Gamify Your Life Business Model Canvas

Android App for self-discipline improvement

Key Partners

- Google Firebase
- Google Play

Key Activities

- App development
- App maintenance & update

Key Resources

- App development team
- Firebase subscription

Value Proposition

- Improving self-discipline
- Effective time management

Customer Relationships

- Customer support
- Taking into account customer feedback during updates

Channels

- Google Play
- Ads in Telegram & social media

Customer Segments

- People with lots of daily work
- People suffering from poor self-organization

Cost Structure

- Development
- Maintanance (Firebase subscription)
- Ads in Telegram & social media

Revenue Streams

- Premium subscription (in future)
- Ads within the app

1. Value Proposition

- Improving self-discipline: permanent daily app usage helps User to improve their self-discipline. It will become a habit for the user to exercise self-control and motivate himself to take active actions.

- Increasing the efficiency of time management: User will be able to track current and future tasks for more efficient planning of their time.

2. Customer Segments

• People with lots of daily work: people who, due to constant high workload, find it difficult to keep all their tasks in mind.

• People suffering from poor self-organization: people who realized the need to improve self-organization to achieve life goals.

3. Customer Relationship

• Customer support: constant communication with clients via reviews in Google Play and email.

• Considering user feedback during further app updates.

4. Channels

- Google Play recommendations.

- Ads in Telegram channels and other social networks (Facebook, YouTube).

5. Key Partners

• Google Play: our main distribution platform.

• Google Firebase: our cloud services provider.

6. Key Activities

- Main activity: app development and testing.

- App maintenance & updates.

- Ads campaign: managing ads on social media platforms.

7. Key Resources

- App development team.

- Firebase business plan subscription.

8. Cost Structure

• App development.

• Firebase business plan subscription fee (maintenance).

• Ads on social media platforms (Telegram, YouTube, Facebook).

9. Revenue Streams

• Premium user subscription (in future): additional advanced features for premium users: f.e. personal tasks AI-based advisor (can be implemented either by utilizing own LLM or in partnership with ChatGPT/Microsoft Copilot).

• Google Ads within the app.

10. Key Metrics

- Number of downloads.

- Rates on Google Play.

- User Engagement: monitoring user-to-user interaction within app, average time spent daily by users in app.