Business Model Canvas

Designed For: HopOn!

Designed by: Commuters

Date: 01/23/2025

Version:

Key Partners



Key Activities



Value Propositions



Customer Relationship



Customer Segments



Primary Partners

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

- App Development and Maintenance
- Building Partnerships with Bus Companies and Drivers
- Getting and Using User Feedback

• Analyzing Data for Improvement

• Marketing and Awareness

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

Commuters

• Transportation Providers

Key Resources



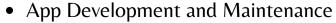
- Technological Infrastructure
- Data and Analytics Tools
- Human Resources
- Partnerships
- Financial Resources

Channel



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

Cost Structure



- 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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