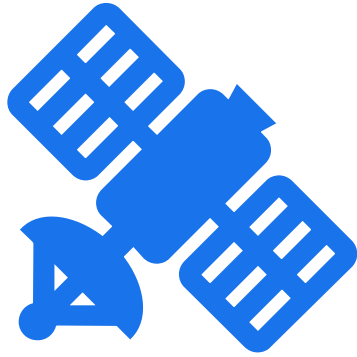
A top-down view of a wooden desk. In the top left corner is a small potted plant with green leaves. To its right is a white computer keyboard. In the bottom right corner is a white coffee cup with dark liquid. Below the keyboard is a black spiral-bound notebook with a pen resting on it. Two black binder clips are on the desk near the keyboard. The text 'Bussines model canvas' is overlaid in white on the right side of the image.

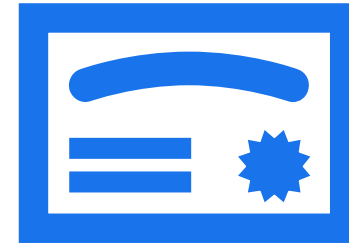
Bussines model canvas

ISACHE BOGDAN, DOLTU ELIZA,
STEGARU RAZVAN, POPA SABIN

Key partners



GPS hardware vendors (e.g.,
Garmin, TomTom)



Environmental Certification
Authorities (e.g., GBCI)

Key activities



Development of the fleet management platform



Integration with IoT and GPS hardware



Data analytics and machine learning modeling



System maintenance and customer support



Marketing and onboarding new clients



Key resources



SKILLED DEVELOPMENT
TEAM (WEB, CLOUD, ML)



CLOUD INFRASTRUCTURE
(GCP)



FLEET MANAGEMENT DATA
AND TRAINING DATASETS



LEGAL AND COMPLIANCE
EXPERTISE (ESPECIALLY
FOR LARGE FLEET
CLIENTS)

Value propositions

Eco-friendly fleet optimization: Reduce CO2 emissions and fuel consumption

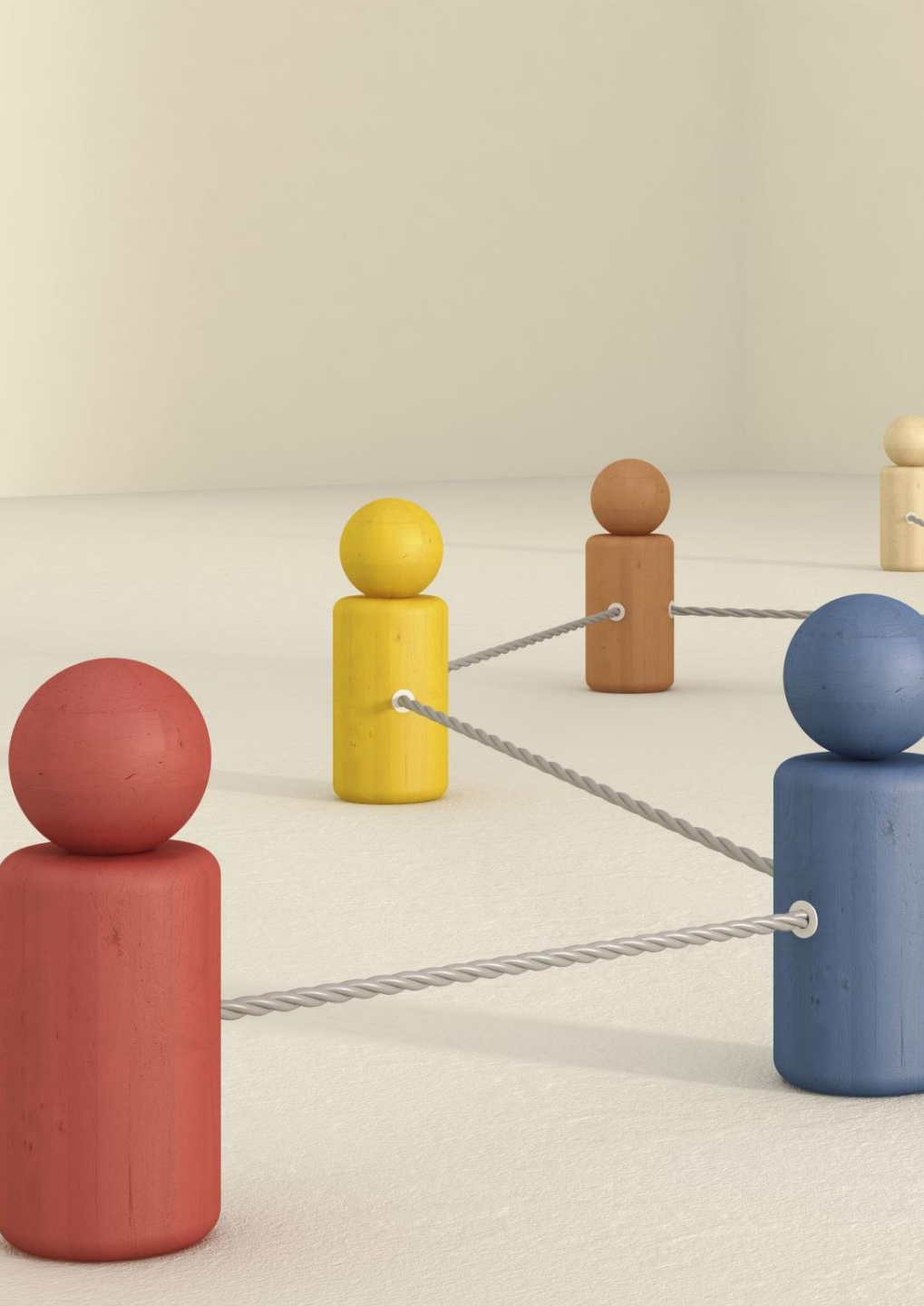
Real-time vehicle tracking and status updates

