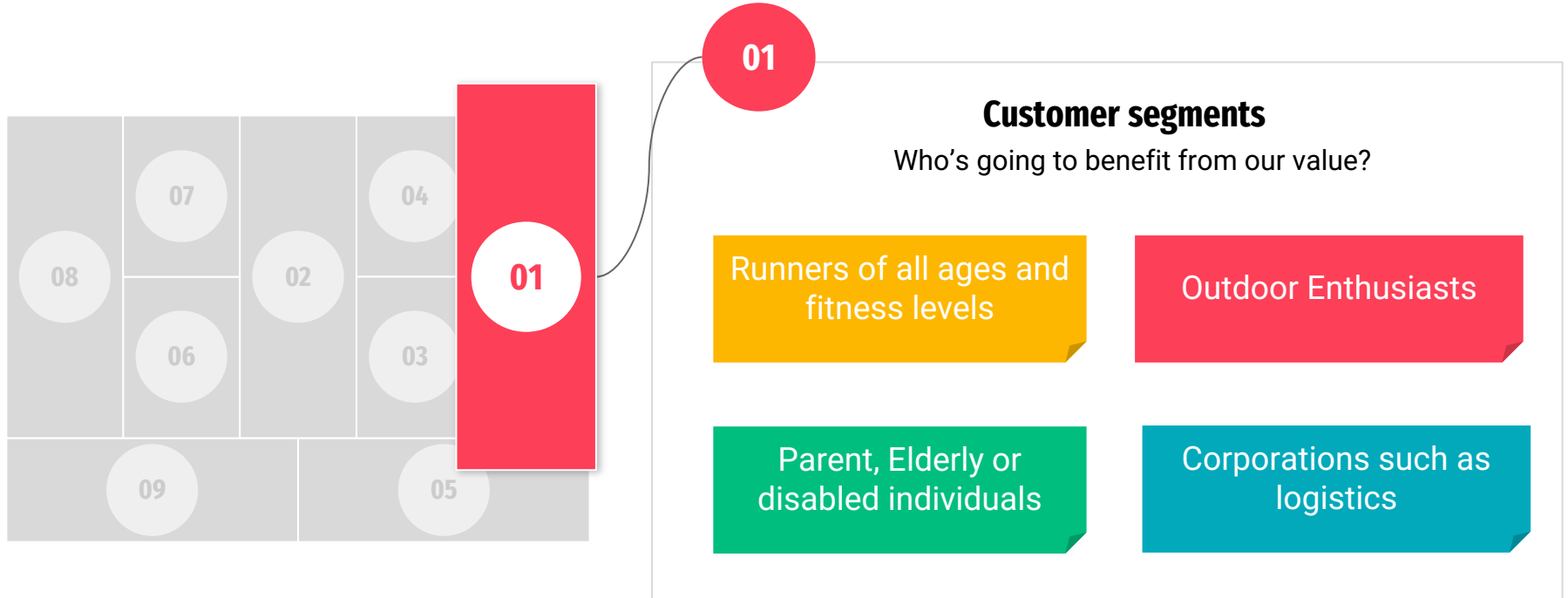
How will you price your product?

Cost structure

What are the cost in our business model?



