












Aalto University
School of Electrical
Engineering

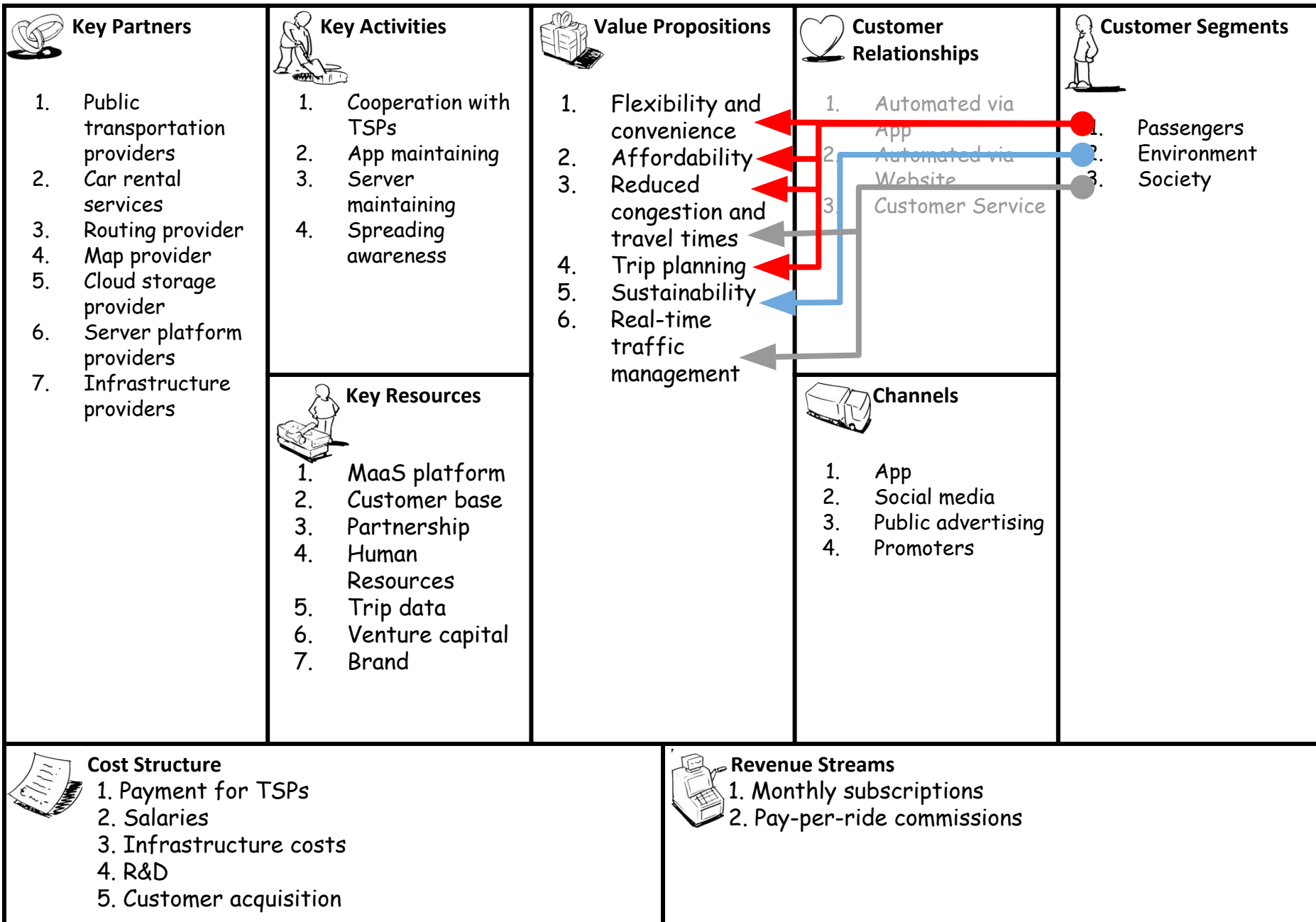
MaaS Global Business Model Canvas E7830 Value network Design for Internet

