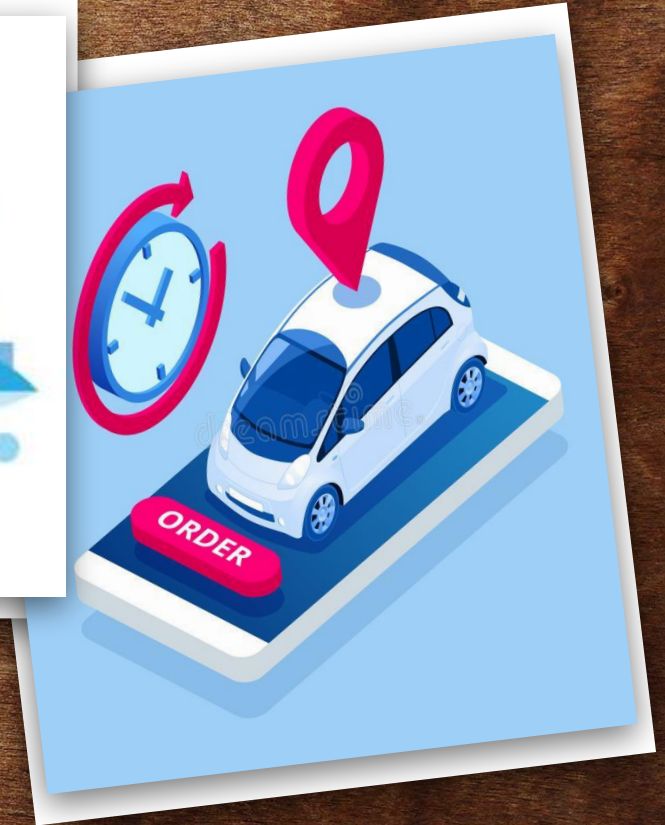


TEAM DELTA-FORCE

Business Model Canvas



U-Drive



The Business Model Canvas

Designed for:
V DRIVE

Designed by:
TEAM DELTA FORCE

30/09/2022

Key Partners

Investors

Payment
processors

Map tech
companies

Business
Analyst

UI/UX
designer

Key Activities

Platform
development

Maintenance

Marketing

Check and rectify
problems

Key Resources

Tech
platform

Driver
network

Brand

Value Propositions

Platform to
connect drivers
and riders

Luxury

Privacy

Anytime,
anywhere

Reasonable
price

Easy access

Earn
money

Customer Relationships

Rating
system

Customer
Feedback

Social media
pages

Channels

App

Social
media page

Customer Segments

Tourist

People who
love to travel in
luxury vehicle

People who need
privacy when
travelling

People who
don't have
access to public
transport all time

Vehicle
Owners

Cost Structure

Tech platform
costs

Driver
payouts

Marketing
cost

Legal
fees

Revenue Streams

Surge Pricing

\$/KM

Thank you

