Sports App Business Model Canvas

Key Partners

- Sports Facilities
- Google Maps
- Local Sports Organizations

Key Activities

- App Development
- Marketing Campaigns

Key Resources

- Mobile App Developers
- Partnerships with Sports Facilities

Value Proposition

- Effortless Sports Facility Booking
- Community Engagement
- Management Tools for Facilities

Customer Relationships

- Responsive Customer Support
- Loyalty Programs

Channels

- Mobile App Stores: We leverage popular app stores, ensuring our mobile application is readily available to a wide audience.
- Strategic Partnerships: Collaborating with sports facilities for mutual promotion, expanding our reach and user base.
- Social media

Customer Segments

- Sports Enthusiasts
- Sports Facility Managers

Cost Structure

- Development Costs
- Marketing Expenses
- Maintenance Costs

Revenue Streams

- Subscription Fees
- Commission on Bookings

Key Resources

Critical Resources:

· Mobile App Developers: Employing skilled developers for continuous improvement and maintenance of our user-friendly mobile platform.

· Partnerships with Sports Facilities: Establishing and nurturing partnerships with various sports facilities to enhance our offerings.

Key Partnerships

Strategic Alliances:

· Sports Facilities: Forming collaborative partnerships with sports facilities to expand our platform's geographical coverage.

· Google Maps: Create integration with the most known and used map platform for easier information distribution for potential users.

· Local Sports Organizations: Building alliances with local sports organizations to strengthen community engagement.
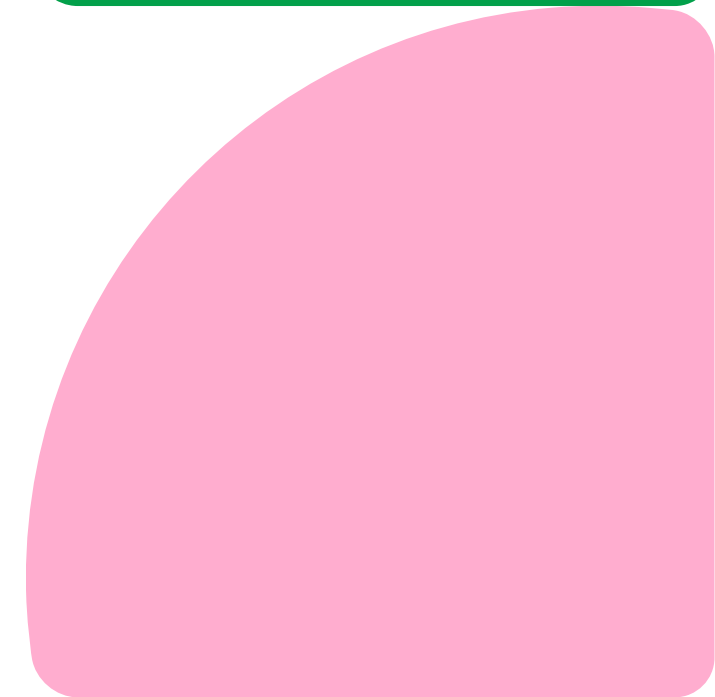
Key Activities

Primary Business Activities:

· App Development: Continuous enhancement and innovation of our mobile application for an optimal user experience.

· Marketing Campaigns: Implementing effective marketing strategies to promote the platform, driving user acquisition.

Value Propositions

Unique Value Propositions:

· Effortless Sports Facility Booking: Users benefit from a simplified and quick booking process for sports facilities.

· Community Engagement: Our platform fosters a sense of community among sports enthusiasts, facilitating connections and shared experiences.

· Management Tools for Facilities: Sports facility owners gain access to powerful management tools, optimizing their operations for better efficiency.
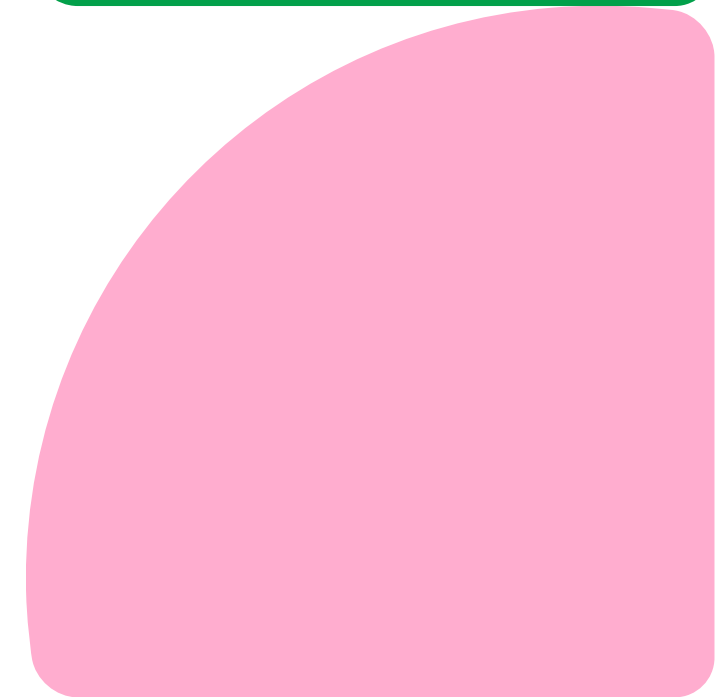
Customer Relationships

