

BUSSINESS MODEL CANVAS

LOW-COST ACCELEROMETER SYSTEM

KUNTAPON KONGTAGO

6537708 SCIP

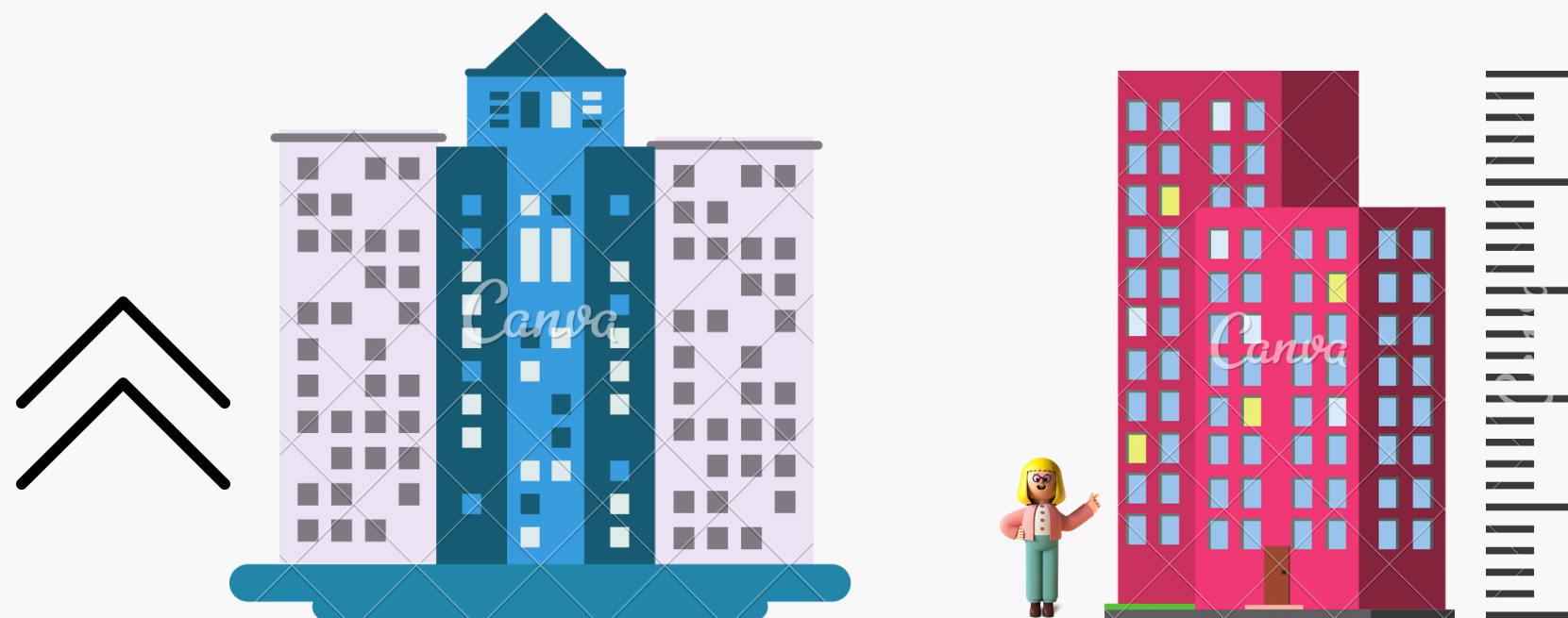




.Building damages

DEFINE PROBLEM

> 170 building (2562)

