



Business Model Canvas

Partnerships

- City gov.t
- Plumbers
- Transportation
- Electric and other utility companies (for data)
- Other Sustainability driven services/ products (to offer discounts on meeting goals)
- Neighbors (community members)
- Partners in developing countries
- Collaborate with water conserving NGOs and get their help promoting

Backstage

- Collect data about the home owner collaborating with other utility companies
- Coordinate with different partners to arrange installation/ set up
- Collaborate with partners in developing countries to supply filtered water

Core Service

Help home owners interested in being green, install a system that helps them collect and reuse rain water.

- Spread awareness about benefits of rain water harvesting
- Consult and suggest a suitable method for the consumers
- Install a system for rain water harvesting
- Provide information on how to maintain, use and re-use water

Frontstage

- Building awareness and communication of benefits
- Consult with home owner for choosing suitable tier of the service for them
- Installation of system
- Provide constant information about their status and goals
- Provide information about contribution to developing countries and impact

People

1. End users= Home owners + Neighbors
2. People in developing countries
3. Plumbers/ City gov.t

Key Resources

- Resources from partners (providing them with appropriate incentive)
- Rain water harvesting system/ device
- Transportation
- Digital assets for constant support (Website for status, App for emergencies and checking in)
- Employees for coordinating logistics, arranging, assisting
- Pricing tiers, finance people - funders/ partners

Use the resources to help provide clean water to people in need in developing countries

Touchpoints

- Time for billing of other utilities
- Google ad (Digital advertisements)
- Presence in Home depot type of store and places you get plumbing supplies
- Networking
- Our initial users as liaisons
- Community events/ gathering to spread awareness on subject
- Collaborate with water conserving NGOs and get their help promoting

Metrics

- No. of home owners
- Amount of rain water home owners have collected
- Difference from their bill
- Amount of users signing up over time and communities signing or grouping up
- Efficiency of installation and service providing
- Amount of water provided in developing countries

Cost Structure

- Rain water harvesting system
- Installation
- Arranging with partners, coordinating/ troubleshooting
- Transportation
- Legal
- Sales/ marketing
- Financing

Revenue Streams

- Initial system installation profit margin
- Subscription to service
- NGO funders
- Data gathering