

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 SEGMENTS

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

Marketing costs
Costs for development and maintenance
Renter payouts
Salaries

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)