

BUSSINESS MODEL CANVAS

LOW-COST ACCELEROMETER SYSTEM

KUNTAPON KONGTAGO

6537708 SCIP

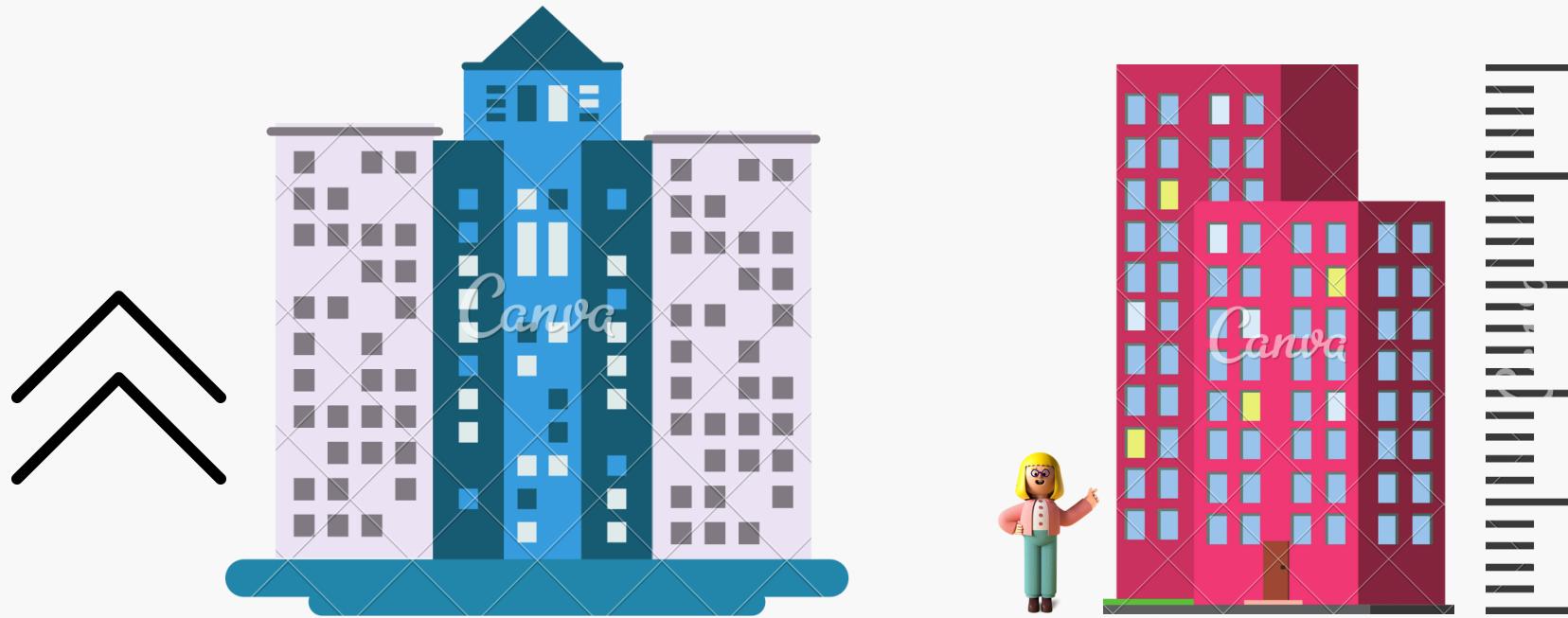


DEFINE PROBLEM

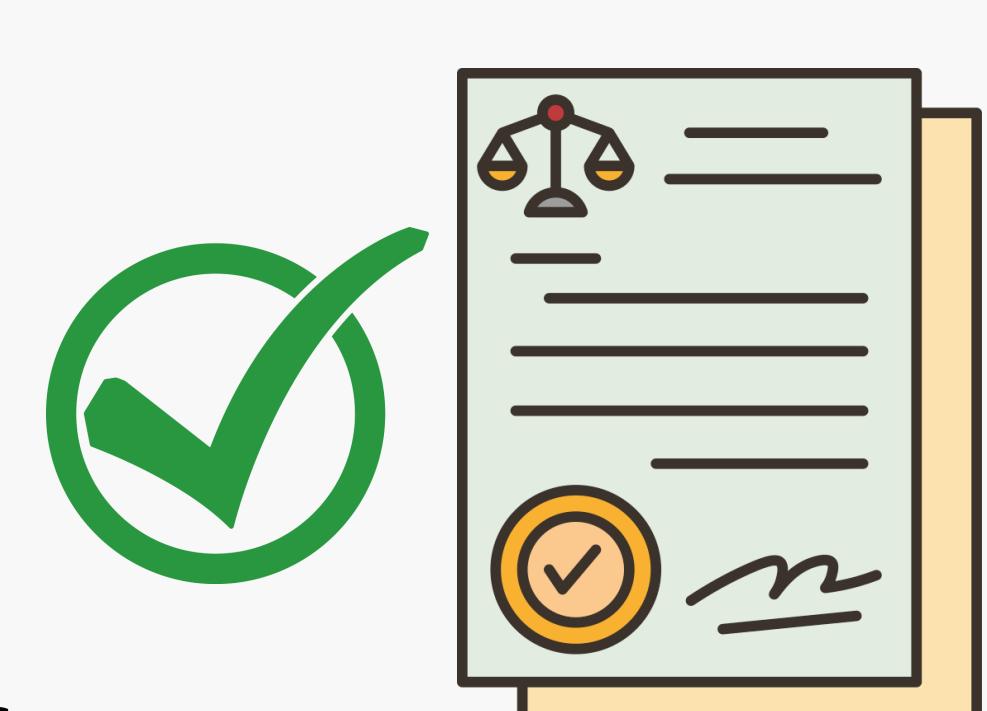


Building damages