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Tuomas Isola*

Business Model Canvas -

 Key Partners 1. Public transportation providers 2. Car rental services 3. Routing provider 4. Map provider 5. Cloud storage provider 6. Server platform providers 7. Infrastructure providers	 Key Activities 1. Cooperation with TSPs 2. App maintaining 3. Server maintaining 4. Spreading awareness  Key Resources 1. MaaS platform 2. Customer base 3. Partnership 4. Human Resources 5. Trip data 6. Venture capital 7. Brand	 Value Propositions 1. Flexibility and convenience 2. Affordability 3. Reduced congestion and travel times 4. Trip planning 5. Sustainability 6. Real-time traffic management	 Customer Relationships 1. Automated via App 2. Automated via Website 3. Customer Service  Channels 1. App 2. Social media 3. Public advertising 4. Promoters	 Customer Segments 1. Passengers 2. Environment 3. Society
 Cost Structure 1. Payment for TSPs 2. Salaries 3. Infrastructure costs 4. R&D 5. Customer acquisition		 Revenue Streams 1. Monthly subscriptions 2. Pay-per-ride commissions		

Business Model Canvas -





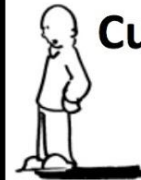
Value Propositions

1. Flexibility and convenience
2. Affordability
3. Reduced congestion and travel times
4. Trip planning
5. Sustainability
6. Real-time traffic management



