

<p>Key Partners</p> <p>Government as an ally to fight against pollution etc..</p> <p>Enterprises : long term partnership / RSE/ IS /</p> <p>long term : R&D → database of comparaison between different products/ brand image</p> <p>ONG : associations contre la pollution</p>	<p>Key activites (specialized activity)</p> <p>Management, maintenance and update of applications (engineers skills)</p> <p>Communication marketing : spread the application</p> <p>(long run : partnership with brands to input directly guarantees on the app)</p>	<p>Value propositions (added value)</p> <p>better management of guarantees</p> <p>augmentation of life expectancy of devices</p> <p>Cloud advantages</p>	<p>Customer relationship</p> <p>CRM : comments, feedbacks on each products → creation of a community. REX on each products</p> <p>help to contact Customer service of the brand/help to contact much more easily</p>	<p>Customer segments (specialized activity → big competitive advantage)</p> <p>youth 15 - 40 ans</p> <p>Urban / cosmopolite/nerds</p>
	<p>Key ressources</p> <p>Co-working place</p> <p>Engineers, developers, designers.</p> <p>Computers, telephones</p>		<p>Channels</p> <p>Application troughout Appstore Android</p> <p>Advertising on social medias subway</p>	
<p>Cost structure :</p> <p>investments : creation of the application marketing communication</p> <p>cost structure : maintenance, database (cloud)</p>		<p>Revenue streams</p> <p>short term : loans, own investments. mid run : business angel? Long run : enteprise participations (but have to stay independent)</p>		
<p>Social and environment cost</p> <ul style="list-style-type: none"> • application itself which consumes energy (database, cloud) 		<p>Social and environment benefits</p> <ul style="list-style-type: none"> • no more waste of rare materials/battery/products • less paper waste (digitalization of guarantees) 		