

<div><div>Key Partnerships</div><div><div>- 1. Metro Rail Authorities: - Partner with metro rail authorities to integrate your app with their systems, enabling seamless ticket booking and boarding. - Collaborate on marketing efforts to promote the app to their existing customer base.2. Payment Gateways: - Integrate with secure payment gateways to facilitate easy and convenient ticket purchases. - Ensure compliance with industry standards for secure transactions.3. Mobile App Development Companies: - Partner with experienced mobile app development companies to design and develop the app. - Leverage their expertise to ensure a user-friendly and efficient app.</div></div></div>	<div><div>Key Activities</div><div><div>- 1. Value Proposition: Convenient e-ticket booking and speedy boarding for metro rail passengers.2. Customer Segments: Daily commuters, occasional riders, and tourists.3. Key Partners: Metro rail authorities, payment gateways, mobile app development companies, and customer support services.</div></div></div> <div><div>Key Resources</div><div><div>- 1. Development Team: A skilled team of developers, designers, and project managers to design, develop, and maintain the app... 2. Marketing Budget: A budget for marketing and promoting the app to potential users. . . 3. Payment Gateway Integration: Integration with secure payment gateways to facilitate easy and convenient ticket purchases.</div></div></div>	<div><div>Value Propositions</div><div><div>- 1. Convenient Ticket Booking: Book metro rail tickets easily and conveniently on your mobile device, anytime, anywhere..... 2. Speedy Boarding: Use your mobile app to display your boarding pass and speed through the boarding process.3. Personalized Travel Experience: Get personalized recommendations for your commute, including route suggestions and real-time updates.4. Time-Saving: Save time by booking tickets and accessing boarding passes quickly and easily, with no need to wait in lines.5. Cost-Effective: Avoid extra fees for paper tickets or last-minute purchases by buying tickets in advance through the app.</div></div></div>	<div><div>Customer Relationships</div><div><div>- 1. Personalized Communication: Address customers by name, offer tailored recommendations, and send personalized updates.2. Real-time Support: Provide immediate assistance through chatbots, email, or phone support to resolve customer queries.3. Feedback Mechanism: Encourage customers to share feedback and suggestions to improve the app and services.4. Loyalty Program: Implement a rewards system to incentivize repeat usage and foster loyalty.</div></div></div> <div><div>Channels</div><div><div>- Digital Channels . . 1. Social Media (Facebook, Twitter, Instagram, LinkedIn),2. App Store Optimization (iOS, Android),3. Influencer Marketing,4. Content Marketing (blog posts, videos, guides),5. Email Marketing,6. Paid Advertising (Google Ads, Facebook Ads),7. Analytics (data analysis tools). . .Partnership Channels..... 1. Metro Rail Authorities.,2. Transportation Companies.,3. Relevant Businesses (e.g. travel agencies, tourist organizations)</div></div></div>	<div><div>Customer Segments</div><div><div>- 1. Daily Commuters: Frequent metro rail users who need a convenient and efficient way to book tickets and access boarding passes.2. Occasional Riders: Less frequent users who may need assistance with navigating the metro rail system or require ease of use.3. Tourists: Visitors who are unfamiliar with the metro rail system and require a user-friendly interface and clear guidance.4. Students: Budget-conscious students who may be eligible for discounted fares and require ease of use.5. Business Travelers: Frequent travelers who require a seamless and efficient experience, including expense tracking and reporting.</div></div></div>
<div><div>Cost Structure</div><div><div>- Development Costs___1. Initial Development: \$100,000 - \$200,000.....2. Ongoing Maintenance: \$5,000 - \$10,000 per month....3. Feature Updates: \$2,000 - \$5,000 per update___Marketing Costs.....1. Social Media Advertising: \$500 - \$2,000 per month.... . 2. Influencer Marketing: \$2,000 - \$5,000 per campaign.....3. Content Creation: \$1,000 - \$3,000 per month.....4. Email Marketing Tools: \$100 - \$500 per month.....5. Paid Advertising (Google Ads, Facebook Ads): \$1,000 - \$5,000 per month___Operationa Costs..... 1. Server and Infrastructure Costs: \$1,000 - \$3,000 per month.....2. Customer Support: \$2,000 - \$5,000 per month.....3. Analytics and Performance Tracking: \$500 - \$2,000 per month..... 4. Security and Bug Fixes: \$1,000 - \$3,000 per month___Partnership and Revenue Share Costs....1. Metro Rail Authority Fees: 10% - 20% of revenue.....2. Payment Gateway Fees: 2% - 5% of transactions.....3. Partner Revenue Share: 10% - 20% of revenue</div></div></div>			<div><div>Revenue Streams</div><div><div>- Transaction-Based Revenue Streams....1. Ticket Booking Fees...2. Transaction Fees (payment processing)....3. Commission on Sponsored Content___Advertising Revenue Streams...1. Display Advertising (banner ads, interstitials)...2. Native Advertising (sponsored content, product placements)....3. Video Advertising (pre-roll, mid-roll, post-roll)___Premium Features and Subscriptions...1. Premium Features (in-app purchases)...2. Subscription Model (monthly, annually, etc.)....3. Freemium Model (basic free, premium paid)___Data and Analytics Revenue Streams...1. Data Analytics (selling insights and trends)...2. Market Research (aggregated user data)...3. Location-Based Data (anonymized and aggregated)___Partnership and Affiliate Revenue Streams..1. Partnerships (co-branded content, promotions)...2. Affiliate Marketing (commissions on sales)....3. Sponsored Partnerships (exclusive content, experiences)..</div></div></div>	