

Lean Canvas Model

Startup Name

My Coach

Founder Name

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Version

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Problem

- . Limited time and knowledge to practice sport and achieve goals.
- . Difficulty in finding convenient and qualified coaches and personal trainers.
- . Lack of guidance and motivation for maintaining a consistent fitness routine

Solution

- . My Coach is a platform that offers variety of certified sport coaches and qualified personal trainers, with an easy booking system for sessions including scheduling time and location.

Key Metrics

- . Clients sign up & active users.
- . Number of coaches and PT.
- . Sessions booked.
- . In-app purchase revenue.
- . Clients feedback rating and reviews.

Unique Value Proposition

- . Discover a variety of coaches and trainers matching your needs, including their services and prices.
- . Convenient booking system for sessions with flexible scheduling.
- . Reliable client reviews and ratings to ensure quality coaches.
- . Feedback mechanism system post-session for continuous improvement.

Unfair Advantage

- . Intuitive and user-friendly interface for easy navigation.
- . Strong partnership with coaches and trainers for a wider selection.
- . Focus on building a high-quality coach network for client trust.

Channels

- . Social media marketing.
- . SEO and content marketing.
- . Partner collaborations.

Customer Segments

- . Health-conscious individuals seeking to improve overall well-being.
- . Performance-driven individuals aiming to achieve specific fitness goals.
- . Fitness beginners seeking guidance and motivation to start their journey.
- . Sports enthusiasts looking for professional coaching to enhance their skills.

Cost Structures

- . Platform development and maintenance.
- . Marketing and advertising expenses.
- . Customer support
- . Payment processing fees

Revenue Streams

- . Lead generation fees from connecting users with coaches and personal trainers.
- . Freemium model.
- . Advertisement revenue.