Predictive maintenance powered by AI

Customizable reporting and analytics dashboards

Scalable solution for fleets of all sizes

Seamless integration with existing GPS systems

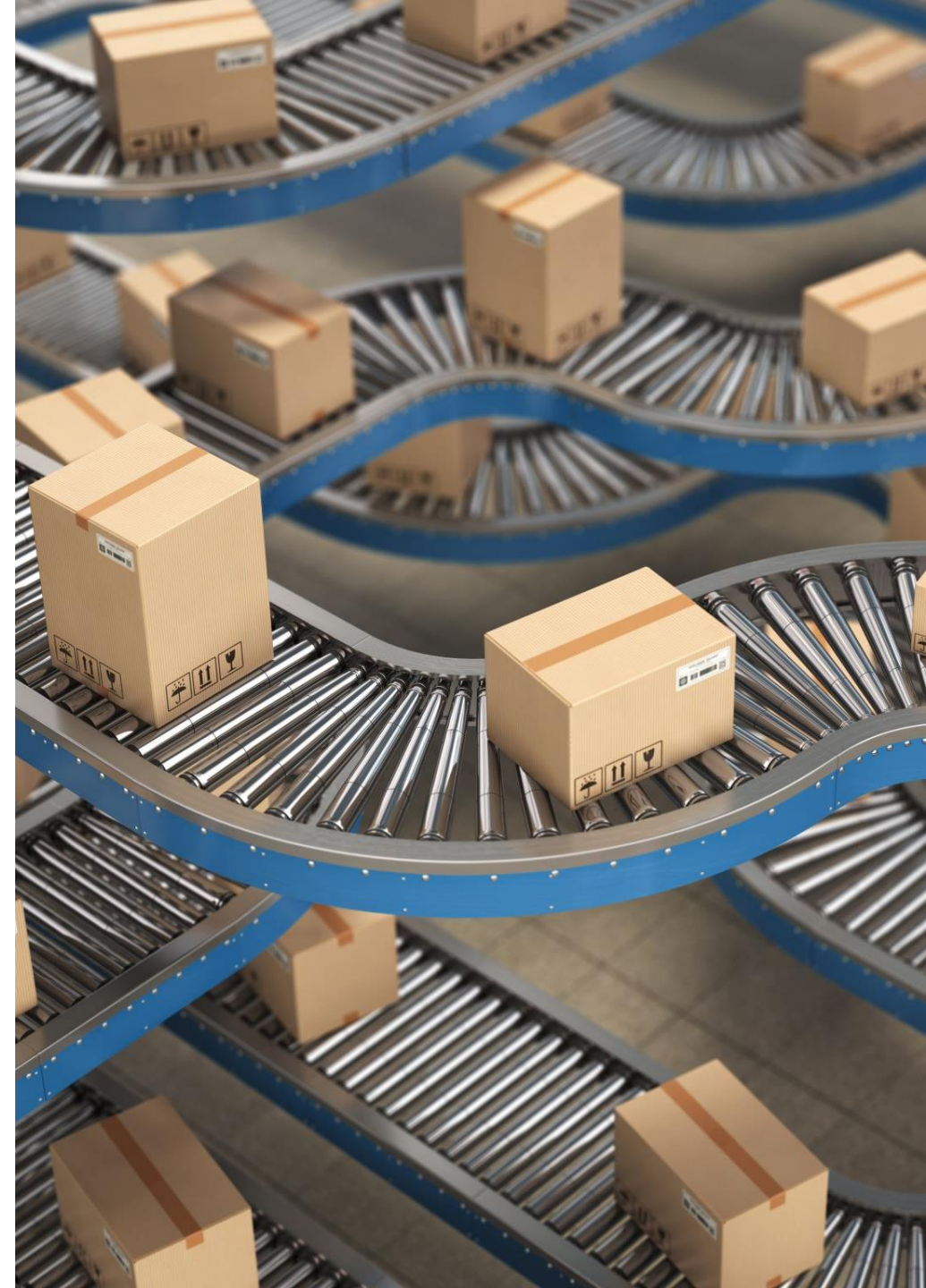


Customer relationships

- Dedicated account management for enterprise clients
- Automated alerts and proactive maintenance reminders
- Self-service dashboard for managers and drivers
- Ongoing customer support (chat, email, phone)

Channels

- Direct sales (to logistics firms, corporates, delivery platforms)
- Online platform and demo system (free trials)
- App marketplaces (e.g., GCP Marketplace)
- Strategic partnerships with automotive/GPS vendors





Customer segments

- Logistics and transportation companies
- Corporate fleets (sales, service, and executive vehicles)
- Municipal/government fleets (e.g., public transport, waste management, post system)
- Ride-sharing and delivery companies
- Eco-conscious organizations seeking green certifications

Cost structure



Cloud infrastructure and API usage (pay-as-you-go)



Development and R&D costs



Customer support and onboarding



Marketing and business development (advertising, events)



Salaries and operational costs



Licensing fees (for map, data, or third-party APIs)



Revenue streams



Subscription plans (tiered based on fleet size and features)



Pay-per-use for advanced reports and analytics



Premium support and customization services



<h3><u>Key Partners</u></h3> <ul style="list-style-type: none"> GPS hardware vendors (e.g., Garmin, TomTom) Environmental Certification Authorities (e.g., GBCI) 	<h3><u>Key activities</u></h3> <ul style="list-style-type: none"> Development of the fleet management platform Integration with IoT and GPS hardware Data analytics and machine learning modelling System maintenance and customer support Marketing and onboarding new clients <h3><u>Key Resources</u></h3> <ul style="list-style-type: none"> Skilled development