# Gamify Your Life Business Model Canvas

Key Partners	Key Activities	Value Proposition		Customer Relationships	Customer Segments
<ul><li>Google Firebase</li><li>Google Play</li></ul>	<ul> <li>App development</li> <li>App maintenance &amp; update</li> </ul>	Improving self-discipline     Effective time management		<ul> <li>Customer support</li> <li>Taking into account customer feedback during updates</li> </ul>	<ul> <li>People with lots of daily work</li> <li>People suffering from poor self-organization</li> </ul>
	Key Resources			Channels	
	<ul> <li>App development team</li> <li>Firebase subscription</li> </ul>			<ul> <li>Google Play</li> <li>Ads in Telegram &amp; social media</li> </ul>	
Cost Structure			Revenue Streams		
<ul> <li>Development</li> <li>Maintanance (Firebase subscription)</li> <li>Ads in Telegram &amp; social media</li> </ul>		<ul> <li>Premium subscription (in future)</li> <li>Ads within the app</li> </ul>			

## 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 selforganization: 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.

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- 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-touser interaction within app, average time spent daily by users in app.

