

Business Model Canvas

It is a visual artifact with elements describing a service's or product's value proposition, infrastructure, customers, and finances

KEY PARTNERS

The network of suppliers and partners that make the business model work

- User / Individuals
- Research teams
- Psychologists
- High achievers



KEY ACTIVITIES

The most important activities a company must do to make its business work

The business as an entity has to incorporate and create products that look at problems from a human approach and not a productivity hack.

KEY RESOURCES

The most important assets required to make the business work

The concept of reverse planning being vetted by engineering teams and psychological teams alike

VALUE PROPOSITION

Product, service, features and aspects that create value for a specific customer segment

To businesses : promising better conditions without drop in productivity

Covering Health as a factor of multiple points and not only the amount of work one can cover.

CUSTOMER RELATIONSHIPS

The types of relationships you establish with specific customer segment

A feedback system for communicating with our individual users.

A full blown out support team along with human representatives helping out businesses

CHANNELS

How you communicate or deliver value proposition to your target customers

We plan to deliver our value proposition to our users mainly through our platform, which we plan to keep our main focus of engineering teams

CUSTOMER SEGMENTS

The different groups of people or organizations you aim to reach

- Businesses Looking looking for a good yet productive work env.
- Startups



COST STRUCTURE

The costs incurred to operate a business model

After the product can prove itself amongst this wide market, we will need to spend on support staff when we enter deals with businesses making us more B2B focused. Transitioning later to B2B should help us as its easier to form close relations.

REVENUE STREAMS

The revenue you generate from each customer segments

A full up paid model with proof of work and analytics from individual segments.

