

The Business Model Canvas

Key partners
What are your key partners to get competitive advantage?

AlmaU

Signaling partners

Haileybury school

Ministry of health

Almaty Hospital

Key activities
What are the key steps to move ahead to your customers?

Prove that air pollution affects cognitive abilities

Affordable air monitors and air filters

Key resources
What resources do you need to make your idea work?

Part of monitors and filters

Accurate data analysis in the quasi-experiment

Key propositions
How will you make your customers' life happier?

Reducing the impact of air pollution on health

Preventive methods

Affordable air monitors and air filters

Customer relationships
How often will you interact with your customers?

Maintaining

Through social media and telephone

Battery change (once a year)

Channels
How are you going to reach your customers?

Assembly shop

at AlmaU

taskshifting: AlmaU students will build and sell

Marketing

Word to mouth

Online

Customer segments
Who are your customers? Describe your target audience in a couple of words.

Low income households

Educational institution

All almaty citizens

Cost Structure
How much are you planning to spend on the product development and marketing for a certain period?

parts of air monitors and air filters

Revenue Streams
How much are you planning to earn in a certain period? Compare your costs and revenues.

First 100

Non-profit

Air monitor

Build \$50 Sell \$60

Air monitor

Build \$30 Sell \$40

Same as Aravind

and using the revenue to build more and sell to low-income people on lower cost

Give it free (Advertising)

Focusing mainly on covering the expenses