> 170 building (2562)

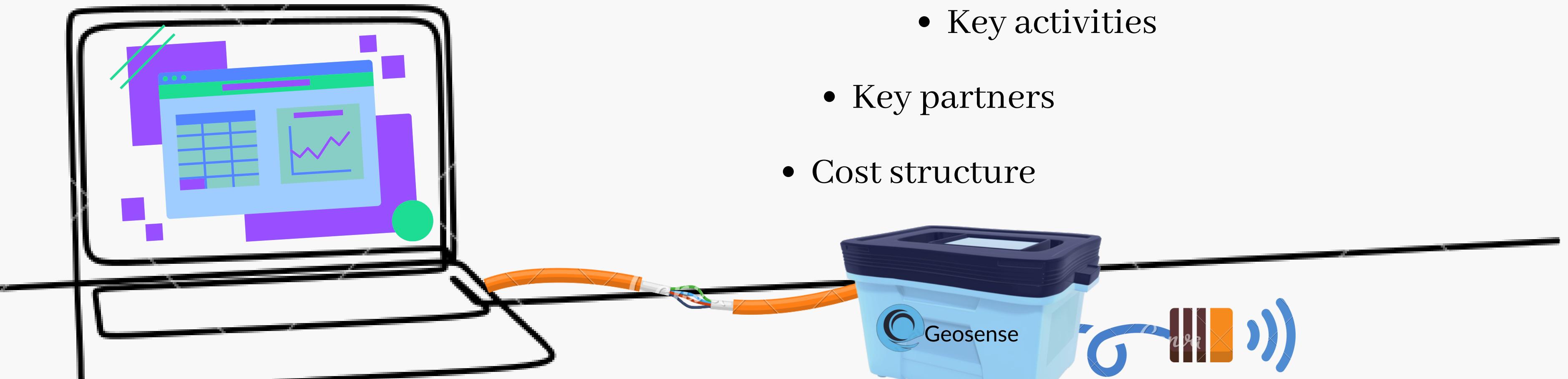


สำนักการวางแผนและพัฒนาเมือง กรุงเทพมหานคร



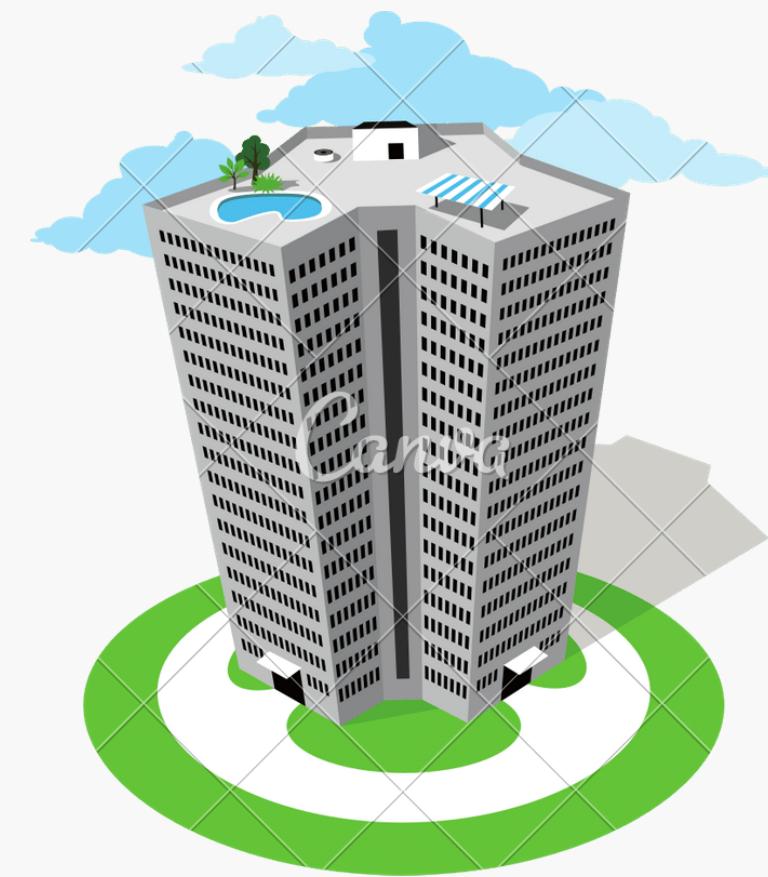
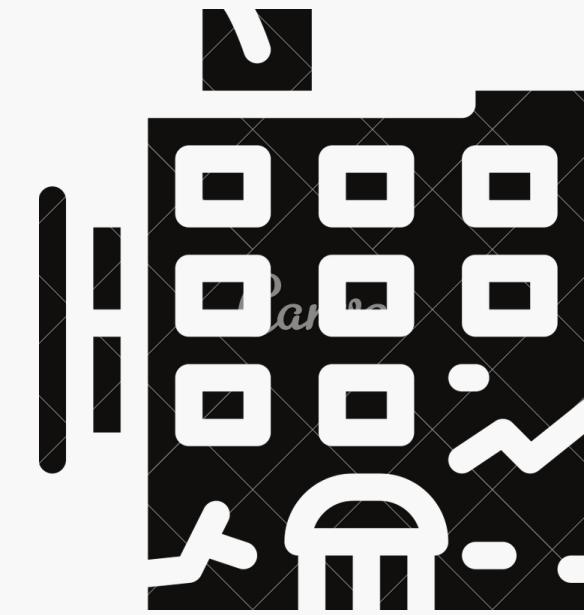
KEY TAKEAWAYS