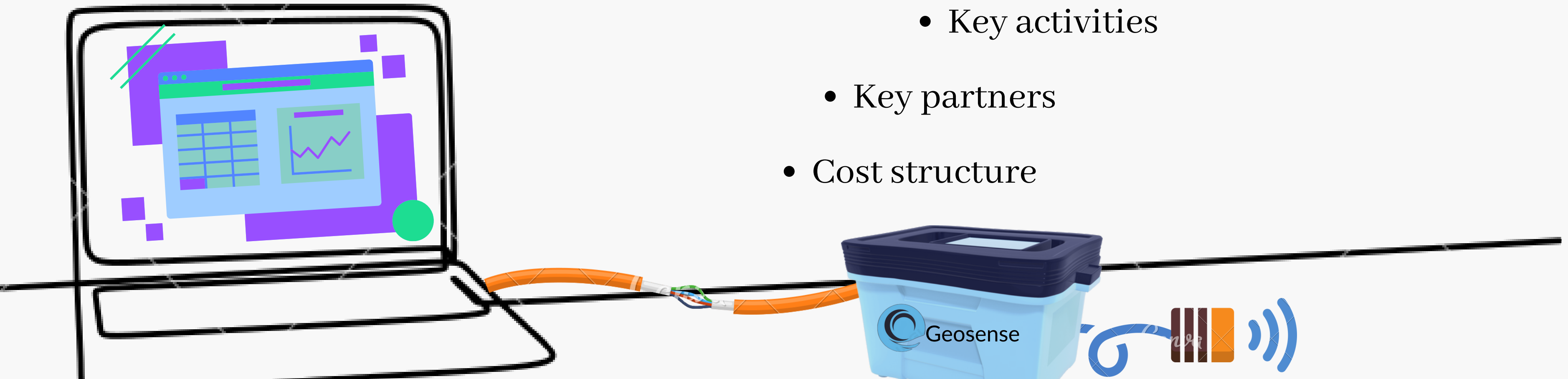


สำนักการวางผังและพัฒนาเมือง กรุงเทพมหานคร



KEY TAKEAWAYS

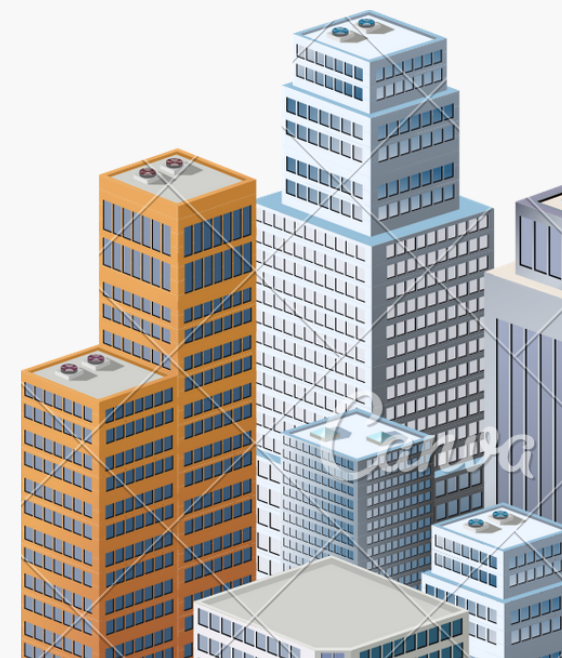
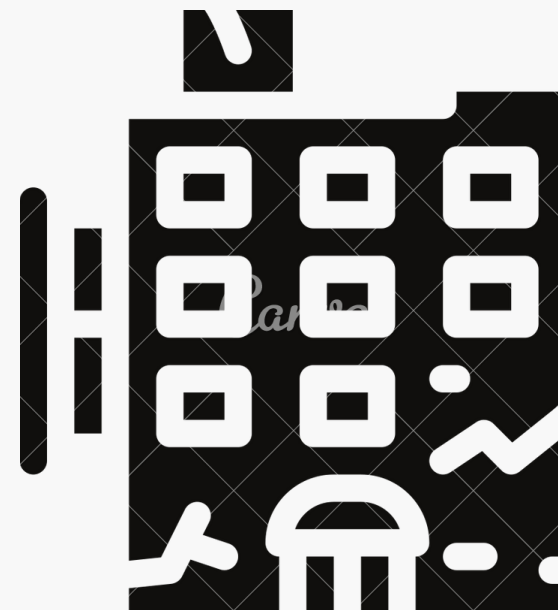
- Customer segments
 - Values proposition
 - Channels
 - Customer relationships
 - Revenue streams
- Key resourcecs
- Key activities
- Key partners
- Cost structure