Customer Relationships

1. Automated via App
2. Automated via Website
3. Customer Service

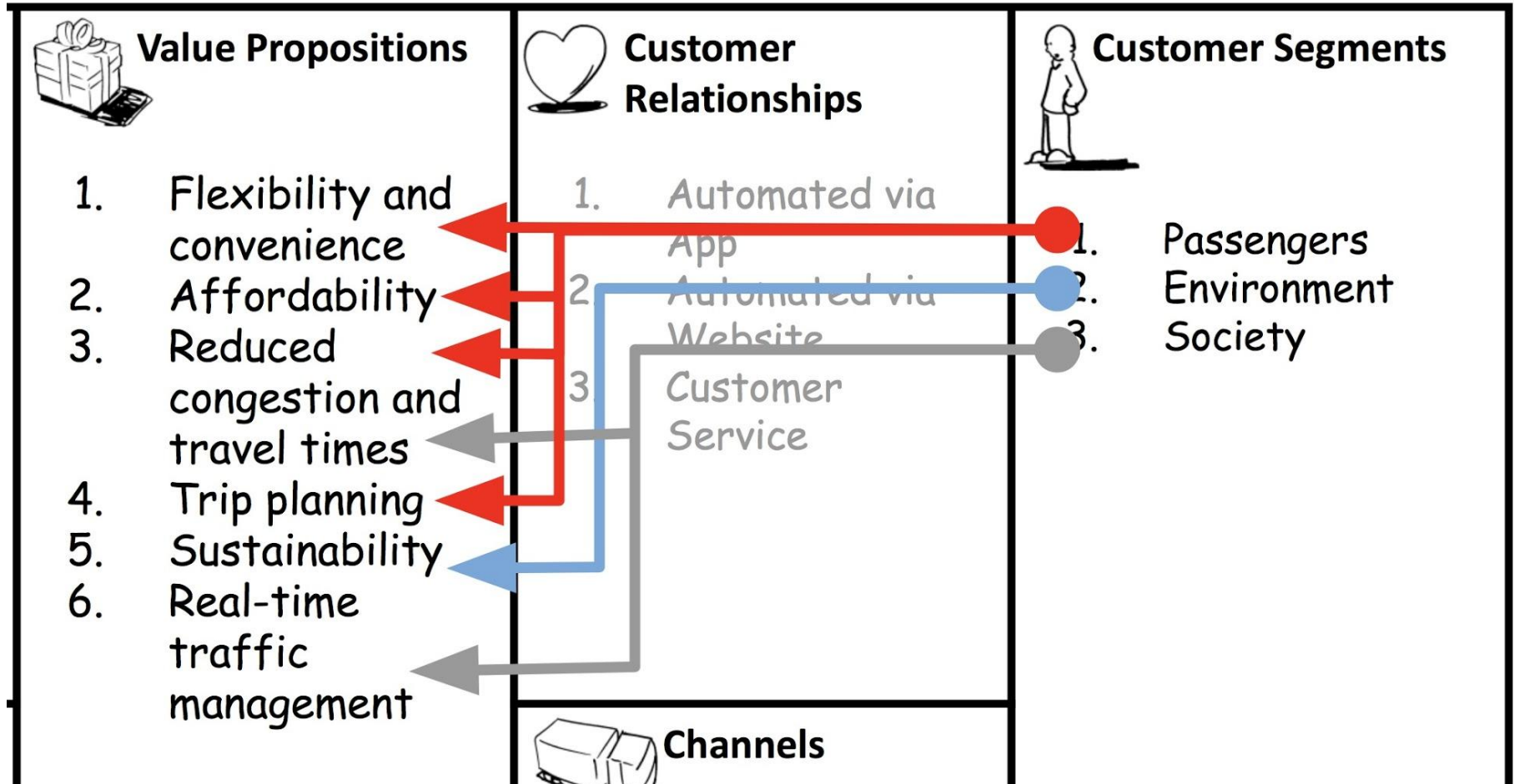


Customer Segments

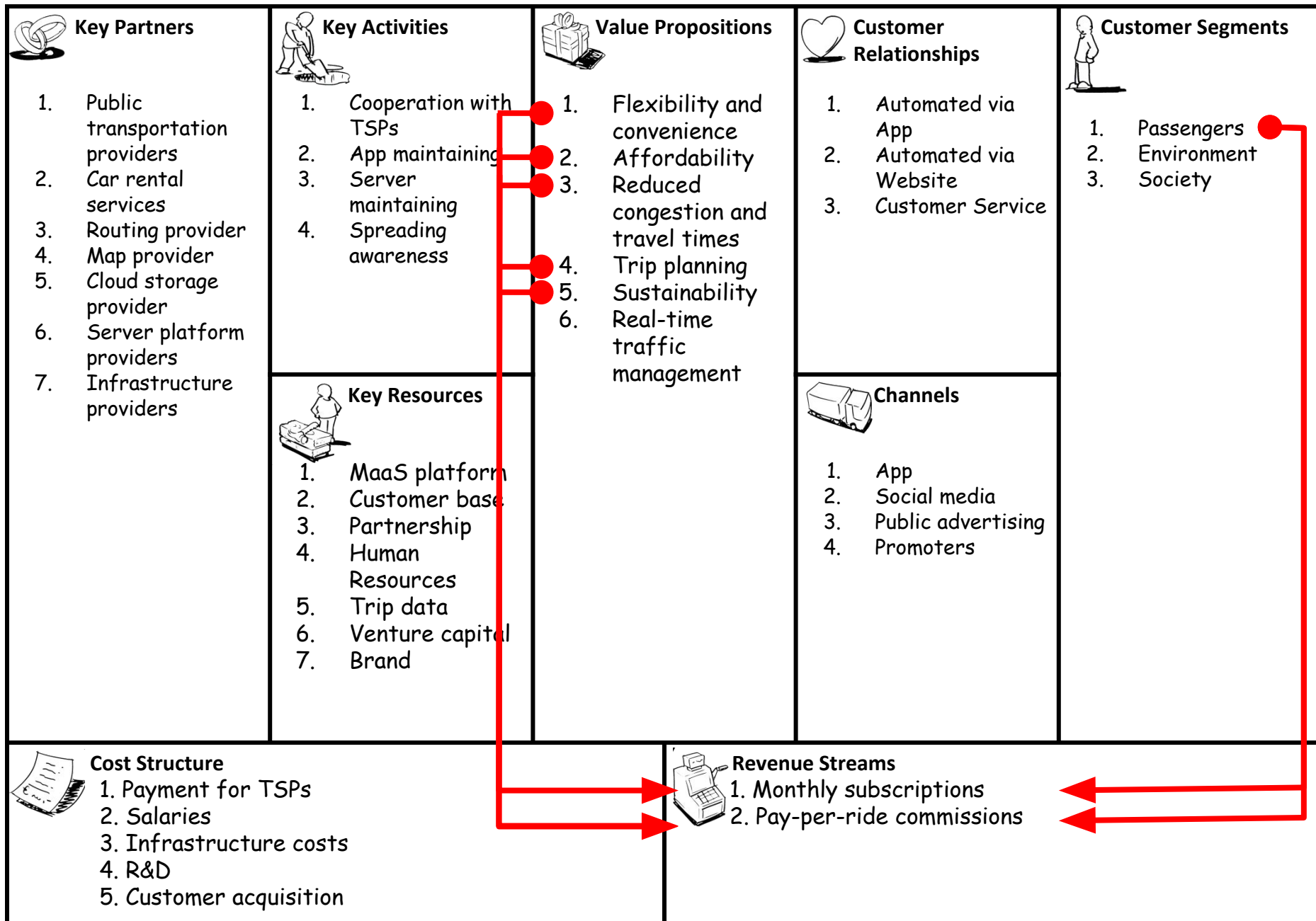
