Business Model Canvas

Designed for:	Designed by:	Date:	Version:
OnTime	Ayman Madhour	07.06.2022	V1

Key Partners

Rail Companies
→ Focus on Deutsche Bahn (DB) in first instance
Rail Network Operators

Key Activities

Develop recommendation for action to optimize railway networks and balance the load

Key Resources

- Developers/Engineers
- Infrastructure to host inference

Value Propositions

The railway network is overloaded. Majority of the traffic happens on 60% of the railway network. Hence, some areas are under high load and in demand for more capacity.
While more capacity requires huge investments and long-term planning, the proposed solution of OnTime is a reinforcment learning model, trained on a digital twin (copy of the real world) in order to learn optimal behavior for controlling signals and turnouts. This provides an ad-hoc solution to this problem through maximizing the use of the current network.

Customer Relationships

Railway companies – provide blueprint for digital twin

railway network operators – Need to be trained

Channels

Work closely with DB (pitch project directly)

Work with industry (to solve DB Cargo issues)

Customer Segments

Industry – benefiting from cargo arriving on time.

Passengers – trains will be more punctual, hence more attractive for consumers.

Rail companies – higher revenue as a result.

Cost Structure

- Model will be hosted on a compartmentalized infrastructure for security purposes
  - Infrastructure architects
  - Security architects
- Real-time data is fed through API
  - Developers
- Training for operating personnel
- Maintenance

Revenue Streams

- "Punctuality as a Service"
- Pay Per Turnout or Signal controlled by OnTime Inference