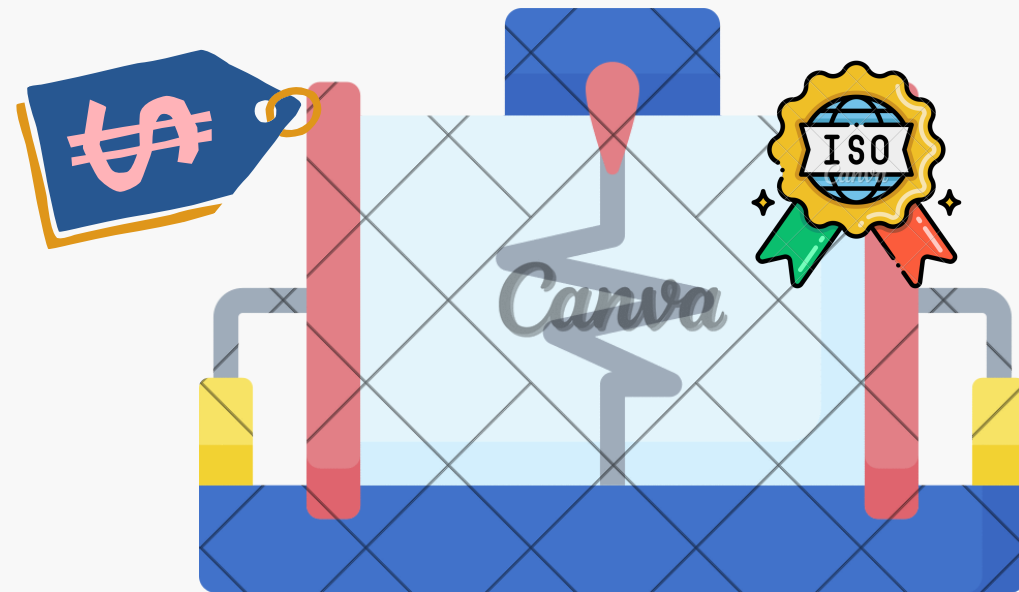
CUSTOMER SEGMENTS



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



VALUE PROPOSITION

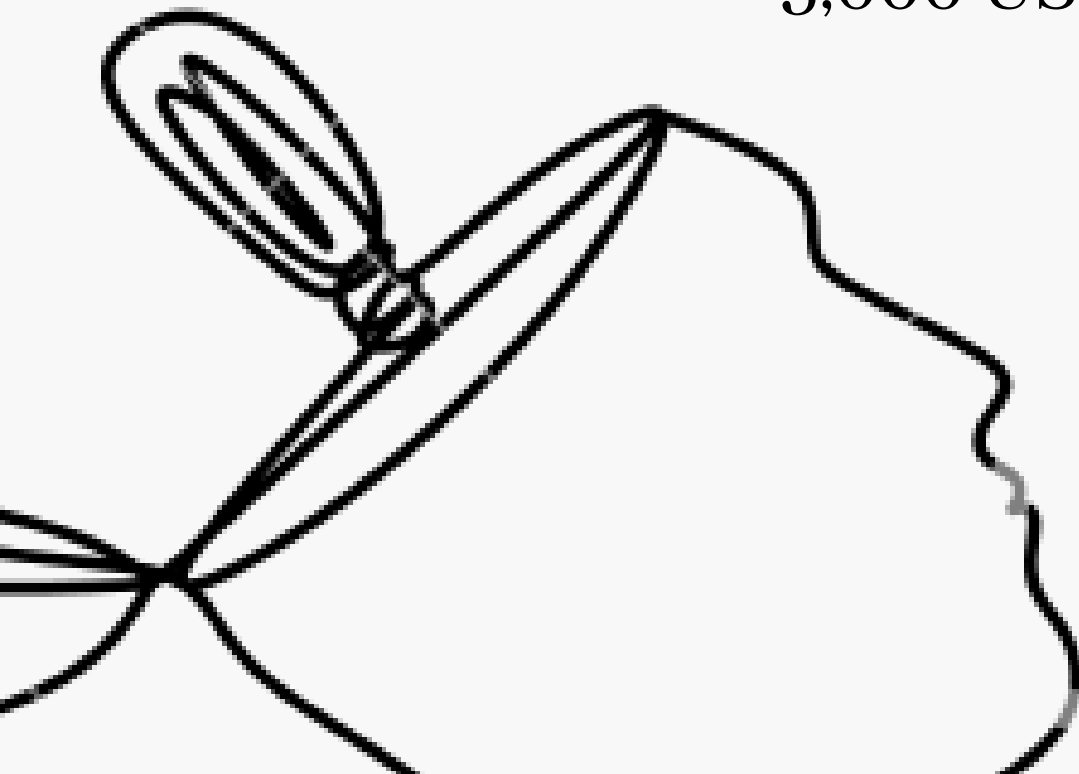


