










BUSINESS MODEL CANVAS

<div> KEY PARTNERS</div> <ul style="list-style-type: none">• Appliance Manufacturers• Electricity Boards/ Govt bodies/ NGOs• Delivery Services• Hardware & Software Developers	<div> KEY RESOURCES</div> <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.	<div> VALUE PROPOSITIONS</div> <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.	<div> CUSTOMER SEGMENTS</div> <ul style="list-style-type: none">• Individuals from middle class urban households• Appliance manufactures (includes all non charging, plug in appliances and smart devices)
<div> KEY ACTIVITIES</div> <ul style="list-style-type: none">• Product development• Awareness campaigns• Marketing and sales• Customer support• Community building• Certification and consulting		<div> CUSTOMER RELATIONSHIPS</div> <ul style="list-style-type: none">• Customer Support: 24/7 support through multiple channels.• Community Engagements• Incentives and rewards	<div> CHANNELS</div> <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
<div> COST STRUCTURE</div> <ul style="list-style-type: none">• Product Development Costs• Marketing and Sales Expenses• Operational Costs• Partnership Costs		<div> REVENUE STREAMS</div> <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.	