- Customer segments
- Values proposition
- Channels
- Customer relationships
- Revenue streams
- Key resources
- Key activities
- Key partners
- Cost structure



CUSTOMER SEGMENTS

- High-rise building owners
- Construction and Engineering firms
- Government agencies responsible for building safety

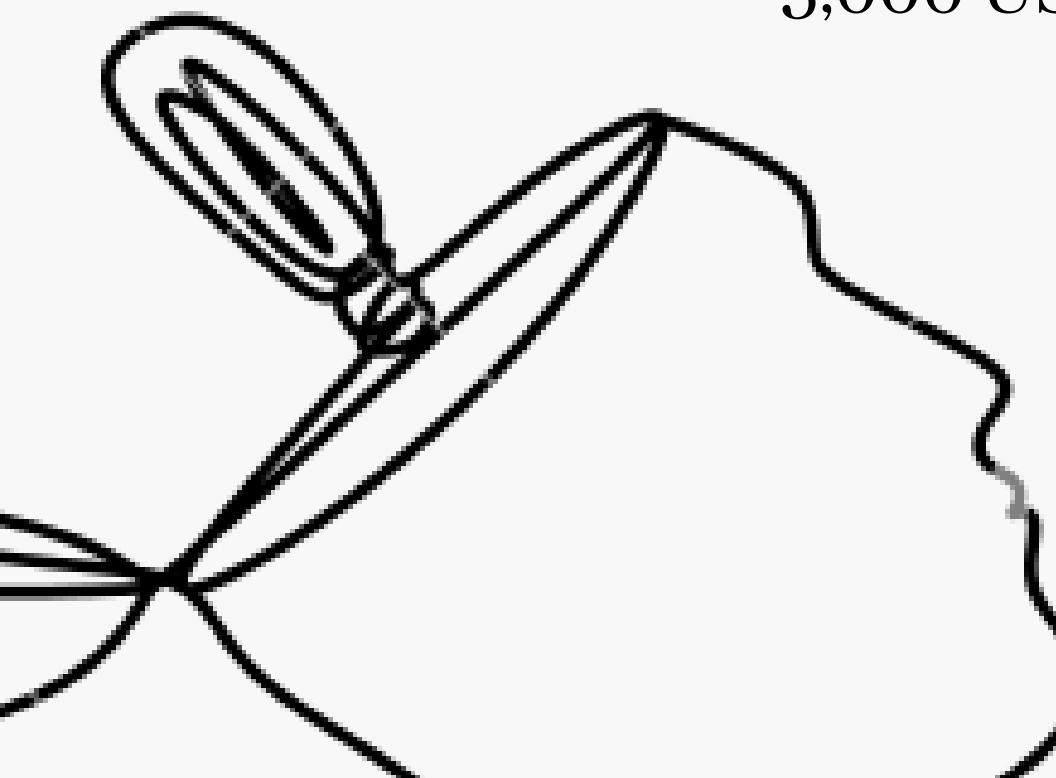


VALUE PROPOSITION



Low-cost

~ 5,000 USD

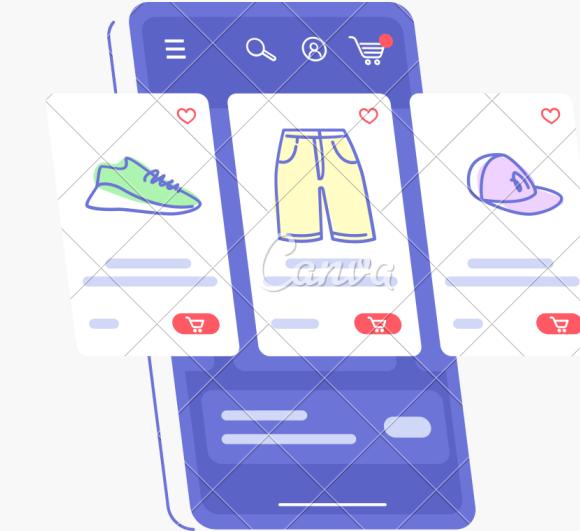


~ 10,000 USD
Commercial



