



Key Partners

- ▶ Energy Companies
- ▶ Municipality
- ▶ Other transport companies
- ▶ Advertisement companies
- ▶ Payment companies
- ▶ Train manufacturers

Key Activities

- ▶ Transportation from point A to point B

Key Resources

- ▶ Energy
- ▶ Tracks
- ▶ Trains
- ▶ Stations

Value Propositions

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

Cost Structure

- ▶ Train maintenance
- ▶ Line maintenance
- ▶ Machine maintenance
- ▶ Subway operators
- ▶ Stations
- ▶ Taxes

Revenue Streams

- ▶ Tickets for single trips
- ▶ Monthly prepaid cards
- ▶ Advertisement
- ▶ Parking

