|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Key Partners***  - Innovation (Ethics).  - Contractors.  - FlexTraffik.  - Municipality/Region Syddanmark.  - People who cannot use regular public transport. | ***Key Activities***  - Collect bids from Ethics and send them to FlexTraffik.  - Contractors management, billing, statistics and support  - Cover the need for transport  - Distributing service equally in Syddanmarks **and Funen regions.** | ***Value Proposition***  - Different types of transportation within Syddanmarks and Funen regions.  - They use Tender to get the best offers. | | ***Customer Relationships***  ***-*** Personal assistance between customers and Fynbus employees to use Fynbus’ services.  - Self – Service (where customers can book trips online on Fynbus website). | ***Customer Segments***  - General Public(who wants to use Funbus’ services)  ***-*** Contractors.  - People with handicaps/inability to use regular transport (people who require special kind of transport) |
| ***Key Resources***  - Employees who can provide advice and receive complaints.  - Drivers/contractors who transport people.  - Knowledge of the system so they can train employees from the municipality, training the contractors.  - Municipality Funds. | ***Channels*** |
| ***Cost Structures*** | | | ***Revenue*** | | |

**Business Model**