










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div>Key Partnerships</div> <div></div> <div><ul style="list-style-type: none">- Hospitals- Nursing home- Manufacturers- Appstore (if needed)</div>	<div>Key Activities</div> <div></div> <div><ul style="list-style-type: none">- Product development- Data collection and Analysis- Ads- Customer Acquisition</div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none">- Health insights- Easy integration with systems- Real time monitoring</div>	<div>Customer Relationships</div> <div></div> <div><ul style="list-style-type: none">- Customer Support- Customer feedback (Q&A)</div>	<div>Customer Segments</div> <div></div> <div><ul style="list-style-type: none">- Fitness enthusiasts- Health monitoring and Wearable tech companies- Research Institutions (Universities or Research labs)</div>
	<div>Key Resources</div> <div></div> <div><ul style="list-style-type: none">- ML Algorithms- Developers (Hardware/Software, UX/UI)- Manufacturers and Supply Chain (Cost effective supply of materials)</div>		<div>Channels</div> <div></div> <div><ul style="list-style-type: none">- Direct sales- Online sales (Website)- B2B partnerships- Mobile App (Appstore)</div>	
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none">- R&D Costs (prototyping)- Manufacturing Costs- Marketing and Sales (Partnerships & Ads)- Cloud services (Data storage, ML processing)- Appstore fees</div>			<div>Revenue Streams</div> <div></div> <div><ul style="list-style-type: none">- Licensing rights (B2B partners)- Service contracts (Maintenance and Support)</div>	

