

# Business Model Canvas

Created by **GROUP 9**

Designed via [AltexSoft BMC Tool](#)

<b>Key Partnerships</b> - METRO OPERATORS - collaborate with them for data access and integration. - TECHNOLOGY PROVIDERS - partnership for technology and software.	<b>Key Activities</b> - DATA COLLECTION - DATA ANALYSIS - SALES AND MARKETING	<b>Value Propositions</b> - REAL TIME MONITORING - real time monitoring of railway networks detecting issues like track faults, overcrowding or signal failures. - SAFETY ENHANCEMENTS - identifying potential risks and hazards. - PREDICTIVE MAINTENANCE - predicts maintenance needs improving system reliability.	<b>Customer Relationships</b> - CONSULTATIVE APPROACH - engage with customers to understand their specific needs and modify the solutions - CUSTOMER SUPPORT - provides ongoing support and troubleshooting.	<b>Customer Segments</b> - METRO OPERATORS - our primary customers are metro rail operators who manage and operate metro networks. - GOVERNMENT AGENCIES - it serves government agencies responsible for transportation and urban planning.
	<b>Key Resources</b>  - MONITORING TECHNOLOGY - proprietary sensors and softwares - DATA ANALYSTS - experts who monitor data. - SALES TEAM - acquire customers		<b>Channels</b> - DIRECT SALES - services are directly sold to metro operator and government agencies. - ONLINE PLATFORM - Online platform where customers will access data and reports	
<b>Cost Structure</b> - TECHNOLOGY INFRASTRUCTURE - PERSONNEL COSTS			<b>Revenue Streams</b> - SUBSCRIPTION MODEL - Metro operators and agencies will pay a subscription fee for services. - MAINTENANCE CONTRACTS - additional revenue will come from these contracts.	