

# The Business Model Canvas

Designed for: Silicon Squadron

Date: September  
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Version:

| Key Partners                                                                                                                                                                                                                                                                                                                                               | Key Activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Value Propositions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Customer Relationships                                                             | Customer Segments                                                                                                                                                                                                                                                                                                                                                        |
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| <p>European Green Deal</p> <p>FAO - Food Agriculture Organization</p> <p>Big Fishing Fleet Companies MSE Certified</p> <p>Investors/ venture capitalists</p> <p>SDG institutions</p> <p>NGOs</p> <p>Private sector and industry</p> <p>Community Bodies</p> <p><b>Other partners:</b></p> <p>Journalists</p> <p>Activists</p> <p>Artists / Influencers</p> | <p><u>Short term</u></p> <p>Reaching to licensed Fishermen to register and utilize our app</p> <p><u>Long Term</u></p> <p>Through education we encourage fishermen to collect floating garbages and lost nets return to port for recycling</p> <p>Send weather alerts to fishermen to safeguard their ship and nets</p> <p>Free webinars/ Master classes through mobile app to educate fishermen for sustainable development and free certificates for participation</p> <p>When it becomes mandatory we can <u>create a QR scan of Fishing Net details</u> that can be used at the Ocean Port for easy verification and tracking to push people to fill it and restrict fishing if no QR scan</p> | <p>Fishermen ease of providing details about net conditions</p> <p>Capture details like - expiring nets, reason for lost nets, maintenance of nets, fishing location origin of nets , size of net and type of material used</p> <p>This data can help predict the analysis of expiring nets and provide push alerts to fishermen 90 days prior to expiration and educate fishermen to safely dispose of nets. Also send weather alerts</p> <p>Can be integrated with <u>voice and speech analytics in local languages</u> for fishermen better understanding and increased utilization</p> <p>Free, quick, and paperless way of reporting lost nets accountability</p> <p>Education for sustainable future of ocean through mobile video clips to fishermen to raise awareness</p> <p>Global data and tracking of net details under one roof</p> <p>Upskilling through awareness to become change agents</p> <p>Rewards like discounts on next net purchase/insurance to active mobile users</p> | <p>Mobile App platform</p> <p>Guide joining steps</p> <p>Public: company image</p> | <p>European Union - Green Deal</p> <p>Independent Fishermen</p> <p>Big and Small Fishing Fleets</p> <p>United Nations SDG</p> <p>Community activists/organizers</p> <p>Citizen journalists/Scientists</p> <p>Students</p> <p><b>Supporters:</b></p> <p>NGOs</p> <p>Other Government agencies</p> <p>CSR - Corporate Social Responsibility</p> <p>Insurance Companies</p> |

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|                                                                                                                                                                                                      | <b>Key Resources</b><br><br>Network effects, Platform Architecture, Algorithms, Data, Analytic capabilities, Brand, App<br><br>Contacts globally:<br><br>Schools and Universities<br><br>Private sector and industry<br><br>NGOs |                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Channels:</b><br><br>Website, Mobile App, Social Media Platforms<br><br>European Union Green Deal,<br><br>Educational institutions, NGOs, Word of mouth, Promotional Referral program |  |
| <b>Cost Structure</b><br><br>Development and Expansion, Payroll, Contractors, Infrastructure, Legal, Customer Support , Tech Platform costs, Marketing and Ads, Traffic acquisition costs, R&D costs |                                                                                                                                                                                                                                  | <b>Revenue Streams</b><br><br>Insurance Companies (Fishermen using our mobile app can avail personal insurance/net insurance.<br>By networking with Insurance companies we can earn by referrals.<br><br>Freemium business model , so app is free but in future when we as we add more value added activities we can charge nominal fees<br><br>Secondary revenue channel (Advertisements on this platform) and Donors |                                                                                                                                                                                          |  |