# The Business Model Canvas

## Key Partnerships

- Hospitals
- Nursing home
- Manufacturers
- Appstore (if needed)

## Key Activities

- Product development
- Data collection and Analysis
- Ads
- Customer Acquisition

## Key Resources

- ML Algorithms
- Developers (Hardware/Software, UX/UI)
- Manufacturers and Supply Chain (Cost effective supply of materials)

## Value Propositions

- Health insights
- Easy integration with systems
- Real time monitoring

## Customer Relationships

- Customer Support
- Customer feedback (Q&A)

## Channels

- Direct sales
- Online sales (Website)
- B2B partnerships
- Mobile App (Appstore)

## Customer Segments

- Product is for fitness enthusiasts, health monitoring and Wearable tech companies and research Institutions (Universities or Research labs)

## Cost Structure

- R&D Costs (prototyping)
- Manufacturing Costs
- Marketing and Sales (Partnerships & Ads)
- Cloud services (Data storage, ML processing)
- Appstore fees

## Revenue Streams

- Licensing rights (B2B partners)
- Service contracts (Maintenance and Support)

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