Nook

The Parking Solution You Need

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The Problem

Has this ever happened to you?

Nook

Business Model Canvas Nook

KEY PARTNERS
- City Halls
- Parking Companies
- Big Commercial Plazzas
- 3rd party Camera Providers

KEY ACTIVITIES
- Application development
- 3rd Party Licensing

KEY RESOURCES
- Internet Bandwidth
- Processing Units
- Development Team

VALUE PROPOSITIONS
- Accurate Information on parking lots
- Relate to Society
- Easy to Use
- Real time information
- Valuable statistic for clients

CUSTOMER RELATIONSHIPS
- Self-service application
- Support Team

CHANNELS
- Adsense
- Social Media
- Offline Advertising
- Word of Mouth

CUSTOMER SEGMENTS
- Parking owners
- Parking users

COST STRUCTURE
- Production
- Adaptation
- Maintenance
  - Infrastructure
  - Staff Maintenance

REVENUE STREAMS
- Annual Licenses
- Future Model - Premium Licensing
- Advertising

Thanks!

Do you have any questions?