- Low-cost, effective accelerometer
- Compliance with building safety laws and regulations
- Detection of vibrations caused by high-load trucks or other sources, potentially leading to structural damage

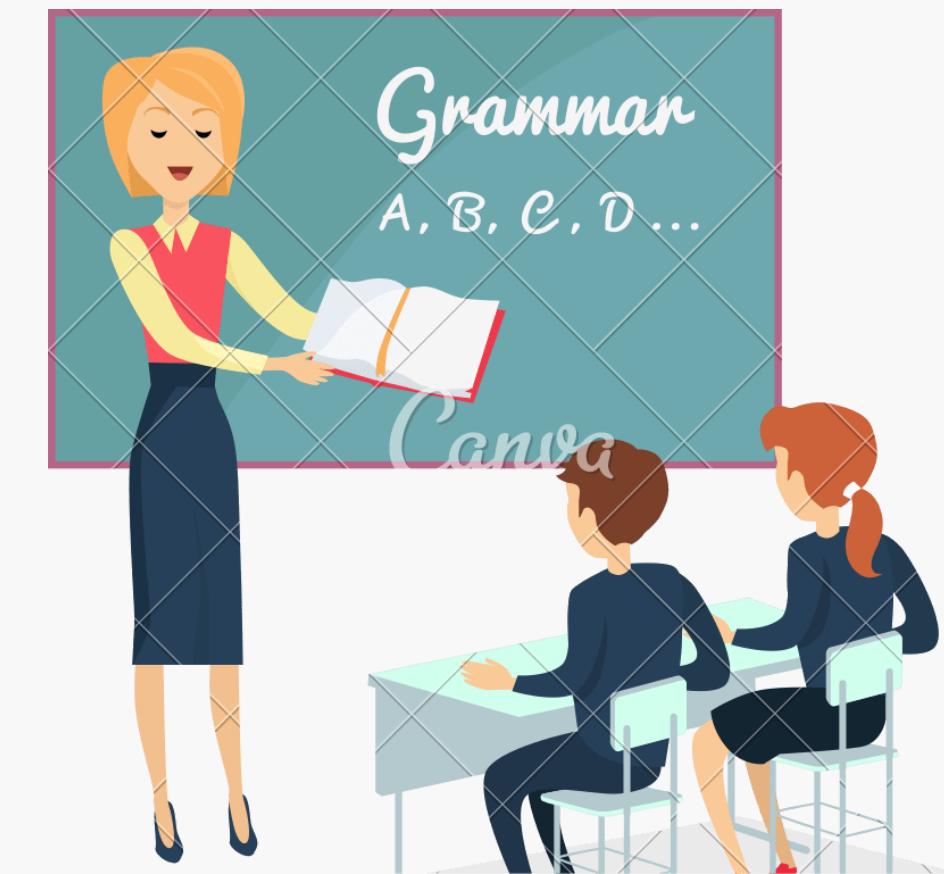
CHANNELS



- Marketing through industry-specific events and conferences
 - Online sales through e-commerce platforms
 - Direct sales to building owners and managers
- Partnerships with construction and engineering firms