1. Passengers
2. Environment
3. Society



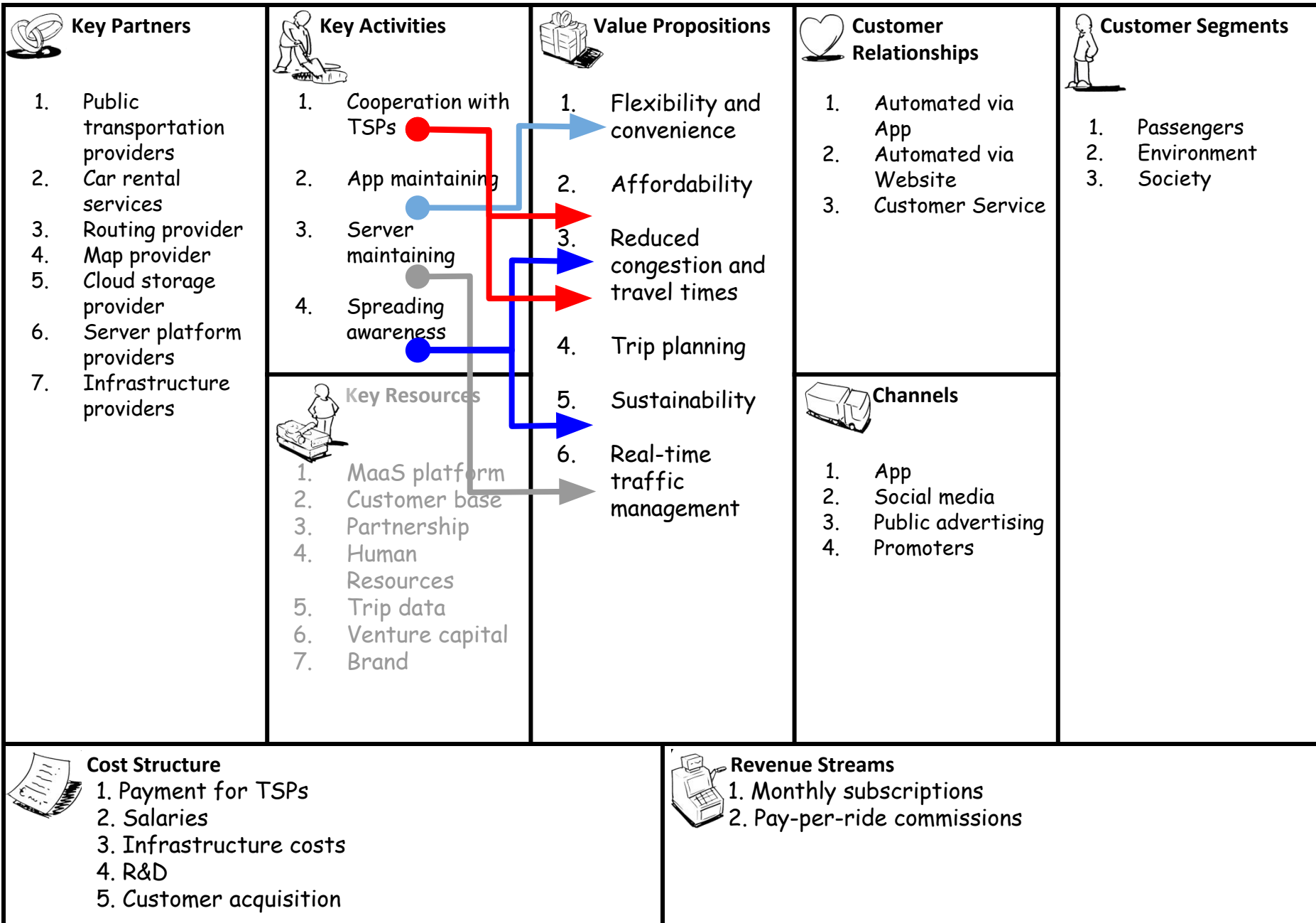
Channels



Business Model Canvas -



Business Model Canvas -





Key Activities

1. Cooperation with TSPs