Business Canvas Model



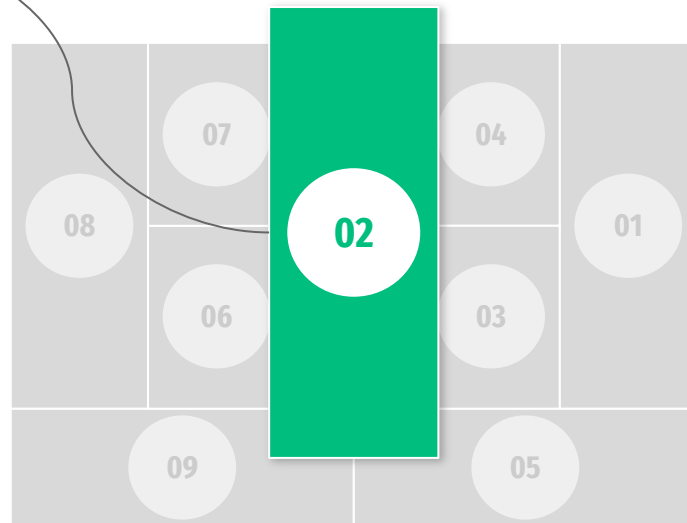
Business Canvas Model

Value propositions

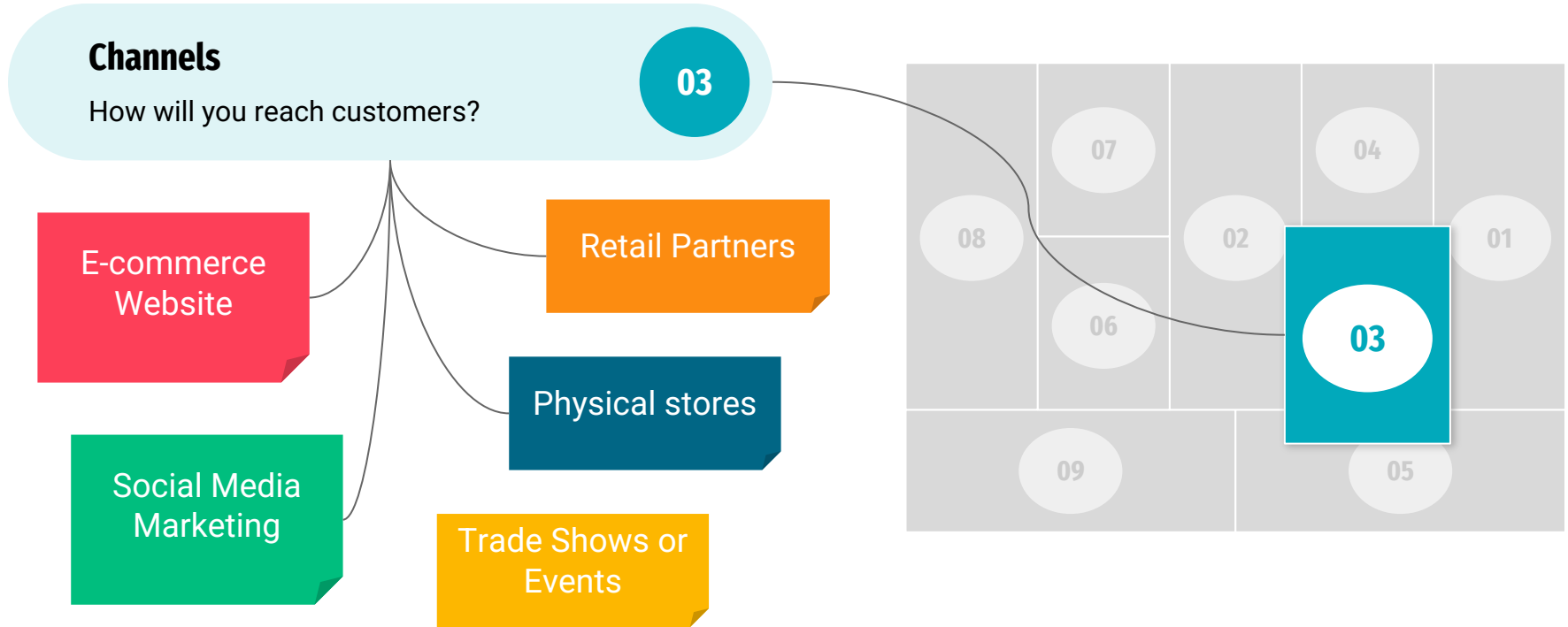
How does your product help customers?

- Real-time GPS tracking for personal safety and security
- Convenience and Easy-to-use belt buckle design
- Mobile app and web-based dashboard for convenient tracking and monitoring
- Emergency response feature for quick assistance in case of emergency
- Customizable alerts and notifications based on specific location or movement patterns
- Battery life for long periods of tracking

