

# Business Model Canvas

Created by **Ravi Prakash,Rishav Raj,Prabal Singh,Shivam Giri**

Designed via [AltexSoft BMC Tool](#)

<b>Key Partnerships</b> <ul style="list-style-type: none"><li>- Metro Rail Authorities (for API integration, official partnerships)</li><li>- Payment Gateways (Razorpay, Paytm, UPI)</li><li>- Local Transport Departments (for compliance)</li><li>- Advertisers (for promotions)</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>- App Development &amp; Maintenance</li><li>- Real-time Data Integration (metro schedules, delays)</li><li>- Customer Support (chatbots, helpline)</li></ul> Marketing & User Acquisition	<b>Value Propositions</b> <ul style="list-style-type: none"><li>- Seamless Booking: QR-based e-tickets, NFC support.</li><li>- Speed: Skip long queues, fast boarding.</li><li>- Smart Features: Route planner, fare calculator, crowd alerts.</li><li>- Discounts: Subscription plans, off-peak discounts.</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>- Self-Service: In-app tutorials, FAQs.</li><li>- Feedback Loop: Ratings, complaint redressal.</li><li>- Loyalty Programs: Reward points for frequent travelers.</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>- Daily Commuters (students, office-goers)</li><li>- Tourists (one-time users)</li><li>- Senior Citizens/Disabled (accessibility features)</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>- App Development &amp; Maintenance</li><li>- Real-time Data Integration (metro schedules, delays)</li><li>- Customer Support (chatbots, helpline)</li><li>- Marketing &amp; User Acquisition</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>- App Stores (Google Play, Apple App Store)</li><li>- Social Media Ads (Instagram, Facebook)</li><li>- Metro Stations (Posters, QR code referrals)</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>- App Development &amp; Updates</li><li>- Server Maintenance &amp; Security</li><li>- Marketing &amp; Partnerships</li><li>- Customer Support Operations</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>- Convenience Fee: Small fee per ticket.</li><li>- Ads: Sponsored promotions (e.g., food outlets near stations).</li><li>- Premium Features: Priority booking, detailed analytics.</li></ul>	