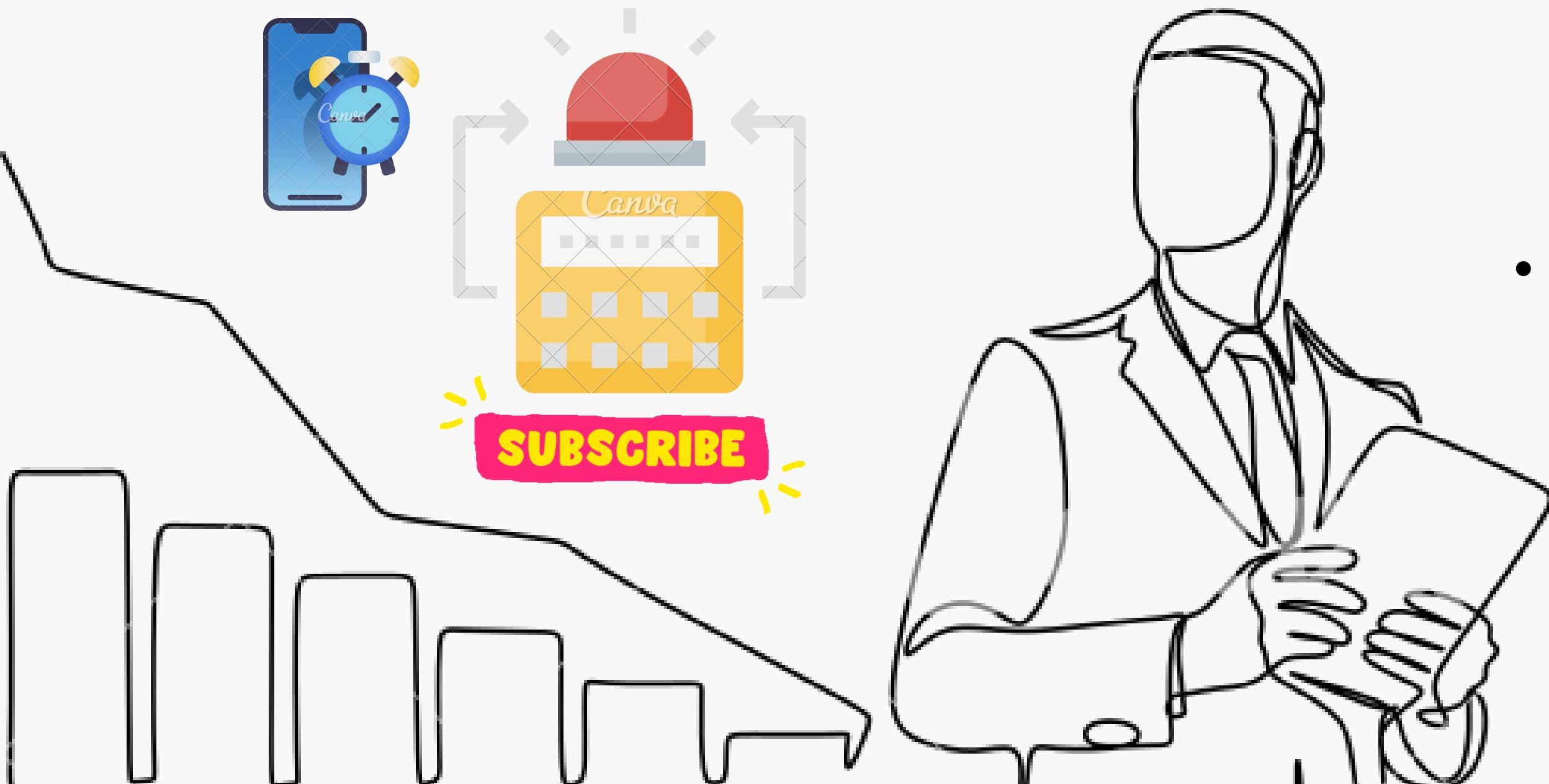
CUSTOMER RELATIONSHIP

- Ongoing technical support
- Training and education on using the device, analyzing data, and interpreting warnings