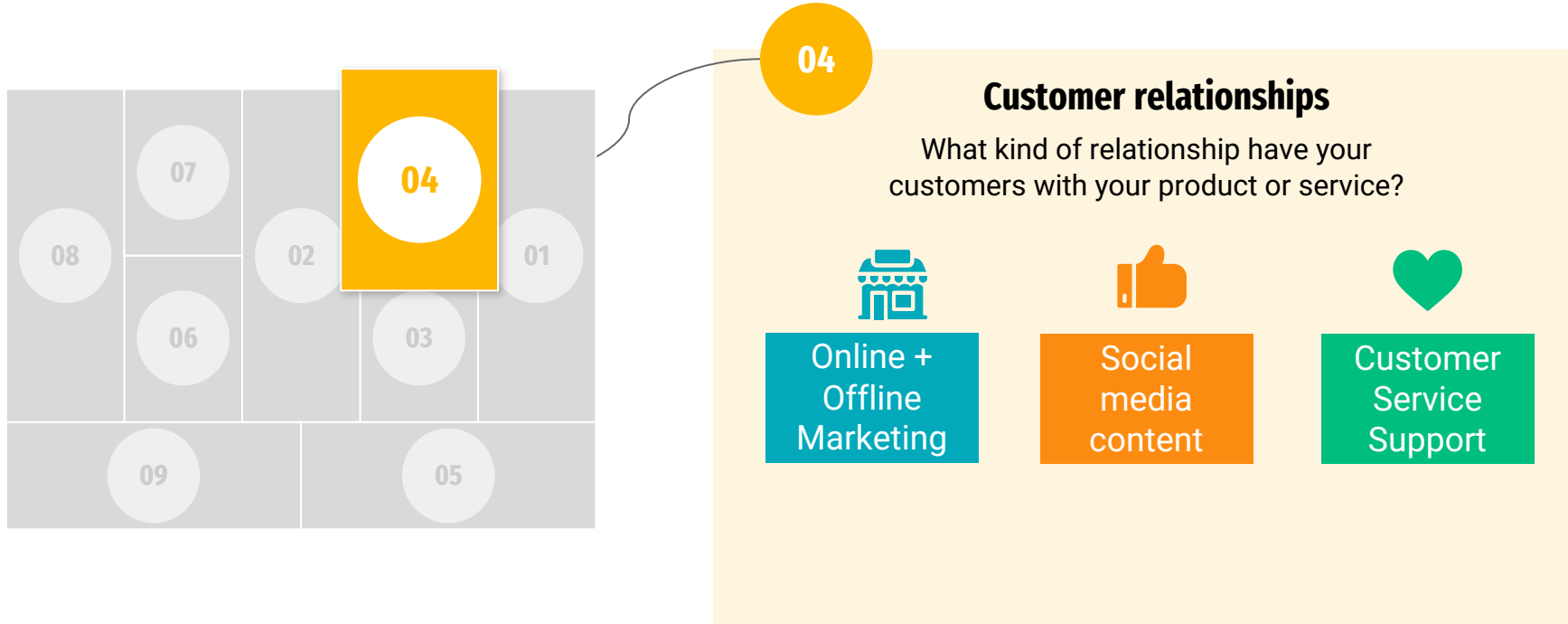
02



Business Canvas Model



Business Canvas Model



Business Canvas Model

Revenue streams

How will you reach customers?

Direct sales

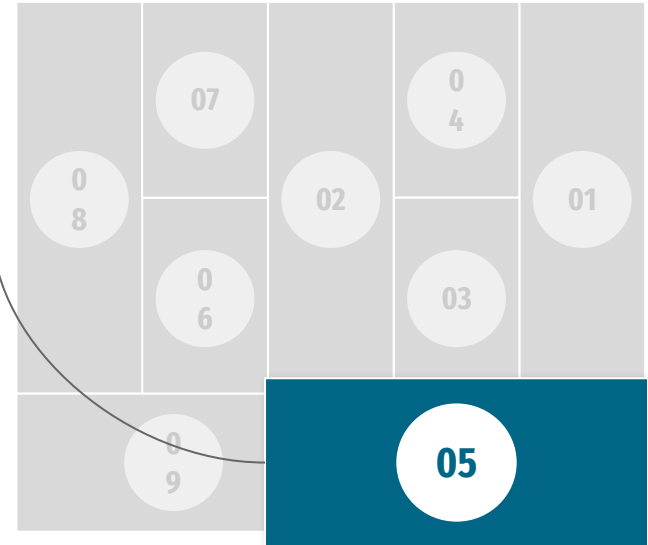
(500-1500 THB per unit)

Subscription

(150-300 THB per month)

