

# Business Model Canvas

**Key Partners**

- Bus
- Shops inside metro
- Parking lot companies
- Airport (in some cases)
- Investors(Government, City Council, etc)

**Key Activities**

- Public transport service
- Promote sustainable mobility for users in some area

**Key Resources**

- Urban Network of stations
- Customer-Oriented

**Value Proposition**

- Fast
- Cheap
- Low waiting time
- Easy access

**Customer Relationships**

- Automated/non automated
- Impersonal/personal

(depending of the station you can have differente combinations)

**Customer Segments**

- Workers/Students
- Occasional users
- Tourists

**Channels**

- Stations
- App
- Digital Media

**Cost Structure**

- Maintenance of a Network
- Infrastructure Security
- Employees payroll

**Revenue Streams**

- 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)

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