

Business Model Canvas



Key Partners

- Technology IT experts
- Bar owners
- Club owners



Key Activities

- The Ride Sharing app is effective and easy to use
- Developed Teach users how to navigate through the developed app
- Play has an app developed on all Android and iOS phone platforms through the Google Play Store and Apple Store, as well as Windows and Mac versions for club and bar owners



Value Propositions

- Drink Utilize technology through readily available smartphones to guarantee cheap and safe access to the home for alcoholics.
- Regular clubs and bar owners ensure that their regular loyal customers return safely and at the same time protect their vehicles from alcohol-related accidents.



Customer Relationships

- Offers an inexpensive, effective and safe way to get home drunk at night with friends.



Customer Segments

- Regular bar and club visitors



Key Resources

- Information Technology experts,
- Bar and club owners
- Smartphones and computers
- Regular bar and club drinkers



Channels

- Promotion & awerness
- Social media
- Online advertisement
- E-mail



Cost Structure

- Computer repairs
- Replacement of lost phones
- Runtime costs
- Spare parts for devices used in the implementation of the project.



Revenue Streams

- Subscription by customers
- Subscription by companies to deliver client's vehicles safely to their homes.