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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, evtll. wearables)

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)

  • Visual and accoustic feedback

- Cheaper services

- Awareness of physiological behaivour

- Optional value: competitiveness (i. e. by health leaderboard)

Customer Relationships

- Feedback mechanisms - Dashboard

- Loyalty programs (Discounts)

B2B:

- Subscription

- Full Ecosystem

- On premise ecosystem setup

- Prefered continuous support

B2C:

- Freemium

  - Free part: Single images

  - Payed part: Whole video + Add-Ons

- Chatbot support

Channels

1. AWARENESS

- Advertisments 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

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

Cost structure (TO DISCUSS, should we add numbers?)

Fixed costs:

- Cloud service

- Employees

- Platform costs (App Stores)

- Hosting cost

- Chatbot cost

- Insurance cost

Variable costs:

- Employee hardware

- Meeting location and catering cost

- Advertisment and campaign costs

Scale:

- Renting an office

- Consulatant 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

- Fixed pricing with subscription services and one-time payment:
  - B2B:
    - Customization packages for B2B: **(product feature dependent pricing)**
    - For continuous support: **volume dependent pricing** (subscription)
    - If usage of our hardware -> **volume dependent pricing** (on number of employees) (subscription)
    - Else: **volume dependent pricing** (one-time payment - license)
  - B2C:
    - **List price**: Free model or subscription
- Advertisement income from free users
- Add-ons for B2C (Subscription?)
  - Notifications about behaviour
  - Proposing actions to compensate sitting too long (Jumping jacks, streching exercises)
- Evtl. partnership with health insurances