

Business Model Canvas

Key Partnerships <ul style="list-style-type: none">-- Grocery stores and online retailers-- Health and fitness influencers-- Affiliate networks	Key Activities <ul style="list-style-type: none">-- Developing and maintaining web scraping software-- Marketing and promotional activities-- Managing partnerships and affiliate relations-- Updating the database	Value Propositions <ul style="list-style-type: none">-- Cheapest options for health groceries and supplements-- Time and money savings-- Updated prices from multiple retailers	Customer Relationships <ul style="list-style-type: none">-- Customer support-- Community engagement	Customer Segments <ul style="list-style-type: none">-- Health-conscious individuals-- Fitness enthusiasts and athletes-- Budget-conscious shoppers-- Bulk Buyers
	Key Resources <ul style="list-style-type: none">-- Web scraping and application development technology-- Marketing and sales teams-- Data storage and processing		Channels <ul style="list-style-type: none">-- Application and website-- Social media platforms-- Health and fitness forums	
Cost Structure <ul style="list-style-type: none">-- Development and operational costs-- Marketing and advertising-- Affiliate commission payouts-- Staff salaries			Revenue Streams <ul style="list-style-type: none">-- Subscription fees-- Affiliate marketing commissions-- Advertisements-- Selling anonymized data	