

Key Partners  For this to work, we will need a low cost but large-scale production agreement with Texas Instruments in order to have the supplies.	Key Activities  Set up a call center trained for high quality service. Train a technically knowledgeable team of engineers for on-site network integration.	Value Proposition  1) Concrete companies are always looking for unprecedented and innovative ways to offer their services and beat out the competition. By offering this system, they are keeping their products fresh and their competitive advantage sharp. 2) For someone working on a home project or a small business owner, price is a big issue. The best part of this product is that it completely eliminates the risks associated with concrete curing at a price that is relatively cheap (concrete is already 75 dollars a square yard).	Customer Relationships  1) With our customers working on independent projects, we choose to have a "Dedicated Personal Assistance." For these customers, they require an intimate relationship that provides thorough and detailed technical support. This will also be done through a call-center. 2) For construction companies, we will provide on-site systems integration and support of this product. Assuming these companies are covering large surface area, they will need a team from our company to successfully integrate this network system and provide an efficient data handling method.	Customer Segments  1) Whether it is a construction company or a concrete services company, this product can provide a useful function. 2) Independent builders or small business owners can find much use for this system as well.
Key Resources  1) Our main resource will be to have a low cost sale agreement with Texas Instruments, who will provide the motherboards and microprocessors. 2) We will also have a team of engineers ready to provide on-site technical support. Likewise we will also have the 24 hour call center for our personalized technical support.	Cost Structure  Our model will be value driven. Our primary goal is to create value with premium value propositions. Costs will be associated with the training of the call center and of the team of engineers.	Revenue Streams  1) For individual customers we will use an "Asset Sale" (sale per unit). 2) With construction companies, we hope to deliver our products through a contract. Since our sensors are disposable, they will need to continuously buy this product for every new construction project they take on. Our contract will make sure they buy from us on a large scale, at an even cheaper price.		