Low-cost
~ 5,000 USD



~ 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

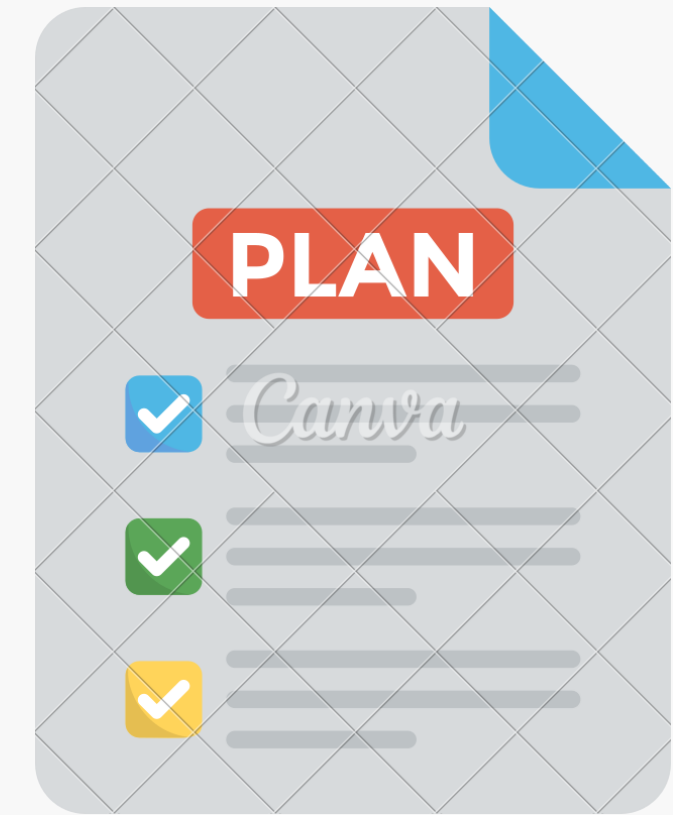
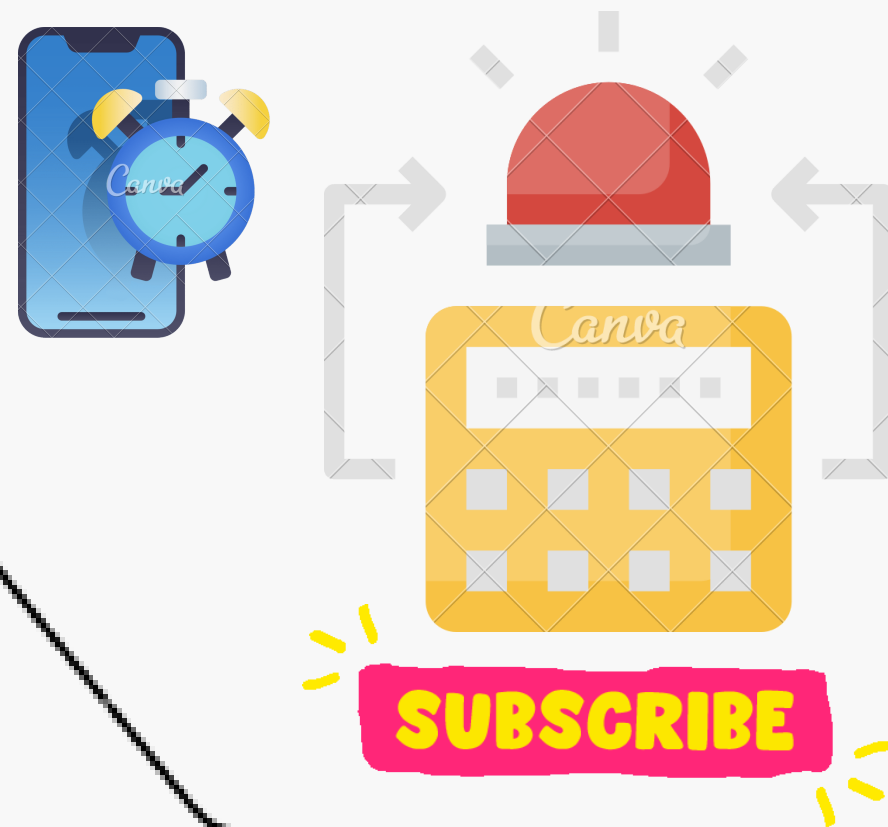
CUSTOMER RELATIONSHIP

