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| **Business Model Canvas** | |  | | |  | |  |  |  |  |  |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?  MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities | What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?  CATEGORIES:  Production, Problem Solving, Platform/Network | | What value do we deliver to the customer? Which one of our customer’s problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?  CHARACTERISTICS: Newness, Performance, Customization, “Getting the Job Done”, Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability | | | | What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? | | For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform | | |
| **Key Resources** | | **Channels** | |
| What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?  TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial | | Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?  IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).  SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope | | | | For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?  TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market | | | | | | | |
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| **Business Model Canvas** | | Personal Trainers | | |  | | Djonathan B. e Mauricio |  | 27/11/24 |  | 1 |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Redes de academias para teste e validação do app.  Empresas de tecnologia para integração com wearables e dispositivos IoT.  Influenciadores fitness para promover a solução. | Desenvolvimento contínuo do aplicativo.  Marketing digital para atração de clientes.  Suporte técnico e treinamento de clientes.  Parcerias Principais  Redes de academias para teste e validação do app.  Empresas de tecnologia para integração com wearables e dispositivos IoT.  Influenciadores fitness para promover a solução. | | Gerenciamento integrado de academias:  agendamento, pagamentos e controle de frequência.  Ferramentas para personal trainers monitorarem o progresso de alunos.  Experiência personalizada para alunos, com metas e treinos customizados. | | | | Suporte técnico 24/7.  Comunicação direta via chatbot e consultores dedicados.  Atualizações contínuas com novos recursos baseados no feedback dos usuários. | | Proprietários de academias e estúdios fitness.  Personal trainers e coaches.  Clientes de academias que desejam uma experiência personalizada. | | |
| **Key Resources** | | **Channels** | |
| Equipe de desenvolvedores para manutenção e inovação.  Infraestrutura de servidores para suportar o aplicativo.  Parcerias com fornecedores de hardware (catracas, scanners de acesso). | | Aplicativo mobile e plataforma web.  Parcerias com redes de academias e eventos fitness.  Redes sociais e anúncios online para divulgação. | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| Assinatura mensal para academias.  Taxa de uso para personal trainers.  Funcionalidades premium, como relatórios avançados e integração com wearables. | | | | Desenvolvimento e manutenção do aplicativo.  Investimento em marketing e parcerias.  Infraestrutura tecnológica e servidores. | | | | | | | |
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