

What we do , how we do it and who do we serve ?

- ▶ We are a website that provide services in fitness and give healthy lifestyle to people
- ▶ We do what we do by using trusted experts in the field of fitness , providing healthy meals and products
- ▶ We serve everyone from all ages .

What is our customers problems and how we give them the solutions ?

- ▶ Many people neglect the issue of health and fitness because they are too busy/lazy to care for their fitness and lifestyle .
- ▶ We provide advice , guidance , healthy meals and products while you are in your home .

How do we decide our prices , and where does our income come from ?

- ▶ Our prices is determined by cost of the session with the experts and products prices
- ▶ We take a percentage from the expert who work through our website , as well we take an additional percentage on the prices of meals that are displayed on our website by restaurants who provide healthy food

Who do we reach our customers and what is our referral generation strategy ?

- ▶ We use Ad's on social media , and commercials to be our voice and reach the maximum number of people who want to change
- ▶ And for our referral strategy we use feedback from our changed clients , show the results of their changes and how it's effect there life's in positive way .

Who do we compete with and why would you chose us every time ?

- ▶ In our business market there is fitness clinics , fitness self-employed coaches and more of healthy restaurants around
- ▶ We only allow the most distinguished experts in the market to work through our website , and we are different from almost any other competitor that our work entirely is Online .

What is our goals next year ?

- ▶ To change 4,000 lifestyles (4,000 new signups) to a healthy lifestyle with the help of our partner experts .
- ▶ To reach 10,000 product sales from all kind of products in our website

What is the internal factors that affect us ?

- ▶ In our strengths side we don't have big expenses other than commercials and web development
- ▶ In the other hand because this project base team specialize in programming not business we can call it a weakens .

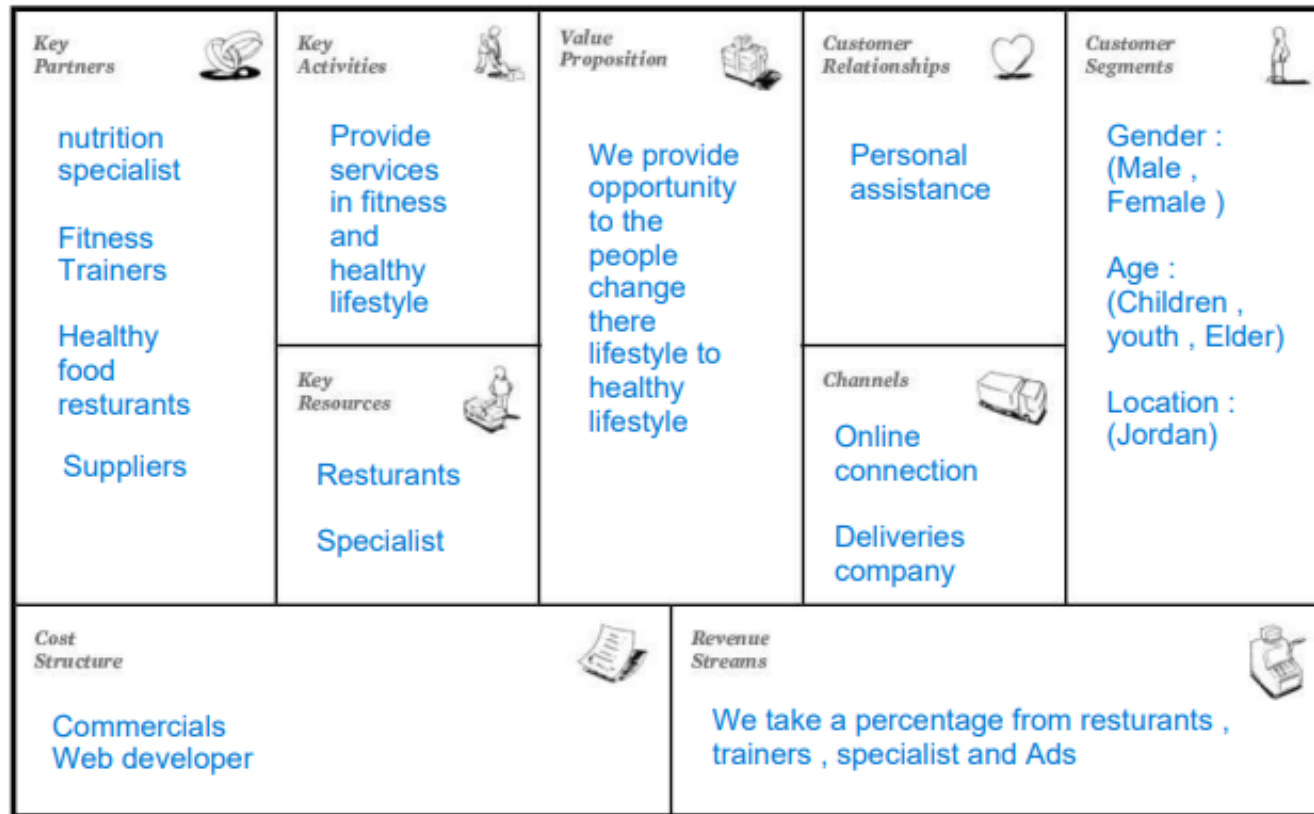
What is the external factors that affect us in positive way ?

- ▶ Our biggest opportunities lies in :
- ▶ 1- as we work online we have an opportunity to reach and be reached by big companies and long distance experiences
- ▶ 2- Any one (customer) can reach us because we done our full work online
- ▶ 3- Our website include everything a person need to have a healthy lifestyle (healthy meals , fitness experts , trainers)

What is the external factors that affect us in negative way ?

- ▶ Our biggest threats is :
- ▶ 1- Competitive is high in this market
- ▶ 2- the people lack of awareness of the importance of healthy food
- ▶ 3- Some people don't prefer to use online ways in these matters .

Our Business model :



Put your seat belts on and get ready for a tour in our wonderful website , we hope you enjoy it .

▶ https://miro.com/app/board/uXjVPOy_zvk=/