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

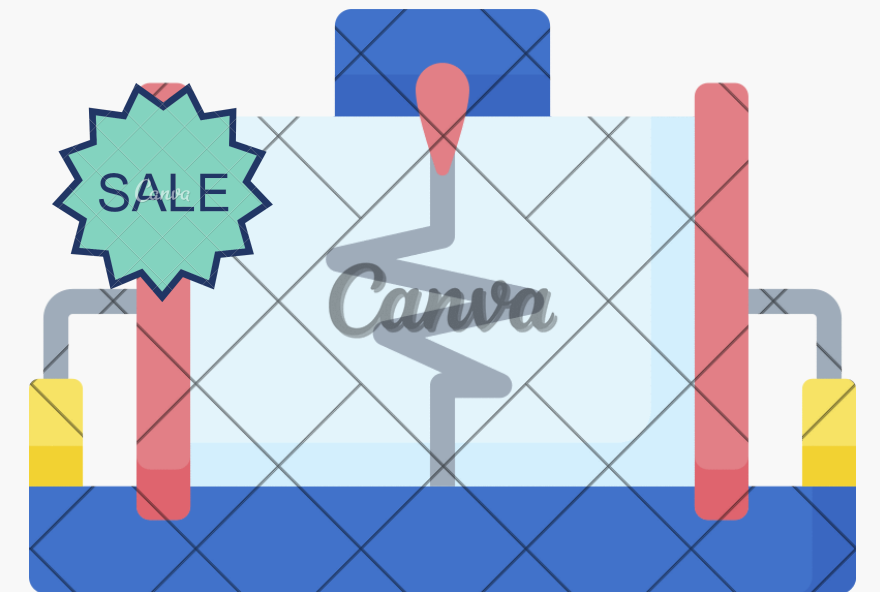


REVENUE STREAM

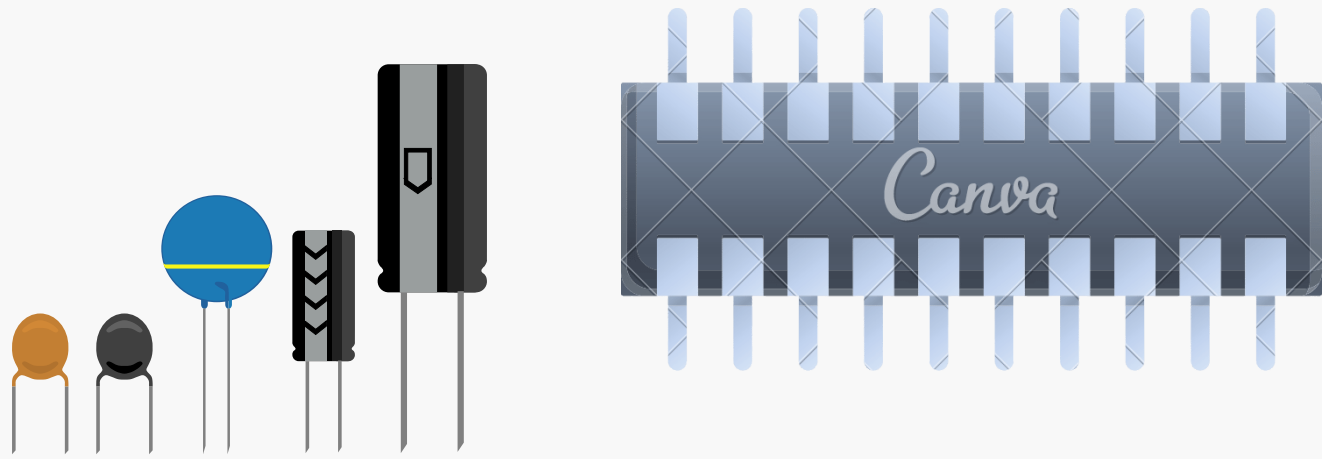
- Subscription fees for data visualization, storage, and early warning services



