# Lean Canvas Model

# GolfAccess

## Key Partners
1. **Golf Courses**

2. **Influencers**

3. **Professional Golfers**

4. **Equipment and Clothing Brands**

## Key Activities
1. **Partner with Golf Courses**
   - Beginner friendly with discounted prices
2. **Connect with Used Golf Equipment Stores**
   - Integrate platforms like Facebook Marketplace?
3. **Content Creation for Beginners**
   - Checklist, rules, tips and interactive tutorials

## Key Resources
1. **Partnership Networks**
   - Golf courses, and used-equipment stores
   - Influencers / Pro-Golfers
2. **Content Creation Team**
   - Develop beginner-friendly guides, checklists, tutorials, and interactive features
3. **Technology & Development**
   - Build and maintain booking systems, equipment listings, chatbots, and gamified learning.
4. **Data & User-Insights**
   - Tools to provide personalized recommendations

## Value Propositions
1. **Accessibility for Beginners and Lower-Income Individuals**
   - Lower-cost options for courses, lessons, and equipment.
2. **All-in-One Convenience**
   - Provide checklists and beginner-friendly rules.
   - Connect users with affordable golf equipment and apparel.
   - Offer direct access to golf courses for booking tee times and lessons.
3. **Reduce Nerves**
   - Help users feel confident by providing practical information such as where to park, how to check-in, what to say, etc.

## Customer Relationships
1. **Expanding Course and Equipment Access**
   - As users "level up" in the app, they gain access to more advanced golf courses and better equipment.
2. **Personalized Recommendations with a Feedback Loop**
   - Provide recommendations based on users' progress, preferences, and feedback.
3. **Future Expansion into Other Sports**
   - Introduce other sports like pickleball, lifting, etc.

## Channels
1. **App Store and Google Play**
2. **Social Media**
3. **Business Clubs and High Schools**
   - Visit lower income schools
4. **Company Partnerships**
   - Group lessons or discounts for employees

## Customer Segments
1. **Lower-Income Individuals**
   - People who may lack access to equipment and guidance on how to start golfing,.
2. **Women and Young Girls**
   - Female beginners who might feel intimidated by the predominantly male golf community.
3. **Young Adults (Ages 16-30)**
   - Individuals in this age group who are interested in trying golf but may have limited financial resources.

## Cost Structure
1. **Development and Maintenance Costs**
   - Expenses related to hiring developers and designers, ongoing technical support, regular updates to fix bugs, and improvements to features based on user feedback.
2. **Marketing and Advertising**
   - Costs associated with social media ads, influencer partnerships, and promotional campaigns
3. **Content Creation**
   - Expenses for producing educational materials, tutorials, and interactive features

## Revenue Streams
**Partnerships with Affordable Golf Courses and Equipment Sales**
- Earn commissions on new customer referrals
- Facilitate the rental and sale of secondhand clubs through the app, earning fees from each transaction.

**Free & Paid Version**
- Personalized lessons, advanced tutorials, priority booking, detailed course analytics, community features, and customizable checklists