# THE BUSINESS MODEL CANVAS

#### KEY PARTNERS



Insurance company

Lock solution (Bitlock)

Payment solution

Map partner

#### KEY ACTIVITIES



Recruit renters

Develop and maintain platform

Marketing

### KEY RESOURCES



Network of renters

The platform

Well known payment solution

# VALUE PROPOSITIONS



A digital platform where renters and rentees of bikes can meet and do business with each other

The service is meant for individuals who want to rent out their bike/bikes, but can also be used by companies

Can potentially be scaled to include other forms of transportation devices

Does not own any bikes

#### CUSTOMER RELATIONSHIPS



Possibility for both types of customers to rate each other

#### CHANNELS



The platform

# CUSTOMER



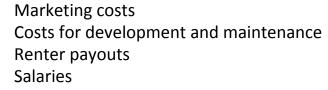
## Rentee

Person who is interested in renting a bike

# Renter

Person who wants to rent out his/her bike in order to make money

## COST STRUCTURE





# REVENUE STREAMS



SEK per hour/day/week (different price levels)
Optional cost to choose specific pick-up/drop-off point
VIP customers (paying for improved visibility on the platform)