The Business Model Canvas

Designed for:

Garagat.ai

Designed by:

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Date

Key Partnerships



- Garage Partners: Independent garages and service centers across the UAE.
- Fleet Operators: B2B customers (e.g., logistics firms, taxi companies).
- Logistics: Vehicle pickup/drop-off partners.
- Insurance Companies: Potential bundling and protection partners.
- Marketing & Referral Partners: Car accessory retailers, fuel stations, etc.

Key Activities



- Platform development.
- Onboarding and vetting garage partners.
- Customer acquisition through digital campaigns.
- Support operations: customer care, issue mediation.
- Fleet account management (B2B services).
- Analytics for service trends, garage performance, and app engagement.

Key Resources



- Tech Team: Developers, UX/UI designers.
- Sales & Partnership Team: For onboarding garages and corporate fleets.
- Marketing & Customer Support Staff:
 For user acquisition and retention.
- Digital Infrastructure: Mobile app, web dashboard, payment systems.
- Brand & IP: Garagat name, design assets, user interface, algorithms.

Value Propositions



For Consumers: Hassle-free, transparent car servicing via a mobile app.

- Doorstep pickup/drop-off
- Real-time service updates & approvals
- Verified garage ratings and reviews
- Multiple digital payment options
- · Full refund policy or reinstalling

For Fleets: Bulk booking, centralized billing, and cost-tracking tools.

For Garages: Digital visibility, automated bookings, revenue growth.

Customer Relationships



- Direct Whatsapp ticketing and support
- Loyalty & referral programs
- Personalized notifications and maintenance reminders
- Real-time service communication (status updates, approval requests)

Channels



- Garagat mobile app (iOS and Android)
- Corporate fleet dashboard (web)
- Social media (Instagram, TikTok, LinkedIn)
- Digital advertising (Google Ads, SEO)
- Direct sales to fleets and partners
- PR and content marketing (car care blog, influencer outreach)

Customer Segments



B2C:

- Busy professionals and parents
- Tech-savvy millennials
- Premium/luxury car owners
- Girls prefer not going to garages
- People that can't deliver/pick the car for the garages

B2B:

- Logistics and delivery companies
- Taxi/rental fleet operators
- Vehicle corporate

Garage Owners:

 Independent workshops seeking digital growth

Cost Structure

- App development and maintenance
- Customer service and support team
- Marketing and promotions
- Partner onboarding and garage training
- Payment processing fees
- Insurance/guarantee pool for service issues
- Logistics
- Software Infrastructure and Hosting



Revenue Streams

10% Commission on every service booked through the platform. (Phase 1)

Featured Listings & Ads: Garages pay to be promoted in-app. (Phase2)

Analytics and CRM Tools: Upselling data dashboards to partners. (Phase3)

Future Upsell: Insurance packages, maintenance plans, and warranties. (Phase1)

Delivery options: Either by recovery, premium recovery or by zoffer. (Phase2)





The makers of Business Model Generation and Strategyzer