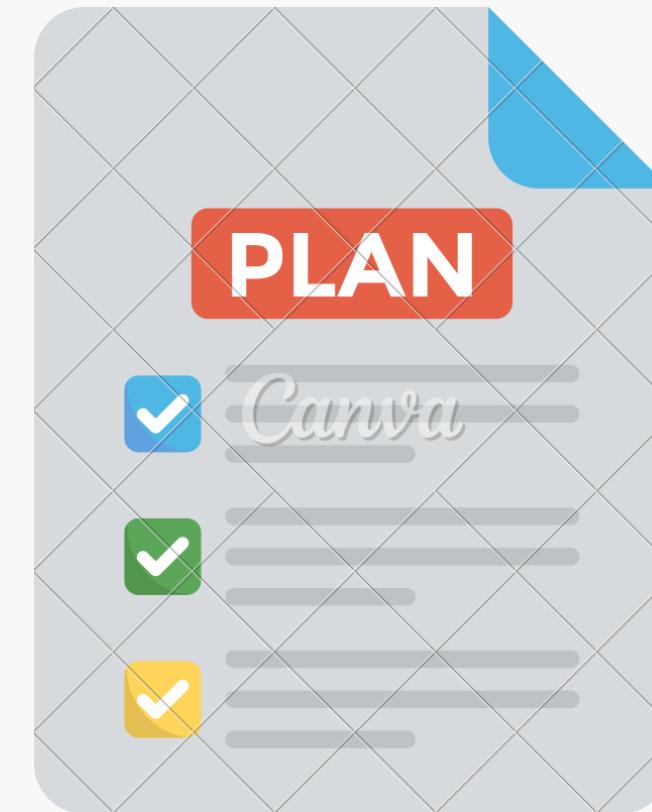


REVENUE STREAM

- Subscription fees for data visualization, storage, and early warning services