Building Customer Relationships:

· Responsive Customer Support: Offering timely and effective customer support to address any queries or concerns.

· Loyalty Programs: Implementing loyalty programs to reward frequent users, fostering brand loyalty and retention.

Customer Segments

Primary Customer Segments:

· Sports Enthusiasts: We cater to individuals passionate about sports, offering them a seamless platform to discover, book, and engage in various sports activities across Kiev.

· Sports Facility Managers: Our platform provides sports facility owners and managers in Kiev with advanced tools for efficient integration and management of their spaces, enhancing overall operations.

Channels

Distribution Channels:

· App Stores: We leverage popular app stores, ensuring our mobile application is readily available to a wide audience.

· Strategic Partnerships: Collaborating with sports facilities for mutual promotion, expanding our reach and user base.

· Social media: some information posts and ads for sharing advantages and ability of our platform
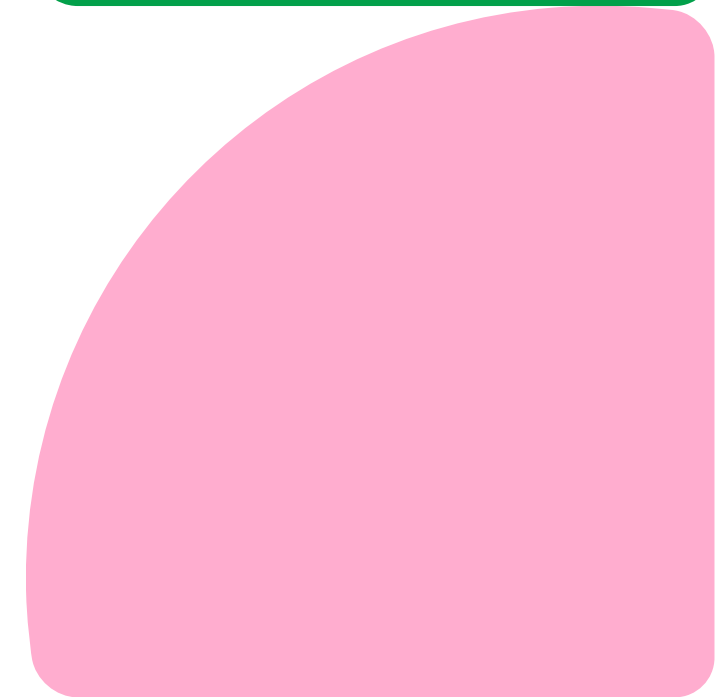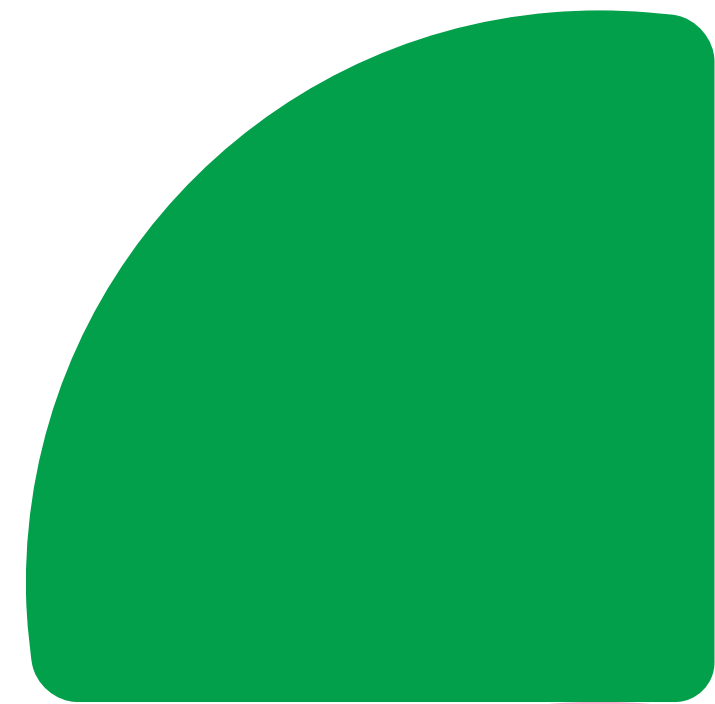
Revenue Streams

Sources of Revenue:

· Subscription Fees: Charging users a subscription fee for premium features and enhanced access.

