








Business Model Canvas. What's Your Business: Personal Saftey App

<p>Key Partners </p> <p>Heroku Twilio Apple (Apple store) Google (Firebase) Content Creator (for ads)</p>	<p>Key Activities </p> <p>Check In with users regarding their personal safety</p> <p>Notify emergency contacts of the user if a check in is not handled</p>	<p>Value Proposition </p> <p>Our app allows for anyone who lives alone to confirm their safety to their emergency contacts</p>	<p>Customer Relationships </p> <p>Automated Service</p>	<p>Customer Segments </p> <p>People who live alone or like to do activities alone</p>
<p>Cost Structure </p> <p>Cost Structure: - Direct Costs : Database, Hosting, Messages Sent - Indirect Costs: Salary, Marketing</p>	<p>Revenue Streams </p> <p>Revenue Streams: We are charging each user \$12 a year. After going over all the costs that are associated with our application, we came to the conclusion that \$1 a month would be competitive pricing which will allow for significant profits in the coming years</p>			