B2B Partnerships

Accessories



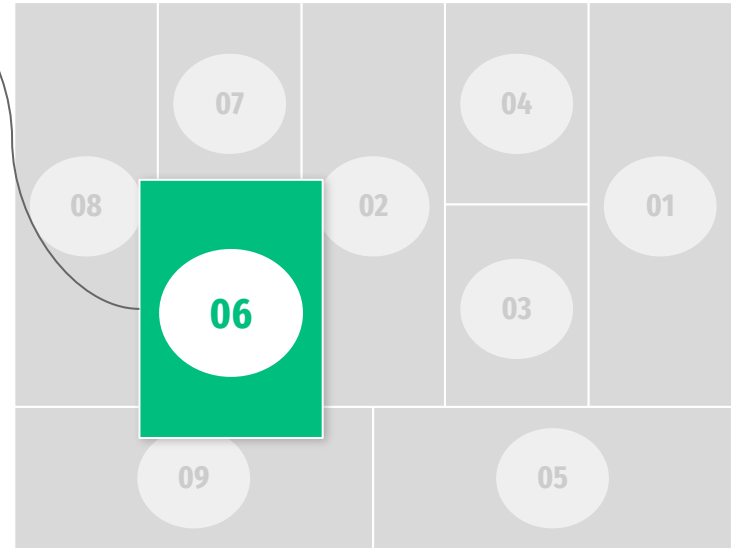
Business Canvas Model

Key resources

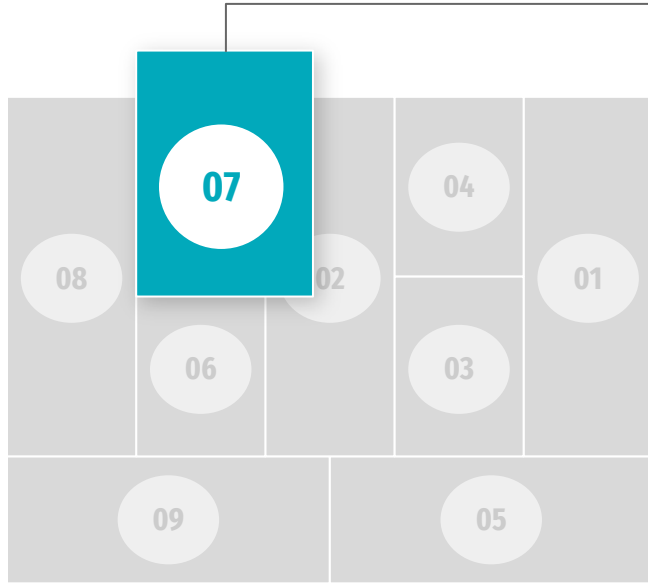
What are the resources needed to deliver your value propositions?

- GPS tracking technology and software
- Skilled product designers and engineers
- Belt buckle design and manufacturing
- Mobile app and web-based dashboard development
- Customer support and marketing staff

06



Business Canvas Model



Key activities

What do you need to do?

- Research and development of GPS tracking technology and software
- **Belt buckle** design, manufacturing, and distribution
- **Mobile app** and web-based dashboard development and maintenance
- Customer support and marketing activities

Business Canvas Model

Key partners

Who do you need to collaborate with?

- GPS technology providers
- Belt buckle manufacturers
- Mobile app and web development companies
- Emergency response services and partners
- Tourism companies, senior care facilities, and corporations for partnerships

08

08

07

04

02

01

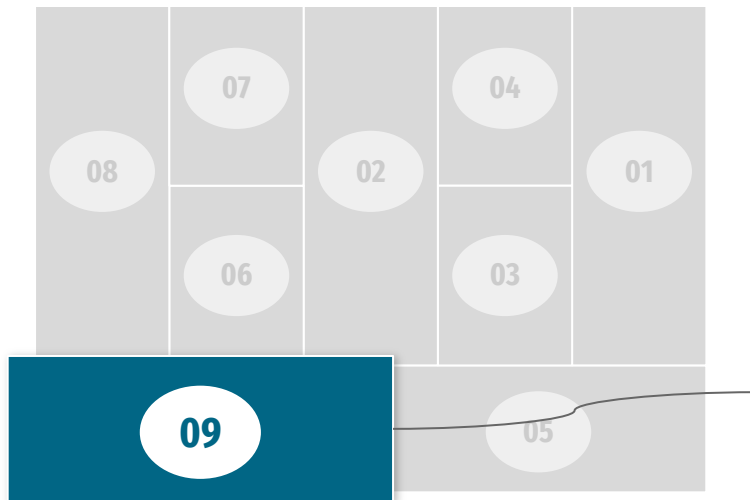
06

03

09

05

Business Canvas Model



Cost structure

What are the most important costs for your business model?

- Product Development (50,000 - 150,000 THB).
- Manufacturing and Production (100,000 - 300,000 THB).
- Marketing and Promotion (50,000 - 150,000 THB).
- E-commerce Website and Online Platform (20,000 - 50,000 THB).
- Employee Salaries and Operational Expenses (100,000 - 300,000 THB).
- Miscellaneous Costs (25,000 - 50,000 THB).

Total estimated cost structure:
Ranging from 345,000 - 1,000,000 THB.

Thank you