

# Business Model Canvas

<div><b>Key Partnerships</b></div> <div><ul style="list-style-type: none"><li>- <b>Metro Authorities:</b> Partnerships with metro authorities for data access, ticketing integration, and promotional support. <b>Motivation:</b> digital experience can encourage people to choose metro rail.</li><li>- <b>Telecom Providers:</b> Provide endless mobile connectivity (e.g., Vodafone, Airtel, Jio). <b>Motivation:</b> Increased Data Consumption can benefit from increased data usage, particularly in areas with high mobile traffic.</li><li>- <b>Crowd Management &amp; Analytics Providers:</b> For On-time crowd density data and analytics (e.g., Sensity Systems, SenseTime). <b>Motivation:</b> companies can charge based on the volume of data they handle and services they provide</li><li>- <b>App Development Agencies:</b> For building and maintaining the mobile app (e.g., TCS, local agencies).</li><li>- <b>Regulatory Authorities:</b> For compliance with legal and security requirements (data privacy laws, transport regulations).</li></ul></div>	<div><b>Key Activities</b></div> <div><ul style="list-style-type: none"><li>- <b>App Development :</b> Designing, coding, and continually improving the mobile app.</li><li>- <b>Payment Integration:</b> Implementing secure, reliable payment gateways for e-ticketing.</li><li>- <b>Customer Service:</b> Offering 24/7 support via chat, phone, or email for ticketing.</li><li>- <b>Marketing &amp; Promotions:</b> Running targeted projects to promote the app and new users.</li></ul></div>	<div><b>Value Propositions</b></div> <div><ul style="list-style-type: none"><li>- <b>Time-Saving:</b> Reduced waiting times, faster boarding, and optimized route planning.</li><li>- <b>Accessibility:</b> Multi-language support, voice assistance, and features for differently-abled passengers (e.g., high-contrast mode).</li><li>- <b>Rewards:</b> Earn points with each ride that can be redeemed for discounts, free rides, or premium features.</li><li>- <b>Eco-Friendly:</b> Highlight carbon savings and environmental benefits from choosing metro over other modes of transport.</li><li>- <b>Security:</b> Biometric and two-factor authentication for a secure, endless user experience.</li><li>- <b>Convenience:</b> Easy ticket booking, real-time information, and personalized travel plans.</li><li>- <b>Eco-Friendly:</b> Environmental benefits from choosing metro over other modes of transports.</li></ul></div>	<div><b>Customer Relationships</b></div> <div><ul style="list-style-type: none"><li>- <b>Self-Service:</b> Users can book tickets, plan journeys, and access station information easily.</li><li>- <b>24/7 Customer Support:</b> Live chat or in-app support to communicate with ticketing issues, payments, or any other technical problems.</li><li>- <b>Feedback:</b> Encourage users to provide feedback</li><li>- <b>Personalization:</b> Journey suggestions, notifications about delays, or discounts on traveling.</li></ul></div>	<div><b>Customer Segments</b></div> <div><ul style="list-style-type: none"><li>- <b>Commuters:</b> The regular metro visitors who want the travel to be easy.</li><li>- <b>Tourists:</b> Visitors who need easy access to metro services, language support, and real-time travel information.</li><li>- <b>Eco-Conscious Travelers:</b> Commuters motivated by environmental concerns, particularly those who are against for metro over cars.</li><li>- <b>Dis-abled / Old aged Passengers:</b> Individuals who need accessibility features like voice assistance or high-contrast visuals.</li><li>- <b>Frequent Riders:</b> People who travel continuously (monthly/weekly pass holders), interested in rewards, and premium features.</li></ul></div>
<div><b>Cost Structure</b></div> <div><ul style="list-style-type: none"><li>- <b>Digital Development:</b> Initial and continuous investment in developing, updating, maintaining the mobile application (iOS and Android) and websites (windows and mac).</li><li>- <b>Technology License:</b> Licensing fees for QR code and biometric technologies.</li><li>- <b>Infrastructure Costs:</b> Cloud hosting, data storage, and security expenses.</li><li>- <b>Marketing Expenses:</b> Advertising, promotional materials, and event costs.</li><li>- <b>Customer Support:</b> Salaries for providing 24/7 support.</li></ul></div>		<div><b>Revenue Streams</b></div> <div><ul style="list-style-type: none"><li>- <b>Ticket Booking Fees:</b> A small fee added to each ticket purchase or wallet top-up within the app.</li><li>- <b>Premium Services:</b> Offer a subscription model with benefits like priority boarding, access to exclusive features, or extra loyalty points.</li><li>- <b>Advertising:</b> Targeted ads from local businesses and transportation companies.</li><li>- <b>In-App Advertisements:</b> Display ads for third-party services (e.g., local restaurants, retail partners) or metro-related promotions.</li></ul></div>		