- Sale of the low-cost accelerometers



KEY RESOURCES

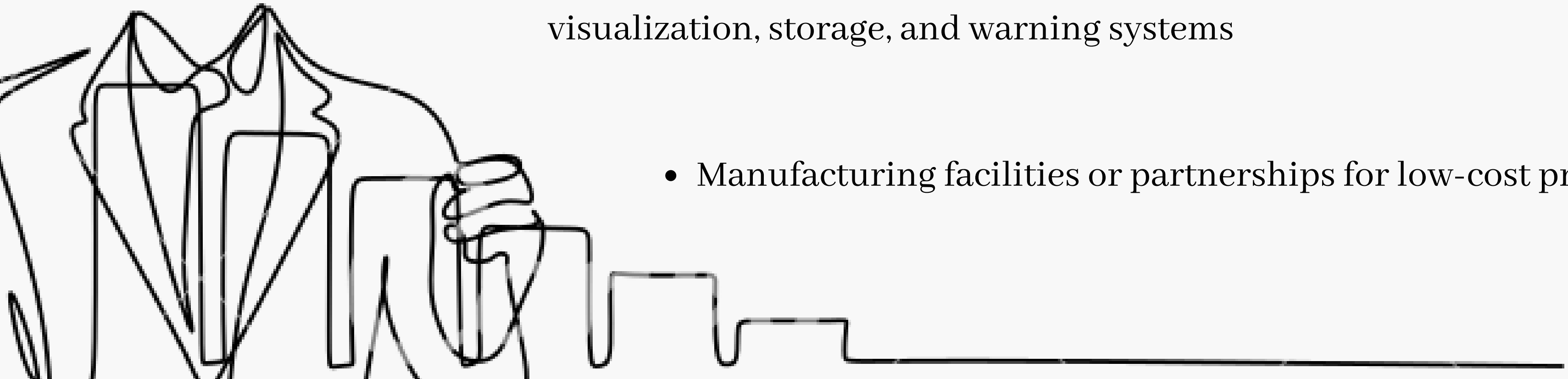


- Technical expertise in accelerometer design, early warning systems, and vibration monitoring

- Software development capabilities for data visualization, storage, and warning systems



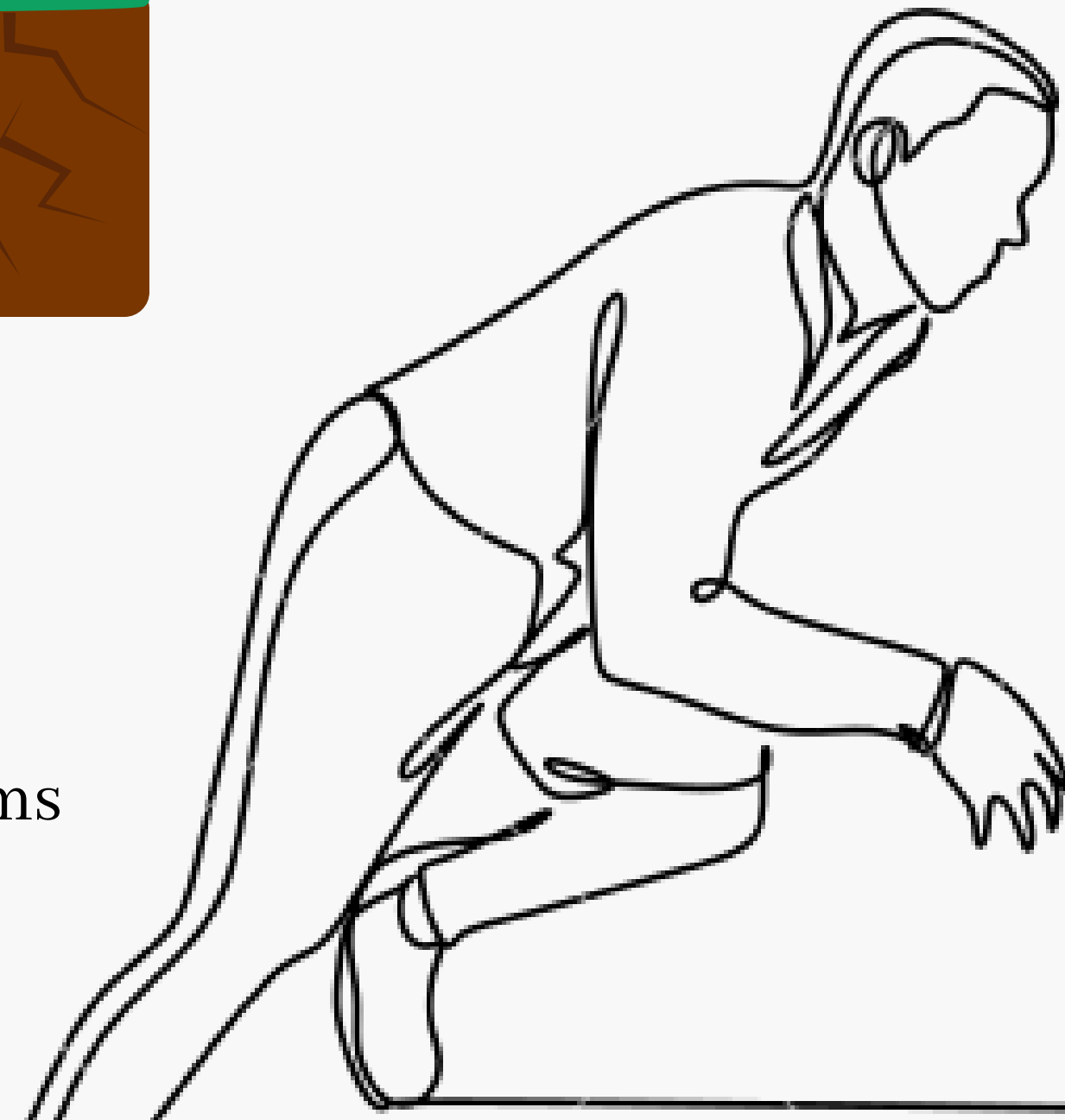
- Manufacturing facilities or partnerships for low-cost production



