The Business Model Canvas

Problem
top problems

Transportation to/from GGC

Solution
top 3 features

Connect riders with potential drivers

Key metrics
key activities you measure

Texts
Logins
Ride Requests

Unique value proposition
single, clean, compelling message that states why you are different and worth buying

We create free connections to GGC students for reasonable carpooling

Unfair advantage
can't be easily copied or bought

Free business model/specific to organization

Channels
path to customers

Email
Campus Ads

Customer Segments
target customers

GGC students/faculty

Cost Structure
What are the most important costs
Which Key Resources are most
Which Key Activities are most e

Cloud Services
Database Services
Text Services

Revenue Streams
For what value are our customers really w
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream c

Advertisements
Sponsors