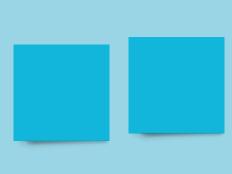# Cost centers

Key partners
Who should be involved as you produce and deliver your solution?

Key suppliers
• Google
• Transportstyrelsen

Key activities
What do you need to do to produce, market, and deliver your solution?

• Gather information on vehiclestypes and their emissions from transportstyrelsen.
• Build an API.
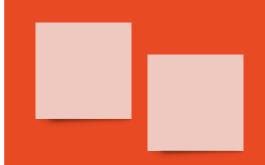• Build a website.
• Market product.

Key resources
What do you need to have in order to produce, market, and deliver your solution?

• Webserver
• Hardware to compile the backend
• Google Directions API
• Data from transportstyrelsen

Value propositions
What problems do you have and how do you solve them?

• UN goal 13.3
• Website with a travelplanner which estimates the carbon equivalent emissions of the trip.
• The different alternative transportation modes are compared with each other when it comes to relative carbon equivalent emissions.
• Personal customization of carbon emission estimation based on own vehicle.
• Comparisons of trips with a set of other climate emitting activities, like for example the emissions from consumer goods and services.

Profit centers

Customer relationships
How do you talk to your market about your solution? How do you acquire customers?

• Ads
• Social media
• Trust in the speed and correctness of the website

Customer segments
Who needs your solution? How many people need your solution right now or will eventually need it?

• Everyone trying to have a positive climate impact.
• Younger people
• Frequent travellers

Channels
How do you deliver your solution to customers and where can they find it?

• Ads
• Social media
• Through product pitches at Chalmers
• Newsletters

Cost structures

• Domain cost
• Server cost
• Ads
• Development time

Revenue streams

• Ads

Strategyzer