

Business Model Canvas

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Company Name:

Ignite

Date:

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none">- Public transport operators- Data warehouses (Thinect, Google Maps, Uber, Positium, Waze)- Cloud operators	<ul style="list-style-type: none">- Data Aquisition- Data analytics and Visualisation- Consulting- Customer Service	<ul style="list-style-type: none">- by reducing the numer of cars on the street by 25% by 2021:<ul style="list-style-type: none">- residents spend less time in the traffic- better public transport utilization- less congestion- more parking spaces	<ul style="list-style-type: none">- We provide insights in data about public transport in their city and give advice on how to improve.- Data can be party provided freely by the governments- Connection with the local government has already been established	<ul style="list-style-type: none">- Ministry of transportation (for example Tallinn)- Public transport operators
	Key Resources		Channels	
	<ul style="list-style-type: none">- Mobility data- Visulaization software		First contact will be established through either email or phone/skype call. Or other connections that are made during this summer school. Later more in person conversations will take place.	
Cost Structure			Revenues Streams	
<p>First 6 moths:</p> <ul style="list-style-type: none">- software development and maintenance: 0- researching data sources and their applications: 0- access to some of our data sources, partnerships: 10000 Euros <p>Following 6 months:</p> <ul style="list-style-type: none">- software development and maintenance: 40000 Euros- researching data sources and their applications: 20000 Euros <p>- trademark</p>			<p>For the first sixth month:</p> <ul style="list-style-type: none">- free <p>for the following six months:</p> <ul style="list-style-type: none">- 50000 Euros <p>Investment:</p> <ul style="list-style-type: none">- 25000 Euros	



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