













## Key Partners

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

## 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

