









# Business Model Canvas on Pathao

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Business Model Canvas		Designed for: Pathao	Designed by: [Solaman Ahmed Nayem]	
 <b>Key Partners</b>  1. Drivers 2. Third party peoples	 <b>Key Activities</b>  1. Connect to drivers	 <b>Value Propositions</b>  1. Matchmaking	 <b>Customer Relationships</b>  1. Push Notifications	 <b>Customer Segments</b>  1. Gender 2. Age 3. Socio economic status 4. Website 5. Device Type 6. Location
	<b>Key Resources</b>  1. Server 2. Internet		 <b>Channels</b>  1. SMS 2. Facebook 3. Google 4. TV 5. YouTube	
 <b>Cost Structure</b> 1. Employee cost 2. Server bill 3. Utility bill 4. Office Rent			 <b>Revenue Streams</b> 1. Commission from driver 2. Subscription fee 3. Advertising 4. Customer data share	