

7. Key Partners <ul style="list-style-type: none"><li>● Bus companies</li><li>● School Districts</li><li>● Google</li></ul>	8. Key Activities <ul style="list-style-type: none"><li>● Continual software development</li><li>● Features are easy to use/navigate</li><li>● Engage with customers for feedback</li></ul>	1. Value Proposition <ul style="list-style-type: none"><li>● Newness</li><li>● Design</li><li>● Price</li><li>● Accessibility</li><li>● Convenience and usability</li><li>● Need to add customer gains and pains?</li></ul>	4. Customer Relationship <ul style="list-style-type: none"><li>● Dedicated personal assistance for bus companies</li><li>● Customer feedback in app, on app store, or on website</li></ul>	2. Customer Segments <ul style="list-style-type: none"><li>● Multi-sided Market</li><li>1. Niche Market (Users of public transport)</li><li>2. Bus companies and public transport companies</li></ul>
	6. Key Resources <ul style="list-style-type: none"><li>● Google Map API</li><li>● Google Play</li><li>● Financial needs</li><li>● Intellectual Property: Patents, Copyright, Website Domain</li></ul>		3. Channels <ul style="list-style-type: none"><li>● Awareness raised through online ads and ads on busses</li><li>● Google Play/ Android App Store</li></ul>	
9. Cost Structure <ul style="list-style-type: none"><li>● Online advertising (variable cost)</li><li>● QR Codes and advertisement on bus and/or bus stop</li><li>● Intellectual Property: Patents, Trademark/copyright, website domain</li></ul>			5. Revenue Streams <ul style="list-style-type: none"><li>● Remains free during testing phase</li><li>● Premium options available via subscription</li><li>● Partnership with bus companies (licensing fee)</li><li>● Ads available during map use</li></ul>	