

# The Business Model Canvas

Team or Company Name: H 2 Oh!	Date: 11/08/2017
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<p><i>Key Partners</i></p> <ul style="list-style-type: none"> <li>● Radiant Life</li> <li>● Water treatment plants</li> <li>● ADECA</li> <li>● The Water Project</li> </ul>	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> <li>● Deliver and install water purification systems</li> <li>● Refill water supply</li> <li>● Run maintenance on system</li> </ul>	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> <li>● Clean, reusable and pure water</li> <li>● Reusable water that helps ensure an environmentally secure future</li> <li>● Allows customers to become more independent</li> </ul>	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> <li>● Sell to the customer</li> <li>● Sell to cities</li> <li>● Keep customers by doing maintenance and refills</li> <li>● Expand to Rural towns through state government</li> </ul>	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> <li>● Rural households that have limited to no access to clean water</li> </ul>
	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> <li>● Delivery Vehicles</li> <li>● Labor</li> <li>● Equipment</li> <li>● Long term relationships</li> </ul>		<p><i>Channels</i></p> <ul style="list-style-type: none"> <li>● ADECA to find places in need</li> <li>● Water Trucks to transport refills</li> <li>● Maintenance Trucks</li> </ul>	
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> <li>● Manufacturing of tanks and filtration system</li> <li>● Installment cost</li> <li>● Cost of Labor</li> <li>● Equipment</li> </ul>			<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> <li>● Water refilling</li> <li>● Maintenance</li> <li>● Filter Changes</li> </ul>	

Source: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)