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| **Key Partners**  NHS  Scottish Government  Local authority gym/leisure centres | **Key Activities**  Monitoring users fitness  Customer service  User surveys  Encourage referrals  **Key Resources**  Technology  Partnership working  Networking  **Key Resources**  Technology  Partnership working  Networking | **Value Propositions**  Simple to use  Provide suitable tips  Flexible  Adaptable to lifestyles | **Customer Relationships**  Social media  Continued updates of the app  **Channels**  Website  Mobile app for all systems  Marketing material such as posters/leaflets | **Customer Segments**  People who need to increase physical activity  People who want to improve their physical fitness  Support health professionals to sign post users to the app  Help improve local communities |

*SMARTER COMMUTING APP*

**Cost Structure**

Server set-up cost

Marketing materials to promote service

General running of app and updating of app to keep up with competitors

**Revenue Streams**

Funding is available from Scottish government

Sponsorship deals

National lottery