## **Key Partners**

- ► Energy Companies
- ▶ Municipality
- ▶ Other transport companies
- ▶ Advertisement companies
- ▶ Payment companies
- ▶ Train manufucturers

## **Key Activities**

- ► Planning trips
- ▶ Buying tickets
- ➤ Transportation

#### **Key Resources**

- ▶ Energy
- ► Ticket machine
- ➤ Trains & Stations
- ► App
- Employees

## **Value Propositions**

- ▶ No barriers
- Security guards
- ► Multiple lines
- ► Mobile application
- ► Parking
- ▶ Accessibility
- ➤ Good schedule (24h summertime)

## Customer Relationships

- ▶ Discounts
- ▶ Self-Service
- ► Customer support
- ▶ Feedback submission

#### Channels

- ▶ Website
- ▶ Email
- ▶ Mobile Application
- ▶ Social Networks
- ▶ Ticket Machine

# Customer Segments

- ➤ Regular Users:
  - Students
  - Commuters
- ▶ Tourists
- ► Elders
- ➤ People with special needs
- ► Other casual users

#### **Cost Structure**

- ► Maintenance (Trains, Lines...)
- ▶ Public relations
- ▶ Ticket revisors
- Subway operators

- ► Mobile application (development and maintenance)
- > Taxes

#### Revenue Streams

- ➤ Tickets for single trips
- ► Monthly passes
- Advertisement
- ► Parking

BUSINESS MODEL & VALUE PROPOSITION CANVAS

# WHY ISN'T THIS FOOLPROOF?

