

Innovation- Zipcar's Business Model



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Zipcar- About the company

- Founded in 2000, by Robin Chase and Antje Danielson
- Innovative concept-First of its kind
- Present in Europe including UK, Spain, Canada and USA
- Collaboration with 250 colleges and universities

Working Process of Zipcar

- Join
- Reserve
- Unlock
- Drive



Business Model Canvas

- Customer Segmentation
- Distribution Channel
- Offer
- Customer Relationship
- Partner Network
- Cost Structure



Process



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