

Business Model Canvas

Key partners

- Health experts / Fitness coaches
 - Health insurances
 - Cloud service provider (Computation & Data Storage)
 - App Store providers: Google, Apple
 - Payment service providers: E. g. Paypal
 - Investors
 - Hardware manufacturers (Sensors, Camera, evtl. wearables)
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Key Activities

- Research & Development
 - UI design
 - Testing
 - Maintenance
 - CI/CD
- Data collection, analysis and Dashboard
 - Monitoring
- Feedback integration
- Platform management
- Marketing and sales
 - Price management
 - Customer acquisition
 - Customer retention

Key Resources

- Infrastructure
 - Camera
 - Sensor
 - Cloud
 - Evtll. servers
- Software licenses
- Employees (Research & Development, Marketing & Sales, ...)
- Financial resources (Investors)
- Customer data
- Domain knowledge experts (Medical)

Value Propositions

- Improved Health & Wellness
- Reduced Healthcare costs
- User Experience (+ Accessibility)
- Cheaper services
- Awareness of physiological behaviour
- Competitiveness (i. e. by health leaderboard) (Polina please decide! :)

Customer Relationships

- Feedback mechanisms - Dashboard
- Loyalty programs (Discounts)

B2B:

- Subscription
- Full Ecosystem
- On premise ecosystem setup
- Preferred continuous support

B2C:

- Freemium
 - Free part: Single images
 - Payed part: Whole video + Add-Ons
- Chatbot support

Channels

1. AWARENESS

- Advertisements and campaigns (LinkedIn, IHK)
- Website
- Social media
- Health / Wellness fairs
- Partnerships (e. g. Health insurance)

2. EVALUATION

- Dashboard

3. PURCHASE

- App Stores
- Website

4. DELIVERY

- (Always-on) App
 - Dashboard
 - System overlay (traffic light scheme of posture quality)
 - Audio feedback (for accesibility)
- Website

5. AFTER SALES

- Chatbot integration
 - Hotline for B2B (Customer specific support)
 - (Outsourced) Callcenter for B2C for paying customers
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Customer segments

B2B:

- Offices
- Production sites
- (Physio) Therapy clinic
- Health insurances

B2C:

- Customers working in remote offices (at home)
 - Injured customers (or customers with chronical pain)
 - Individual customer in offices
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Cost structure (TO DISCUSS)

Fixed costs:

- Cloud service
- Employees
- Platform costs (App Stores)
- Hosting cost
- Chatbot cost
- Insurance cost

Variable costs:

- Employee hardware
- Meeting location and catering cost
- Advertisement and campaign costs

Scale:

- Renting an office
- Consultant costs
- Certification costs
- Hardware + Computation costs

Scope:

- Region specific advertisement
- Localization of the app and website (translating)
- Increase diversity of training data (regional finetuning with cultural clothing)

Revenue Stream (TO DISCUSS + TODO)

- Subscription services
- Partnership with health insurances
- Advertisement income from free users
- Customization packages from B2B
- Add-ons for B2C (Subscription?)
- Staff-boxing
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