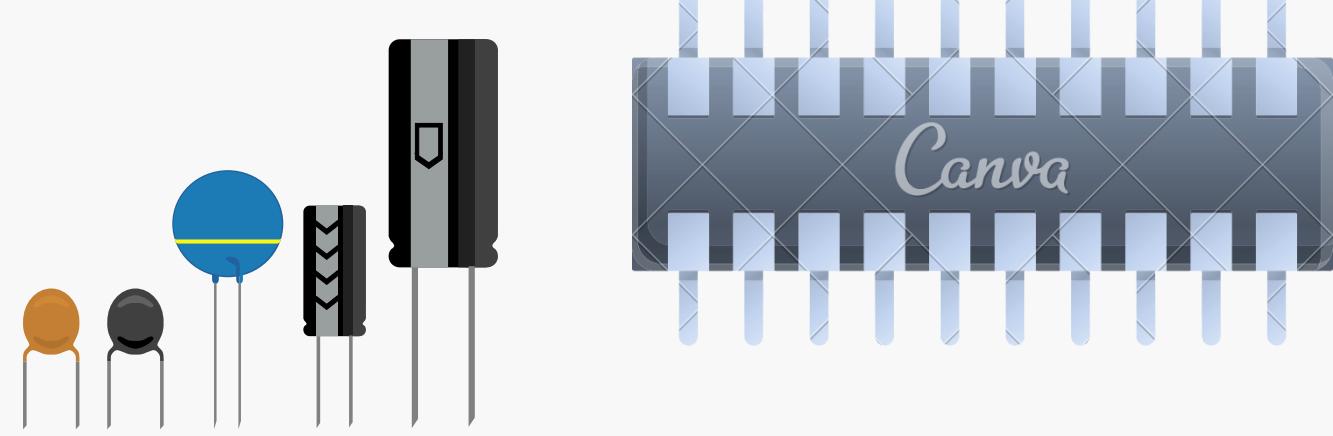
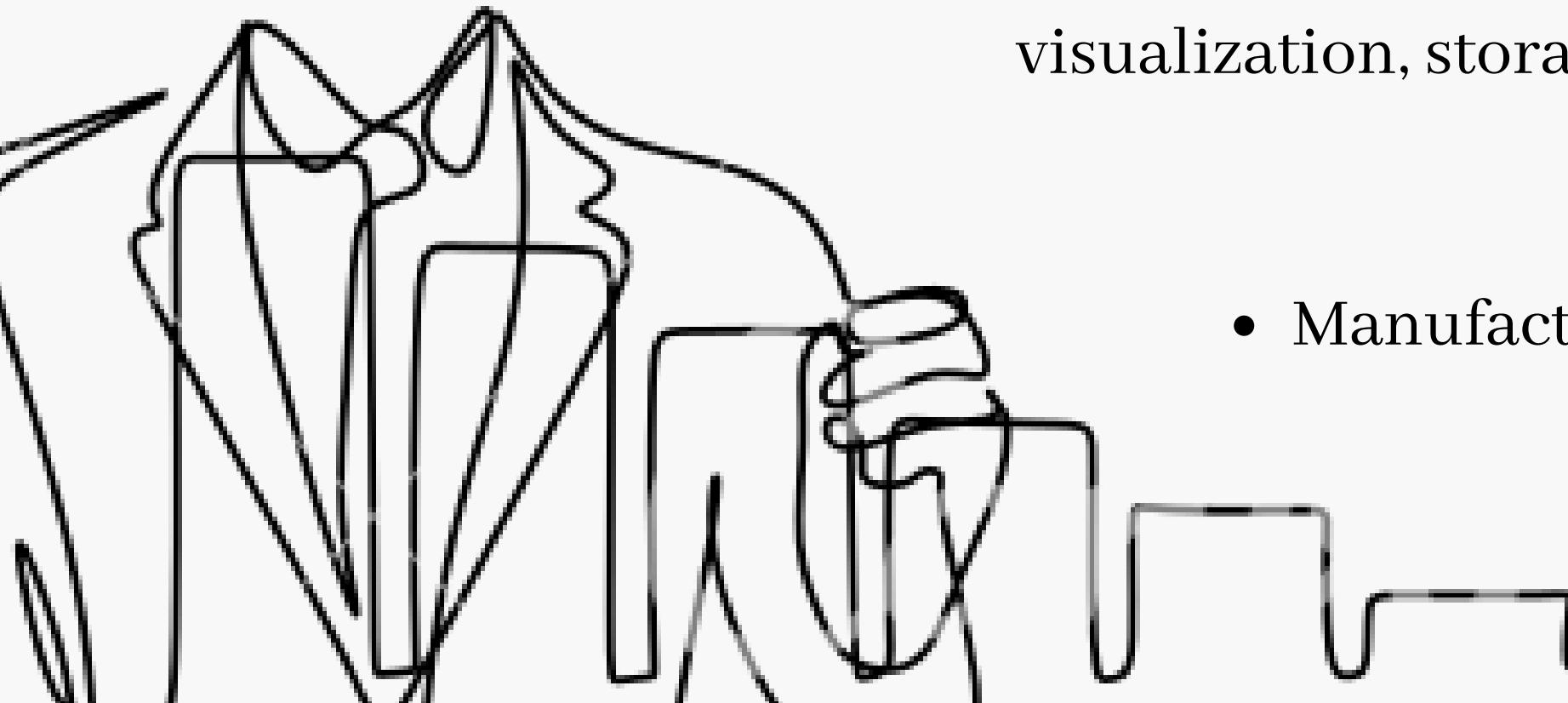
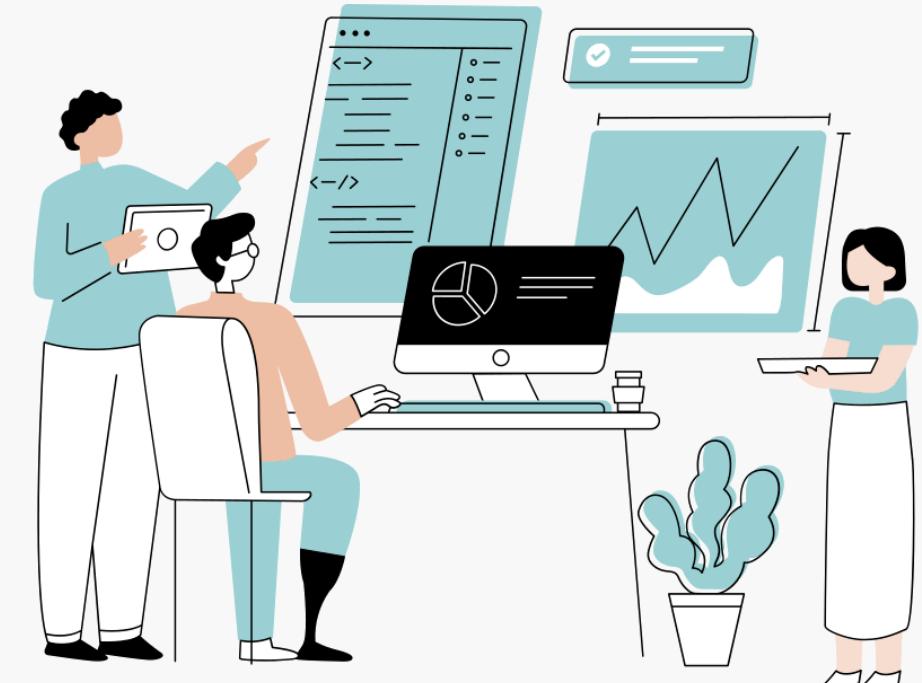


