***The Business Model Canvas***

***Designed for: HEALTH BUDDY***

***Designed by: GROUP 3***

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| **Key Partners**   * DOCTORS. * MINSTRY OF EDUCATION. * STATE GOVERNMENT. * BUSINESS ORGANISATIONS. | ***Key Activities***   * MARKETING. * HEALTH GUIDE. * PROVIDING REGULAR UPDATES/BLOG POSTS/SENSITIZATION ON HEALTH AWARENESS. | ***Value Propositions***   * HEALTH GUIDE * FITNESS TRACKER * EYES-CARE (SCREEN TIME REGULATION) * MENTAL HEALTH MANAGEMENT (MENTAL STABILITY). * EFFECTIVE WORK CULTURE. * NUTRIENTS. * AWARENESS ON CELL COMPOSITION, IMPROVEMENT. | | ***Customer Relationships***   * ENGAGING OUR USERS TO PARTAKE IN OUR APP REVIEWS AND SURVEYS. * BY RECOMMENDING ARTICLES AND PRODUCTS TO OUR USERS BASED ON THEIR PREFERENCES. * OFFERING PRODUCT DISCOUNT AND GIFTS TO LOYAL CUSTOMERS | ***Customer Segments***   * DIGITAL ORGANISATIONS. * TECH BROS/SIS, TECH BUDDIES. * WESTERN CULTURED FOLK. * YOGA-BUDDIES. * SURROGATE MOTHERS AND PRACTITIONERS. * SPORTS PROFESSIONALS AND ATHLETES. |
|  | ***Key Resources***   * OUR STAFFS * MOBILE APPLICATION. |  | | ***Channels***   * APP CRM * EMAILS * SOCIAL MEDIA * AFFILIATE PROGRAM |  |
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| ***Cost Structure:***   * STAFF SALARIES. * APP MAINTENANCE AND UPDATES. * COST OF SALES AND MARKETING. * OUTSOURCED SERVICES. * COMPUTERS AND MACHINERY. | | | ***Revenue Streams:***   * PRODUCTS AND SUBSCRIPTIONS. * PRODUCTS SALES. (PHYSICAL) * SALES PERCENTAGE/ROYALTIES ON 3RD PARTY SALES. | | |
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