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A Business Model Canvas (BMC) Report for

**“Dynamic traffic management system”**

Under Subject of

**Project-II (2180706) Semester-**

**VIII**

**BACHELOR OF ENGINEERING**

**IN**

**COMPUTER ENGINEERING**

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# Academic Year

2020-2021

## Contents

What is Business Model Canvas? .....	1
Key Partners: .....	1
Key Activities: .....	2
Key Resources: .....	2
Value Proposition: .....	2
Customer Relationship: .....	3
Channels: .....	3
Customer Segment: .....	3
Cost Structure: .....	3
Revenue Streams: .....	4
Canvas: .....	4

**What is Business Model Canvas?**

The Business Model Canvas is a business tool used to visualize all the building blocks when you want to start a business, including customers, route to market, value proposition and finance.

A business plan is like a blueprint of the business with detailed business models and financial projections, typically running into hundreds of pages.

Following are the nine building blocks and the key questions they answer.

**‡ Key Partners**

List the partners that you can't do business without (not suppliers).

**‡ Key Activity**

What do you do every day to run your business model?

**‡ Key Resources**

The people, knowledge, means, and money you need to run your business.

**‡ Value Proposition**

What value do we deliver to the customer or user?

**‡ Customer Relationship**

How does this show up and how do you maintain the relationship?

**‡ Channels**

Through which channels do our customers segments want to be reached?

**‡ Customer segments**

For whom are we creating value? Who are the most important customers or users?

**‡ Cost structure**

What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?

**‡ Revenue Streams**

For what value are our customers/users really willing to pay?

**Key Partners: -**

A business(project) has some friends – groups who take some weight off shoulders. These are individuals or organizations who enable your organization to run smoothly, enabling one to focus on what's most important.

A good partnership can transform sales – by either increasing your traffic, or doing something better than you could do it themselves.

In our project our key partners are:

- SUMO
- State Governments
- Municipal corporations
- Road transport companies
- Navigation Apps

**Key Activities: -**

The primary activities of a business demonstrate what the firm must do to make the business model work. These activities can be yielding a product or providing a service, or a mix of both.

When it converges towards the Business Model Canvas, key activities are any activities that your business is engaged in for the primary purpose of making a profit.

Business activities include operations, marketing, production, problem-solving, and administration.

In Dynamic traffic management system, key activities are:

- Road traffic management
- Vehicle object detection
- Reinforcement learning
- Traffic simulation

**Key Resources: -**

Resources which have key importance, are the main inputs that your company uses to create its value proposition, service its customer segment and deliver the product to the customer.

These are the most prominent things you need to have for your business model to execute and business models are usually based on a number of tangible and intangible resources.

These are the main assets that your company, in particular, requires to create the end product, and these are usually differentiated from the key resources being utilized by your competitors.

In Dynamic traffic management system Key Resources are:

- Camera, Micro-controller, GPU
- Reinforcement learning
- Machine learning Engineer

**Value Proposition: -**

The Business Model Canvas value proposition provides a unique combination of products and services which provide value to the customer by resulting in the solution of a problem the consumer is facing or providing value to the customer.

This is the point of intersection between the product you make and the reason behind the customer's impulsiveness to buy it.

A product can have a single value proposition or multiple value propositions.

In Our project Value Proposition are:

- Effective traffic management
- Reduce traffic congestion
- Faster mobility
- Reduce travelling time
- Reduce pollution
- Improve traffic data analysis

### **Customer Relationship: -**

Customer relationships describes the sort of relationship a company establishes with its specific customer segments.

Customer relationships are driven by customer acquisition, customer retention, and boosting sales – in other words one need to get, keep, and grow your customer relationships.

In Dynamic traffic management system Customer Relationship are:

- Automated service
- Maintaining secrecy and privacy of data
- Assists emergency services

### **Channels: -**

Here we have to brainstorming for through which channels do our customer segments want to be reached. From our research we find different kind of ways to make User friendly model. Our aim is to give an abstract view to the end user so that anyone can use the particular application. Here we list some of the channels that we will use as channels:

- Direct contact
- Service for integrating our software with current traffic infrastructure

### **Customer Segment: -**

Here we have to identify the most important customer segment. At the end for whom are we creating value is the one of the most important question. Here we identify the most important customer as priority wise. We make list and the one which is located at the top of the list has a highest priority and the most bottom has the least priority.

- Municipal corporations
- State Government
- Central Government
- Navigation Apps

### **Cost Structure: -**

What are the most important costs inherent in our business model? Here we make some list that we identify as the most important assets to the particular model.

- Computer
- GPU
- Camera    ○ Micro-controller

### Revenue Streams: -

Here we have to think about for what values are our customers really willing to pay? What are the different strategies that customer pays for to your business model? Here we jotted down some points.

In Dynamic traffic management system Revenue Streams are:

- Dynamic pricing
- Selling traffic data
- Maintenance
- Installation cost

### Canvas: -

## Business Model Canvas

Designed for: Dynamic traffic management system

Designed by: Team ID: - 118056

Version: 1.0