team (web, cloud, ML) Cloud infrastructure (GCP and Azure) Fleet management data and training datasets Legal and compliance expertise (especially for large fleet clients) 	<h3><u>Value Propositions</u></h3> <ul style="list-style-type: none"> Eco-friendly fleet optimization: Reduce CO2 emissions and fuel consumption Real-time vehicle tracking and status updates Predictive maintenance powered by AI Customizable reporting and analytics dashboards Scalable solution for fleets of all sizes Seamless integration with existing GPS systems 	<h3><u>Customer Relationships</u></h3> <ul style="list-style-type: none"> Dedicated account management for enterprise clients Automated alerts and proactive maintenance reminders Self-service dashboard for managers and drivers Ongoing customer support (chat, email, phone) <h3><u>Channels</u></h3> <ul style="list-style-type: none"> Direct sales (to logistics firms, corporates, delivery platforms) Online platform and demo system (free trials) App marketplaces (e.g., GCP Marketplace) Strategic partnerships with automotive/GPS vendors 	<h3><u>Customer Segments</u></h3> <ul style="list-style-type: none"> Logistics and transportation companies Corporate fleets (sales, service, and executive vehicles) Municipal/government fleets (e.g., public transport, waste management, post system) Ride-sharing and delivery companies Eco-conscious organizations seeking green certifications
<h3><u>Cost Structure</u></h3> <ul style="list-style-type: none"> Cloud infrastructure and API usage (pay-as-you-go) Development and R\&D costs Customer support and onboarding Marketing and business development (advertising, events) Salaries and operational costs Licensing fees (for map, data, or third-party APIs) 		<h3><u>Revenue Streams</u></h3> <ul style="list-style-type: none"> Subscription plans (tiered based on fleet size and features) Pay-per-use for advanced reports and analytics Premium support and customization services 		