# **Business Model Canvas**

# Key Partners







Value Proposition



- Customer Relationships
- Customer



- Bus
- Shops inside metro
- Parking lot companies
- Airport (in some cases)
- Investors(Government, City Council, etc)
- Public transport service
- **Promote** sustainable mobility for users in some area

- Fast
- Cheap
- Low waiting time
- Easy access

- Automated/non automated
- Impersonal/ personal

(depending of the station you can have differente combinations)

# Channels



- **Stations**
- App
- Digital Media

# Segments

- Workers/Students
- Occasional users
- **Turists**

# Key Resources



- **Urban Network of** stations
- **Customer-Oriented**

# Cost Structure

- Maintenance of a Network
- Infrastructure Security
- Employees payroll





- **Tickets**
- **Publicity**



# Our Solution



• Use sensors on tickets that can be validated through sensors on doors

• Sensor used in ticket should be similar to the one used in races



• If someone didn't pay their ticket the system raises a warning alarm and the person can purchase the ticket inside the train.

For those who pay, they will get a discount after some validations.

# Business Model Canvas (After our solution)

# Key Partners

Bus

Shops inside metro

Parking lot companies

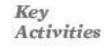
Airport (in some cases)

Investors(Government,

City Council, etc)









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# Channels

combinations)



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## Revenue Streams

- **Tickets**
- **Publicity**