KEY ACTIVITIES

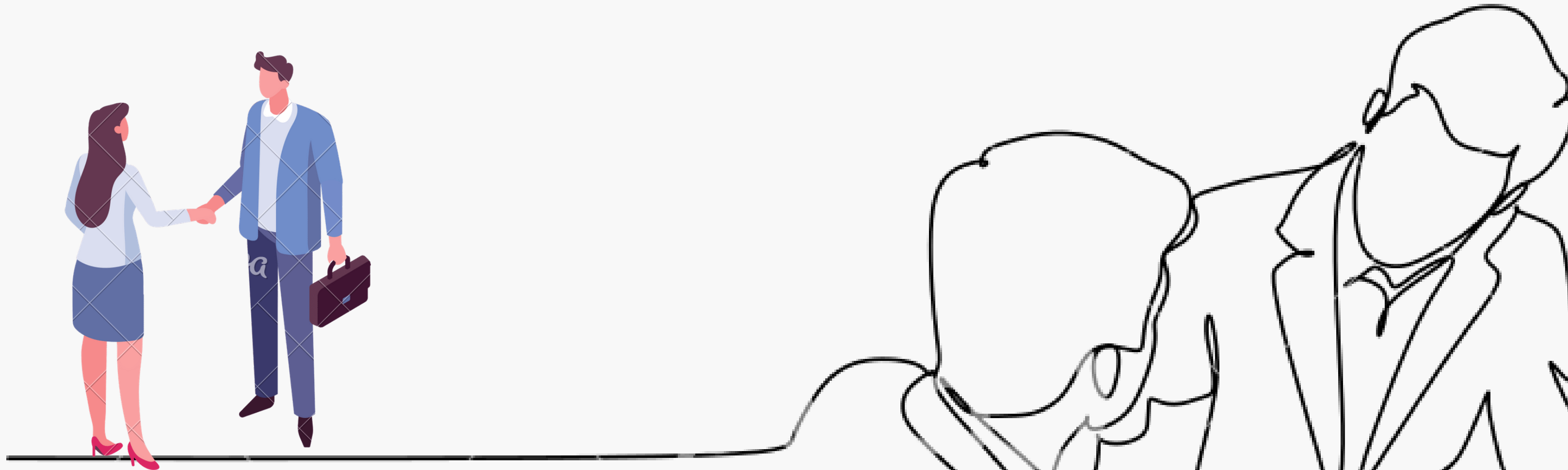
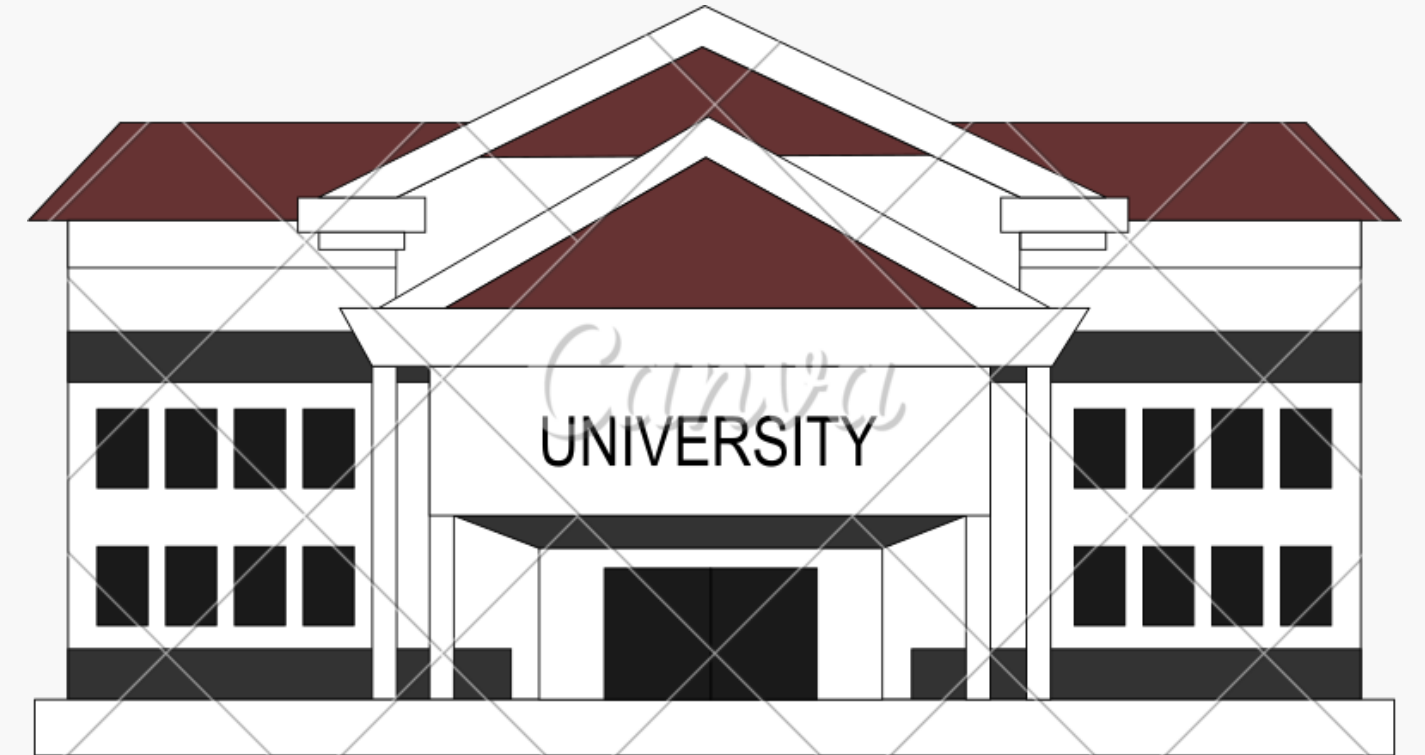


