Business Model Canvas

Created by **Team Members**

Key Partnerships

- Metro Rail Authorities – Ticketing access, gate system integration
- 2.Govt. Transport Agencies – Regulatory approval, funding support
- Payment Providers – UPI, wallet, and card payment integration
- Cloud/Tech Partners – Hosting, APIs, real-time data
- UX/UI Designers – User-friendly and accessible app design
- Cybersecurity Firms – Data protection and compliance
- 7.Marketing Agencies – App promotion and user acquisition
- 8.Support Services – In-app help and multilingual support
- 9.Hardware Vendors – QR/NFC scanner supply and integration
- Hardware Vendors – QR/NFC scanner supply and integration
- Marketing Agencies – App promotion and user acquisition
- Support Services – In-app help and multilingual support

Key Activities

- App Development – Build iOS/Android apps
- Backend Integration – Link with metro systems
- QR/NFC Ticketing – Enable secure boarding
- QR/NFC Ticketing
- Backend Integration
- App Development
- Payment Integration
- Real-Time Updates
- UX/UI Design
- Customer Support
- Security
- Analytics
- Marketing
- Maintenance

Key Resources

- Tech Infrastructure
- Development Team
- Design Team
- Payment Integration
- Metro Data
- Marketing Budget
- Support Team
- Hardware

Value Propositions

- Quick E-Ticket Booking – No queues, book anytime
- Contactless Boarding – QR/NFC access at gates
- Live Train Updates – Real-time arrivals and delays
- Multi-Language Support – Accessible for all users
- Secure Payments – Multiple safe payment options
- Inclusive Design – Accessibility for differently-abled users
- Travel History – View past trips and download receipts
- In-App Support – Instant help and feedback options
- Easy Refunds – Hassle-free ticket cancellations
- Eco-Friendly – Promotes paperless, sustainable travel

Customer Relationships

- Personalized Support
- Self-Service
- Push Notifications
- Loyalty Programs
- User Feedback
- Community Engagement
- Multilingual Support

Channels

- Mobile App
- App Stores
- Metro Stations
- Website
- Social Media
- Email
- Push Notifications
- Customer Support

Customer Segments

- Daily Commuters
- Tourists
- Differently-Abled Users
- Tech-Savvy Riders
- Corporate Users
- Occasional Riders
- Government/NGOs
- Frequent Travelers

Cost Structure

- App Development – Costs for mobile & backend development Cloud Hosting – Servers, storage, and API usage Payment Gateway Fees – Transaction and integration costs Design & UX – UI/UX design, accessibility features \ Marketing & Advertising – Digital campaigns, promotions Hardware Costs – QR/NFC scanners (if required) Customer Support – Support team, tools, and services Maintenance – App updates, bug fixes, server upkeep
- App Development – Frontend and backend design & coding
- Cloud Hosting – Servers, storage, and data bandwidth
- API Integration – Costs for third-party services
- Payment Gateway Fees – Transaction and service charges
- UI/UX Design – Interface design and accessibility implementation
- Marketing & Promotion – Digital ads, social media, station branding

Revenue Streams

- Ticket Booking Commission – Earnings per ticket booked through the app
- Subscription Plans – Monthly/weekly passes with added features
- In-App Advertising – Ads for travel, food, or local businesses
- Featured Listings – Promote businesses or services near metro stations
- Data Insights (B2B) – Sell anonymized usage data to metro authorities for planning
- Partner Promotions – Revenue from affiliate marketing or co-branded offers
- Premium Features – Advanced features like trip planning, offline mode, etc.
- Government Grants – Funding for public transport digitization initiatives

- Customer Support – Chatbots, helpdesk tools, and support staff
- Cybersecurity – Data protection, encryption, and compliance measures
- Maintenance & Updates – Bug fixes, new features, and server upkeep
- Hardware (Optional) – QR/NFC scanners for station gates