










BUSINESS MODEL CANVAS

<p> KEY PARTNERS</p> <ul style="list-style-type: none"> • Appliance Manufacturers • Electricity Boards/ Govt bodies/ NGOs • Delivery Services • Hardware & Software Developers 	<p> KEY RESOURCES</p> <ul style="list-style-type: none"> • Technological Infrastructure- Development and maintenance of the mobile app and smart devices. • Human Resources-Skilled personnel for customer support, community management, and technical development. • Partnerships-Strong collaborations with appliance manufacturers, electricity boards, and delivery services. • Energy experts- Experts to rate appliances and give certification and create database for devices. 	<p> VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> • Energy Savings: Significant reduction in energy consumption and costs, avenue to measure current and prospective savings. • Sustainability: Supports ESG goals and improves sustainability profiles. 	<p> CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> • Individuals from middle class urban households • Appliance manufactures (includes all non charging, plug in appliances and smart devices)
<p> KEY ACTIVITIES</p> <ul style="list-style-type: none"> • Product development • Awareness campaigns • Marketing and sales • Customer support • Community building • Certification and consulting 		<p> CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> • Customer Support: 24/7 support through multiple channels. • Community Engagements • Incentives and rewards 	<p> CHANNELS</p> <ul style="list-style-type: none"> • Online Platform: E-commerce and information website. • Trade Shows and Conferences: Industry-specific events for lead generation. • Partner Channels: Collaborations with utility companies and appliance manufacturers. • Webinars and Educational Content: Online educational initiatives. • Urja Arpan programme (by TATA): collaborating with initiatives by electricity boards • Social media • Physical stores
<p> COST STRUCTURE</p> <ul style="list-style-type: none"> • Product Development Costs • Marketing and Sales Expenses • Operational Costs • Partnership Costs 	<p> REVENUE STREAMS</p> <ul style="list-style-type: none"> • Direct Sales: One-time purchase of plugs. • Consultation Fees: Personalized energy audits and consultation services. • Partnership Revenues: Strategic partnerships with appliance manufacturers and utility companies. • Incentive Programs: Funding from incentive programs aimed at promoting energy efficiency. 		