2. App maintaining
3. Server maintaining
4. Spreading awareness



Key Resources

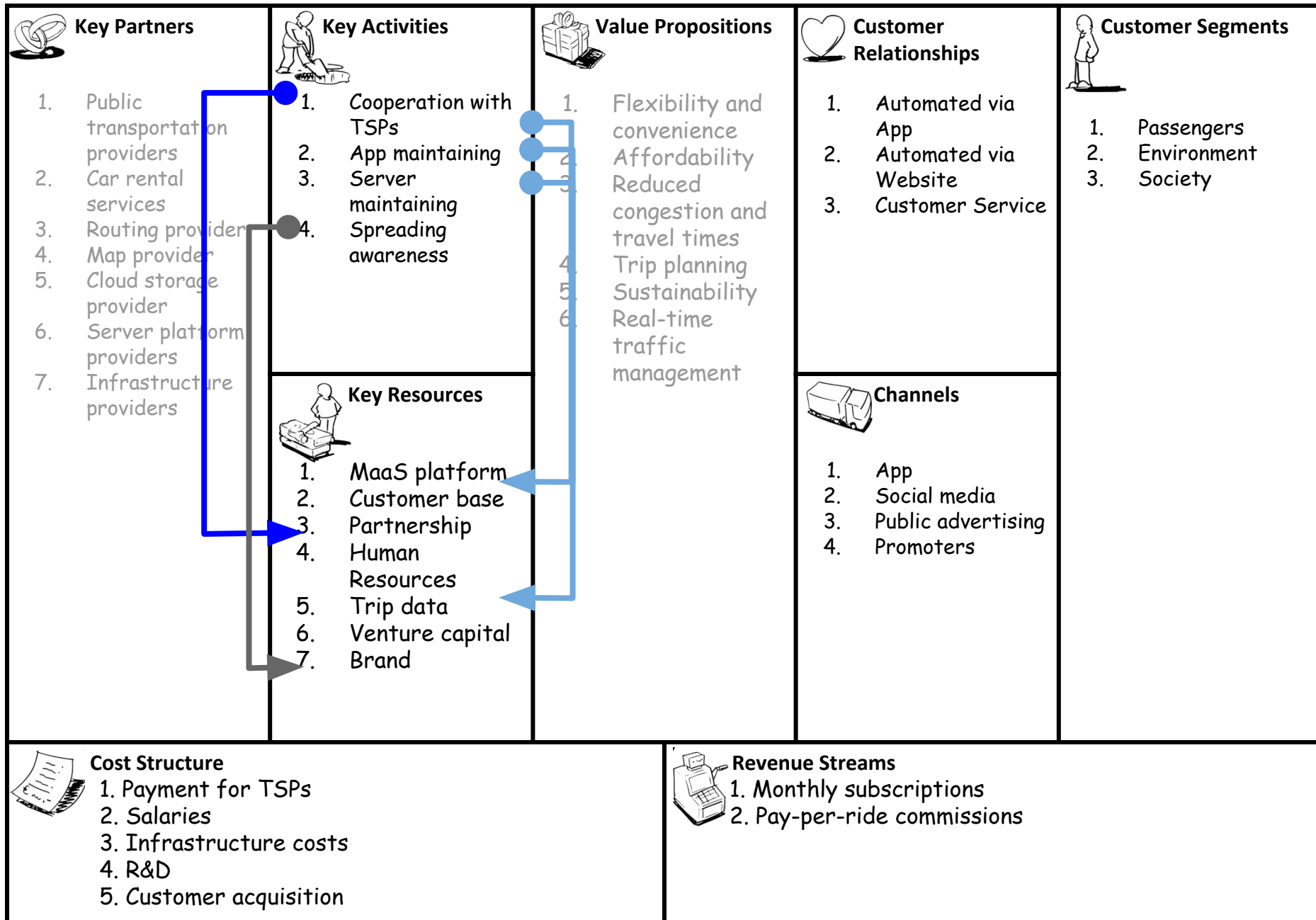
1. MaaS platform
2. Customer base
3. Partnership



