

Business Model Canvas

Key Partners



- Transport Operators coordination.
- Local Businesses: For in-app ads and sponsorships.
- Tech Providers: Google Maps API and hosting platforms.

Key Activities



- Maintaining and improving the SugboRide platform.
- Gathering and analyzing feedback from student users.
- Ensuring data accuracy and integration with local transport systems.

Key Resources



- Web hosting infrastructure and devices for development/testing.
- SugboRide platform, route database, brand name.
- Human: Developers, UX/UI designers, and data managers.
- Partnerships: Access to verified transport data from LGUs and schools.
- Financial: Budget for app maintenance, promotions, and operations.

Value Propositions



- Provides real-time, accurate jeepney routes for Cebu students.
- Offers fare estimates to help manage travel expenses.
- Simple and reliable app for new or unfamiliar commuters.
- Promotes sustainable and efficient city transport.
- Includes offline access and personalized route options.

Customer Relationship



- In-app support.
- Social media and in app updates.
- Campus promos and feedback.

Channel



- Social media (Facebook, Instagram, TikTok) for updates and tips

Customer Segments



Students

- New Students in Cebu City commuting daily to schools or universities in Cebu

Cost Structure



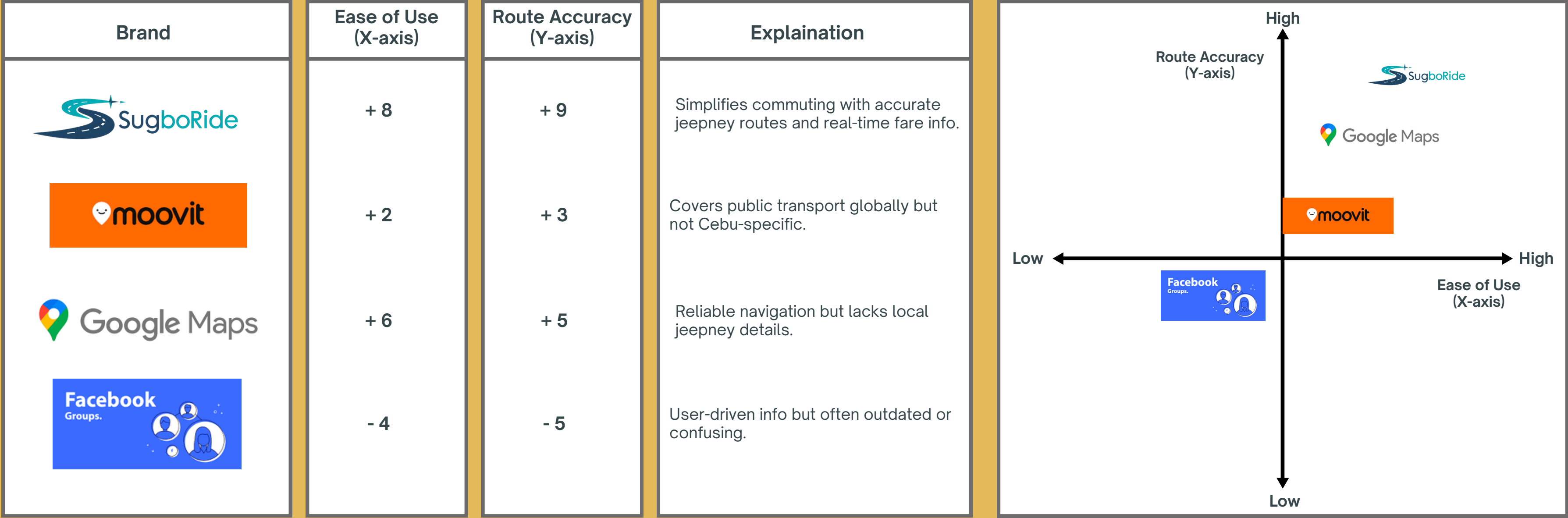
- App Development & Maintenance: Hosting, design, and technical updates.
- Data Collection: Transport data validation and LGU coordination.
- Marketing & Promotions: Campus activities, digital ads, and materials.
- Personnel: Developer stipends, content management.
- Partnership Costs: Collaboration with LGUs and institutions.

Revenue Stream



- Advertisements from local businesses near schools (cafes, dorms, print shops).
- Premium features (ad-free experience, offline maps, route customization).
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SugboRide Perpetual Map



Conclusion

SugboRide stands out with the highest scores in both ease of use (+8) and route accuracy (+9), showing it is the most reliable and user-friendly app for Cebu commuters. Google Maps (+6, +5) and Moovit (+2, +3) are easy to use but not focused on local jeepney routes, while Cebu Routes PH (+3, +7) provides good local details but lacks interactivity. Facebook Groups (-4, -5) ranks the lowest due to outdated information. Overall, SugboRide leads the market as the best platform that combines accurate route data and simple navigation made specifically for Cebu travelers.