· Commission on Bookings: Earning a percentage from each sports facility booking made through our platform.

Cost Structure

Major Cost Components:

· Development Costs: Allocating funds for ongoing app development, ensuring the platform stays technologically advanced.

· Marketing Expenses: Budgeting for strategic marketing initiatives to increase brand awareness and user acquisition.

· Maintenance Costs: Ensuring continuous functionality and user satisfaction through regular maintenance.
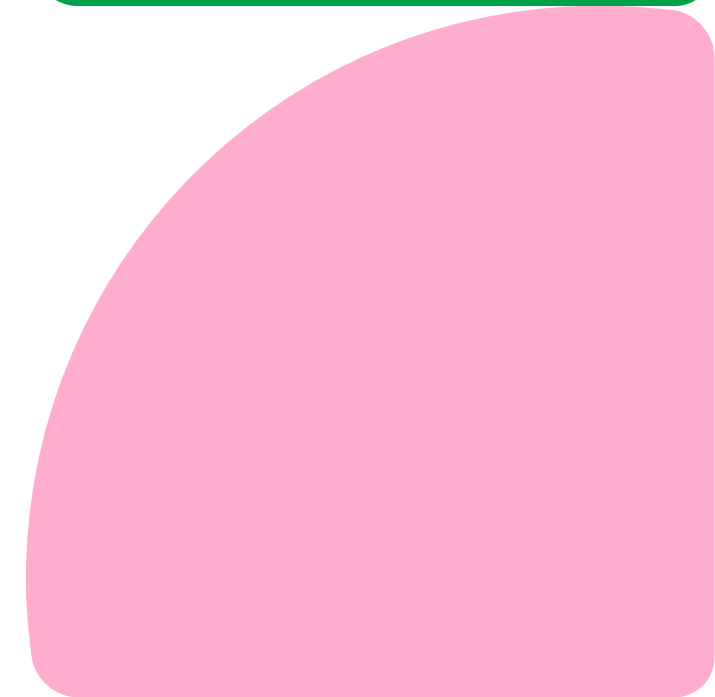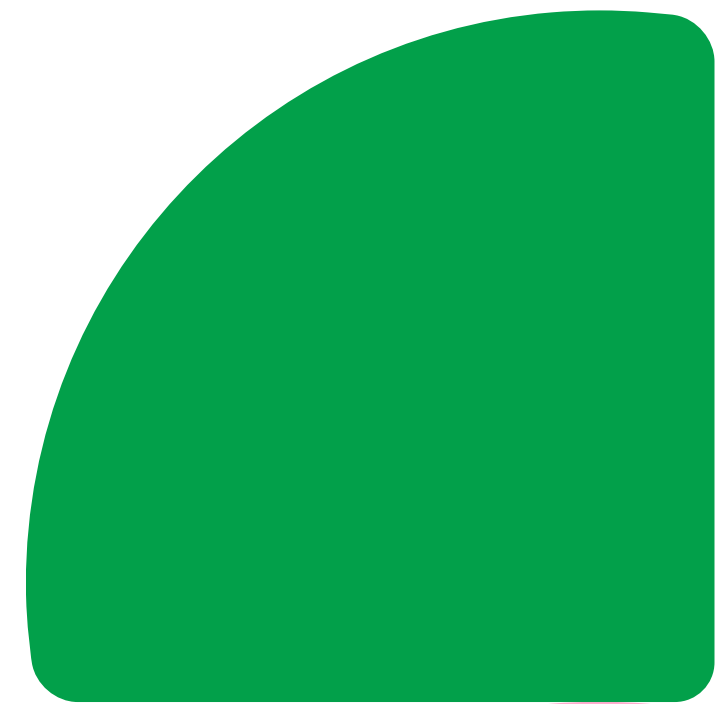
Key Metrics

Performance Indicators:

· User Engagement: Monitoring user interactions within the app to gauge the platform's popularity and effectiveness.

· Conversion Rates: Evaluating the success of our marketing efforts by analyzing the conversion of potential users to active participants.