- Sale of the low-cost accelerometers



KEY RESOURCES

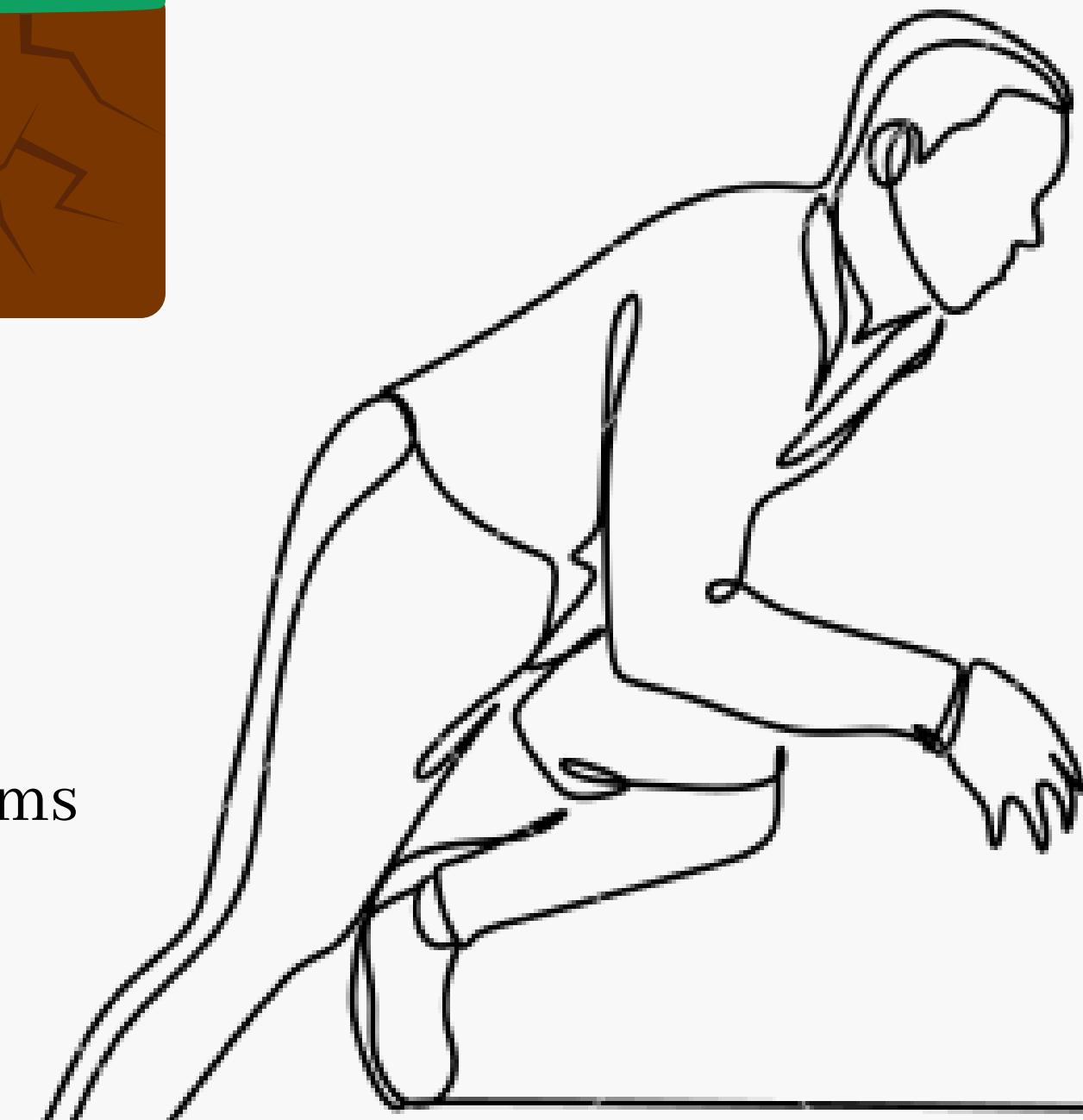
- Technical expertise in accelerometer design, early warning systems, and vibration monitoring
- Software development capabilities for data visualization, storage, and warning systems
- Manufacturing facilities or partnerships for low-cost production



KEY ACTIVITIES



- Design, develop, and manufacture low-cost accelerometers with early warning and vibration monitoring capabilities
- Develop software for data visualization, storage, and warning systems



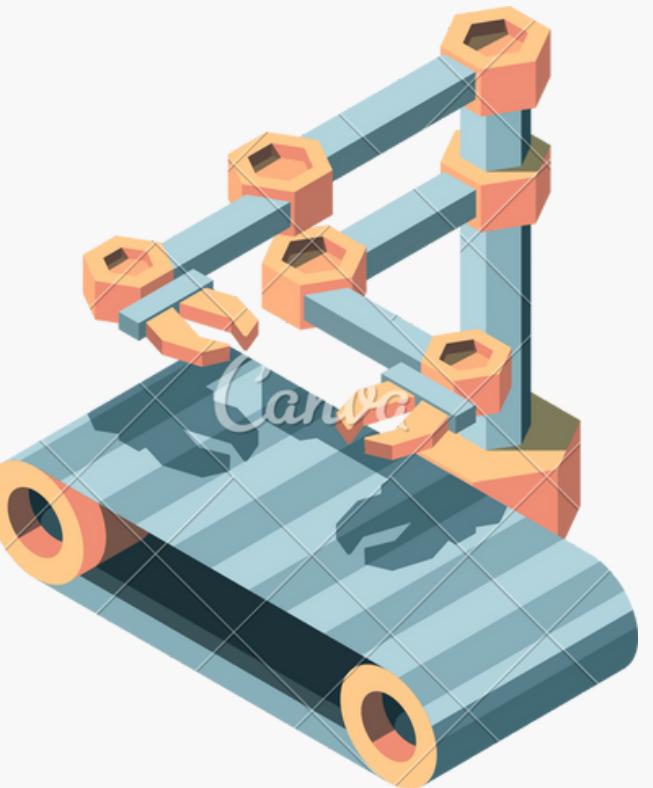
KEY PARTNER

- Software development partners for data visualization, storage, and warning systems
- Manufacturing partners for low-cost production
- Construction and engineering firms



COST STRUCTURE

- Manufacturing costs (materials, labor, equipment)
- Research and development costs
- Marketing and sales expenses
- General and administrative expenses
(office space, salaries, utilities)



THANKYOU