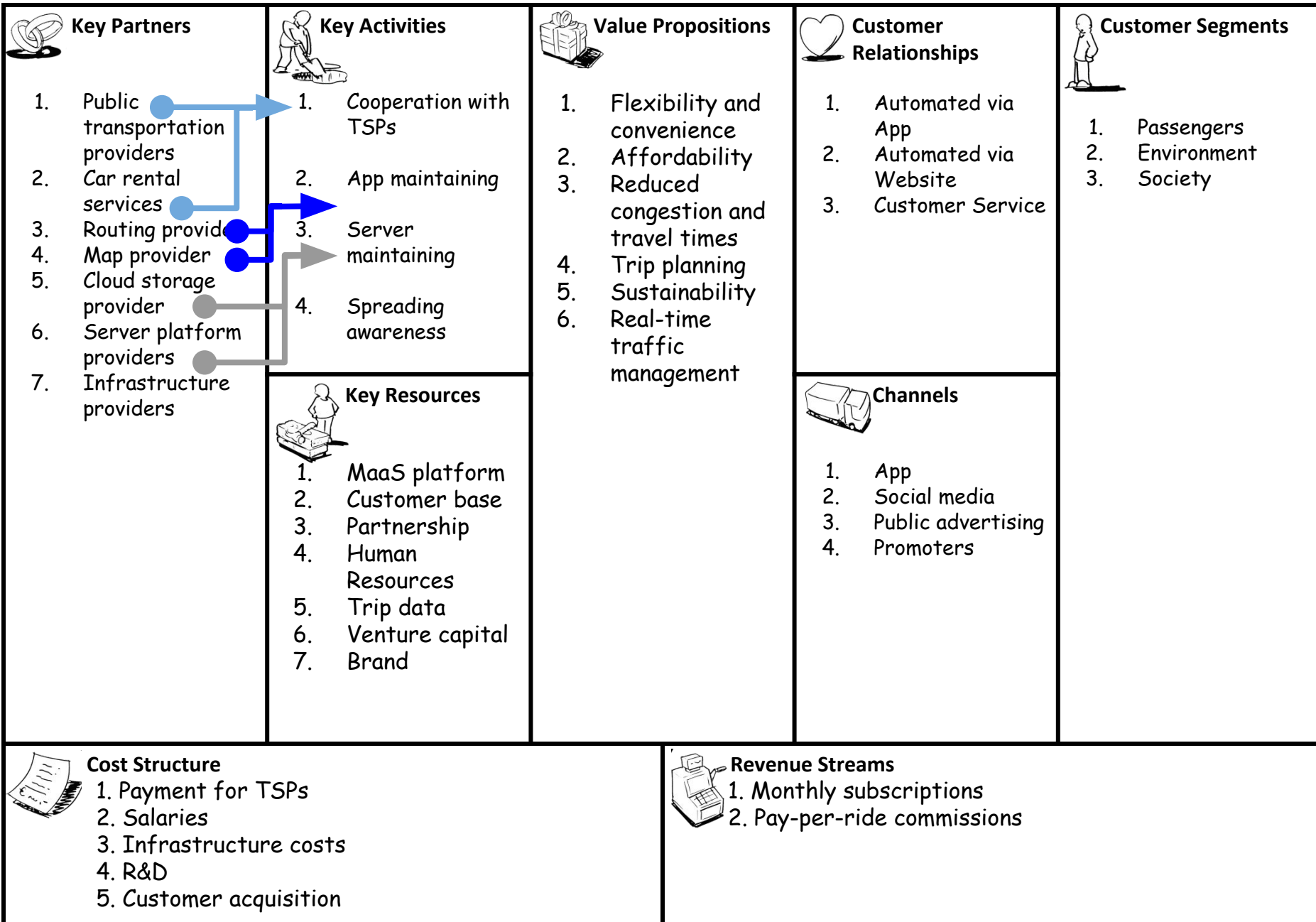
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Business Model Canvas -



