

Business Model Canvas

Designed For: HopOn!

Designed by: Commuters

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Version:

Key Partners



Primary Partners

- Bus Companies
- Independent Drivers of Public Utility Vehicles (PUVs)

Key Activities



- App Development and Maintenance
- Building Partnerships with Bus Companies and Drivers
- Getting and Using User Feedback
- Marketing and Awareness
- Analyzing Data for Improvement

Key Resources



- Technological Infrastructure
- Data and Analytics Tools
- Human Resources
- Partnerships
- Financial Resources

Value Propositions



- For Commuters
- For Transportation Provider

Customer Relationship



- Responsive Customer Support
- User Engagement through Notifications
- Community Building via Social Media
- Loyalty Rewards Program
- Feedback Integration

Channel



- Social Media (Marketing and User Engagement)
- Partnership Networks (Collaborations for Broader Reach)

Customer Segments



- Commuters
- Transportation Providers

Cost Structure



- App Development and Maintenance
- Marketing
- Partner Support
- Data and Insights
- Growth and Flexibility

Revenue Stream



- Commuter Subscription
- In-app advertising
- Partnerships with local businesses w

Startup Name: Commuters

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