

BUSINESS MODEL CANVAS

- 1) **Customer Segments** – These are mostly mobile app users who don't have vehicles or cars and want to travel from point A to point B at minimum costs but in comfortable rides hence don't use public transport like buses regularly. Lyft doesn't just provide cars; it also provides bikes, scooters, bicycles and food delivery
- 2) **Value Propositions** – Customers get quick cabs with on demand availability. They don't have to worry about parking hassles or costs. These are also cheaper than the regular taxis as they work on volume.
- 3) **Customer Relationships** – After every ride, feedback is asked on drivers and the ride with a proper customer support system on mobile application itself. Customers are also engaged on social media through relevant content on lyft pages. Referral bonuses are given to customers to suggest rides to known acquaintances when they use it. Additional Bonuses on special occasion are given too.
- 4) **Channels** – Prime source of communication is the app itself or the website. All feedbacks, info and customer support are done on the same. In addition, several digital marketing campaigns on social media, you tube etc help with customer communication and acquisition. It is also done on traditional media like tv, radio and newspapers.
- 5) **Key Partners** – Definitely investors are the ones who need to put their money in to get everything started and functioning till company starts making enough profits to run on its own. Then you need drivers with their cars, online payment solution partners, map providers like google maps to reach source and destination and last but not the least the insurance companies to provide insurance for all registered vehicles and drivers.
- 6) **Key Activities** – Developing the product continuously to keep on solving customer's pain points becomes a top priority, hiring and training drivers becomes another one. Marketing and customer acquisition will always be needed as this is a volume business.
- 7) **Key Resources** – Digital infrastructure like servers etc to keep the app, website, customer support, payment solutions running. Trained drivers are another key source needed for daily operations. Off ground staff involved in planning, strategy, marketing, HR, IT, operations etc and on ground staff like at airport or in logistics who keeps the on ground operations running
- 8) **Cost Structure** – Will include driver and the entire employee's salary. Also the tech infrastructure costs related to digital assets. On top of all this there will be marketing cost, insurance costs and operations/logistics costs.
- 9) **Revenue Streams** - Ride commissions from each ride, rental cars payments, corporate tie ups for office drops & airport pick-ups etc. Commission from food deliveries as well as lyft does the same in US and Canada.

Value Proposition Canvas

Customer Profile:

Customer Jobs – Customer wants a good taxi/vehicle service with lower fares. Doesn't like to wait in unknown about the arrival of taxi. Wants flexible payment options

Customer Pains – Booking an advance taxi is a headache. There are driver issues with bad attitude or driving skills. Shortage of cash or not knowing the exact fare until ride completion are also issues. Taxi availability especially during peak hours is a challenge

Customer Gains – Trusted driver always helps the cause. Knowing the payment and flexibility of payment options will help. One click cab order/cancellation will help. Knowing where the cab is will help with time and safety

Value Proposition:

Products & Services – Mobile Application to book or cancel cabs. Unlock a "bike or scooter" and pay right through your app. Pay a little less to "share" your car with other riders heading in the same direction. Get all transportation details in advance through "lyft". "Wait & Save" is for most affordable personal ride. Once booked, it takes some time to pair you with the best driver for your route and pickup spot.

Pain Relievers – Driver ratings will ensure safety and avoid bad experiences. Flawless automatic payments will ensure knowing fare in advance and paying directly. With 24*7*365 availability, finding a cab won't be an issue. On booking, app will also tell you the arrival time instead of waiting in unknown.

Gain Creators – Rating and feedback system for drivers will help build trust in advance. Automatic card/cash payment will help with zero-time payment. You can manage the entire trip on a single platform with one click. Navigating the trip on map will help with the cab tracking.

BUSINESS MODEL CANVAS -LYFT

<div>Key Partners</div> <div>List the partners that you can't do business without (not suppliers)</div> <div><div>1) Investors</div><div>2) Drivers with their cars</div><div>3) Online payment solution providers</div><div>4) Map providers</div><div>5) Insurance companies for vehicles</div></div>	<div>Key Activities</div> <div>What do you do every day to run your business model?</div> <div><div>1) Hiring, training drivers and their background checks</div><div>2) Marketing and customer acquisition</div><div>3) Product Development</div></div>	<div>Value Propositions</div> <div>What are your products and services?</div> <div>What is the job you get done for your customer?</div> <div><div>1) On demand ride availability with minimum waiting time for cabs</div><div>2) No parking hassles/payments</div><div>3) Cheaper than regular taxis</div></div>	<div>Customer Relationships</div> <div>How does this show up and how do you maintain the relationship?</div> <div><div>1) Ratings and ride feedback</div><div>2) Social media</div><div>3) Customer Support</div><div>4) Referrals and discounts</div></div>	<div>Customer Segments</div> <div>List the top three segments.</div> <div><div>1) Mobile app users who don't have vehicles/cars or don't want to invest in vehicles/cars</div><div>2) Those who rent cars for holiday getaways</div><div>3) Those who want low-cost shared rides</div><div>4) Those who want quick home food delivery</div></div>
<div>Key Resources</div> <div>The people, knowledge, means, and money you need to run your business.</div> <div><div>1) Digital assets</div><div>2) Trained drivers & vehicles</div><div>3) On and Off ground staff</div></div>		<div>Channels</div> <div>How do you communicate with your customer?</div> <div><div>1) Mobile App/Website</div><div>2) Digital marketing campaigns on social media, you tube etc</div><div>3) Traditional Media</div></div>		
<div>Cost Structure</div> <div>List your top costs by looking at activities and resources.</div> <div><div>1) Drivers and staff salaries</div><div>2) Tech Infrastructure costs</div><div>3) Marketing costs</div><div>4) Insurance costs</div></div>			<div>Revenue Streams</div> <div>List your top three revenue streams.</div> <div><div>1)Ride fares</div><div>2)Rental Cars</div><div>3)Corporate tie ups</div><div>4) Food deliveries</div></div>	

Value Proposition Canvas - LYFT

Value Proposition

Customer Profile

Products & Services

1. Mobile App
2. Bikes & Scooters
3. Shared
4. Lyft
5. Wait & Save



Gain Creators

1. Rating System for trust
2. Automatic Card/cash payment
3. Trip management on a single platform
4. Navigating trip on map

Pain Relievers

1. Driver Ratings
2. Flawless automatic payments
3. 24*7*365 cab/vehicle availability
4. Arrival time prediction



Customer Gains

1. Trusted driver
2. Zero time on payment
3. One click order/cancellation
4. Cab tracking



Customer Jobs

1. Contacting a good taxi/vehicle service
2. Lower taxi fare
3. Waiting for taxi for unknown duration
4. Paying for the trip



Customer Pains

1. Cab/vehicle booking in Advance
2. Bad Driver
3. Payment issues
4. Low Cab Availability



VALUE PROPOSITION CANVAS



Disclaimer:

All content and material on the upGrad website is copyrighted material, either belonging to upGrad or its Bonafede contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis: -

- You can download this document from the website for self-use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self-viewing purposes or to print an individual extract or copy for non-commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of upGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or upGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without upGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.