The Business Model Canvas

Key Partners

1. Investers
2. People who rent space
3. Map-tech companies

Key Activities

1. Platfrom development
2. more facilities to citizens
3. increase number of parking lots

Key Resources

1. database
2. informatic engineers
3. some parking knowledge companies

Value Propositions

1. locating and booking parking lots
2. people can rent their parking space and earn
3. for advertisers top class advertising platform

Customer Relationships

1. rating systems
2. social networks
2. user friendly UI/UX

Channels

ParKING website and mobile application

Customer Segments

Lender-who want to lend parking space to earn money

Vehicle owners-who need parking spots

Advertisers and ad-agency

Cost Structure

1. marketing AND Advertisement
2. tech platform costs
3. exploration

Revenue Streams

1. reservation cost
2. surge pricing
3. premium accounts

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