- Design, develop, and manufacture low-cost accelerometers with early warning and vibration monitoring capabilities
- Develop software for data visualization, storage, and warning systems



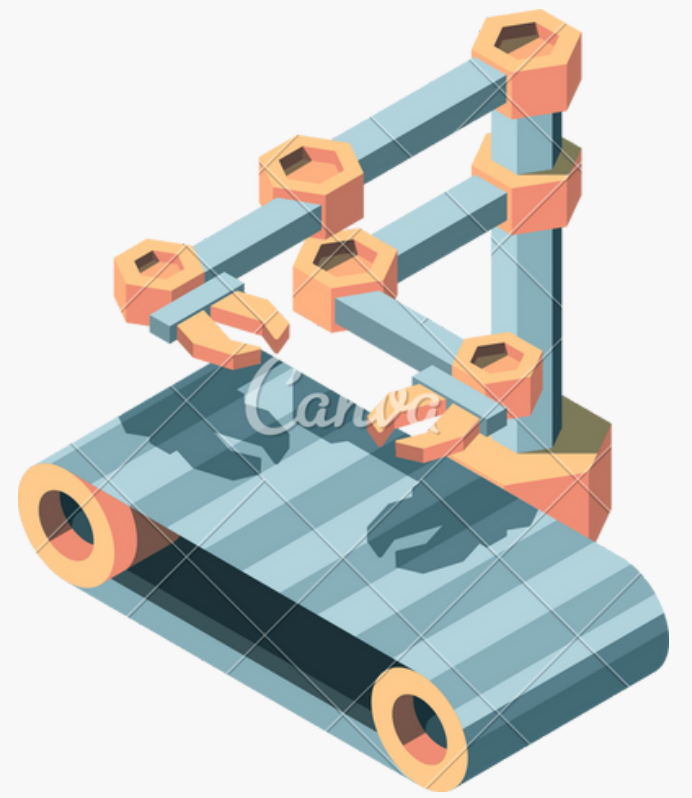
KEY PARTNER

- 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