Business Model Canvas -





Key Partners

1. Public transportation providers
2. Car rental services
3. Routing provider
4. Map provider
5. Cloud storage provider
6. Server platform providers
7. Infrastructure providers



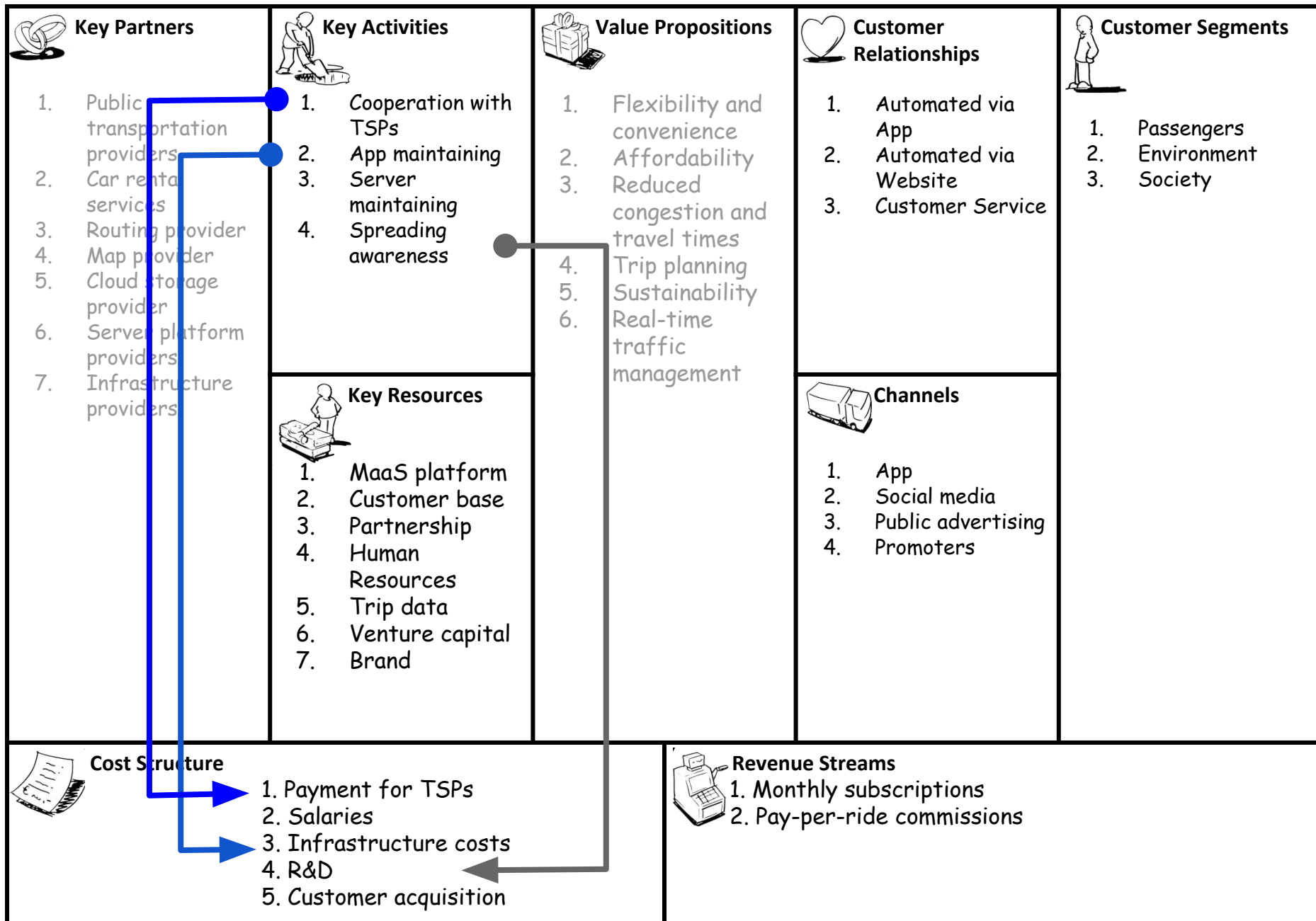
Key Activities

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2. App maintaining
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Key Resources

Business Model Canvas -



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Porter's 5 Forces

