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

BUSINESS MODEL & VALUE PROPOSITION CANVAS