Business Model Canvas: Athletica

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
• Fitness Coaches (Pilot Users) • Local Gyms & Hubs • Cloud Infrastructure Providers	• Platform Development (Flutter/Cloud) • Market Validation & Iteration • User Acquisition & Support	• Unified Arabic-first digital system • Professional program delivery • Real-time progress tracking • Affordable localized pricing	• Self-service platform • User co-creation (feedback loops) • Direct support for pilot users	• Independent coaches in Egypt • Small fitness businesses • MENA region fitness professionals
	Key Resources		**Channels**	
	• Tech Stack (Flutter, Cloud) • Founding Team Expertise • Direct Market Insights		• App Stores (iOS/Android) • Direct Pilot Outreach • Social Media & Community	

Cost Structure	Revenue Streams
• Software Development & UI/UX Design • Cloud Hosting & Infrastructure • Marketing & User Acquisition	• Freemium Model (Free/Trial Tier) • Tiered Paid Subscriptions (SaaS)

Detailed Breakdown

1. Value Propositions

Athletica provides a **unified, Arabic-first digital system** that replaces fragmented tools like WhatsApp and static PDFs. It empowers coaches with **professional program delivery** and **real-time progress tracking**, all at an **affordable price point** tailored for the local market.

2. Customer Segments

The primary focus is on **independent fitness coaches in Egypt**, specifically targeting those in Ismailia and Cairo for the initial pilot. The long-term goal is to serve **fitness professionals across the MENA region**.

3. Revenue Streams

Athletica utilizes a **SaaS subscription model**. This includes a **free tier** to encourage adoption and **paid tiers** for coaches who need advanced analytics and higher client management limits.

4. Key Resources & Activities

The core of the business relies on a **scalable technology stack** (Flutter and Cloud) and the **founding team's expertise**. Key activities involve continuous **platform development** and **market validation** through direct engagement with the fitness community.