Key Partners

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

Key Activities

- ▶ Planning trips
- Buying tickets
- ▶ Transportation
- ► Milestone system

Key Resources

- ▶ Energy
- ► Ticket machine
- ▶ Trains & Stations
- ▶ App
- ► Employees
- New technology

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
- ► Milestone system

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
- ▶ Prize cost
- New technology (Purchase and maintenance)

Revenue Streams

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