

# Software Engineering for Business Applications: Web Application Engineering

## Project Proposal Team 25



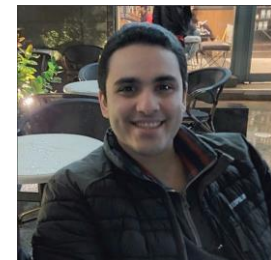
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# Business Idea Pitch



*Gym Vault is an online platform to help gym owners and potential gym clients connect faster, easier, and hassle-free by allowing clients to browse the large gyms catalog, choose the gym that matches their exact needs and pay only for what they use, all fully digitally.*

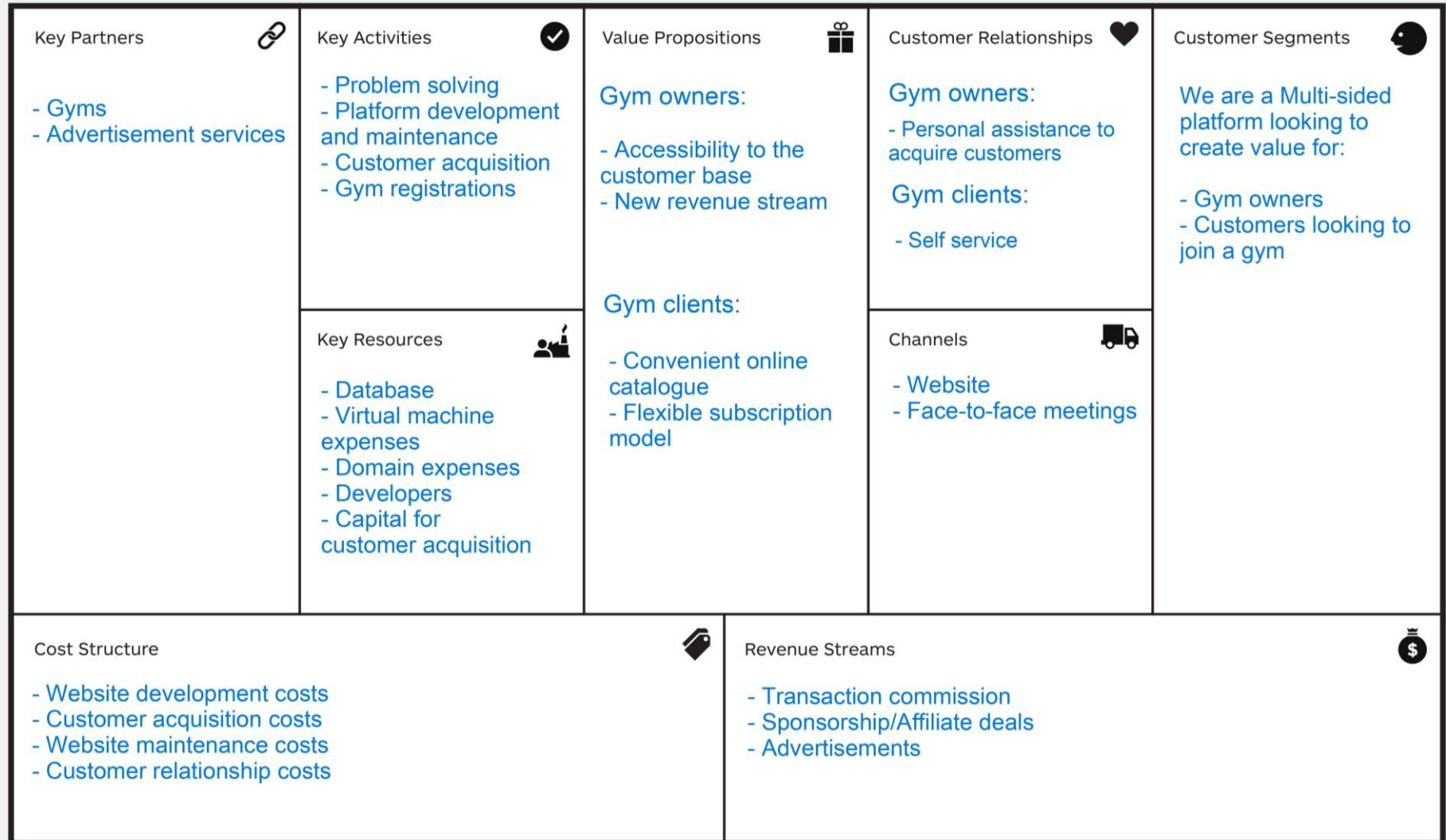
# The Business Model Canvas

Designed for: **GymVault**

Designed by: **Team 25**

Date: 14/05/2022

Version:



# Customer Segments

***We are a multi-sided platform which focuses on creating value for:***

- Gym owners
- Customers looking to join a gym

***Our most important customers are:***

- People who have already set their minds to joining a gym but need help making up their minds

# Customer Relationships

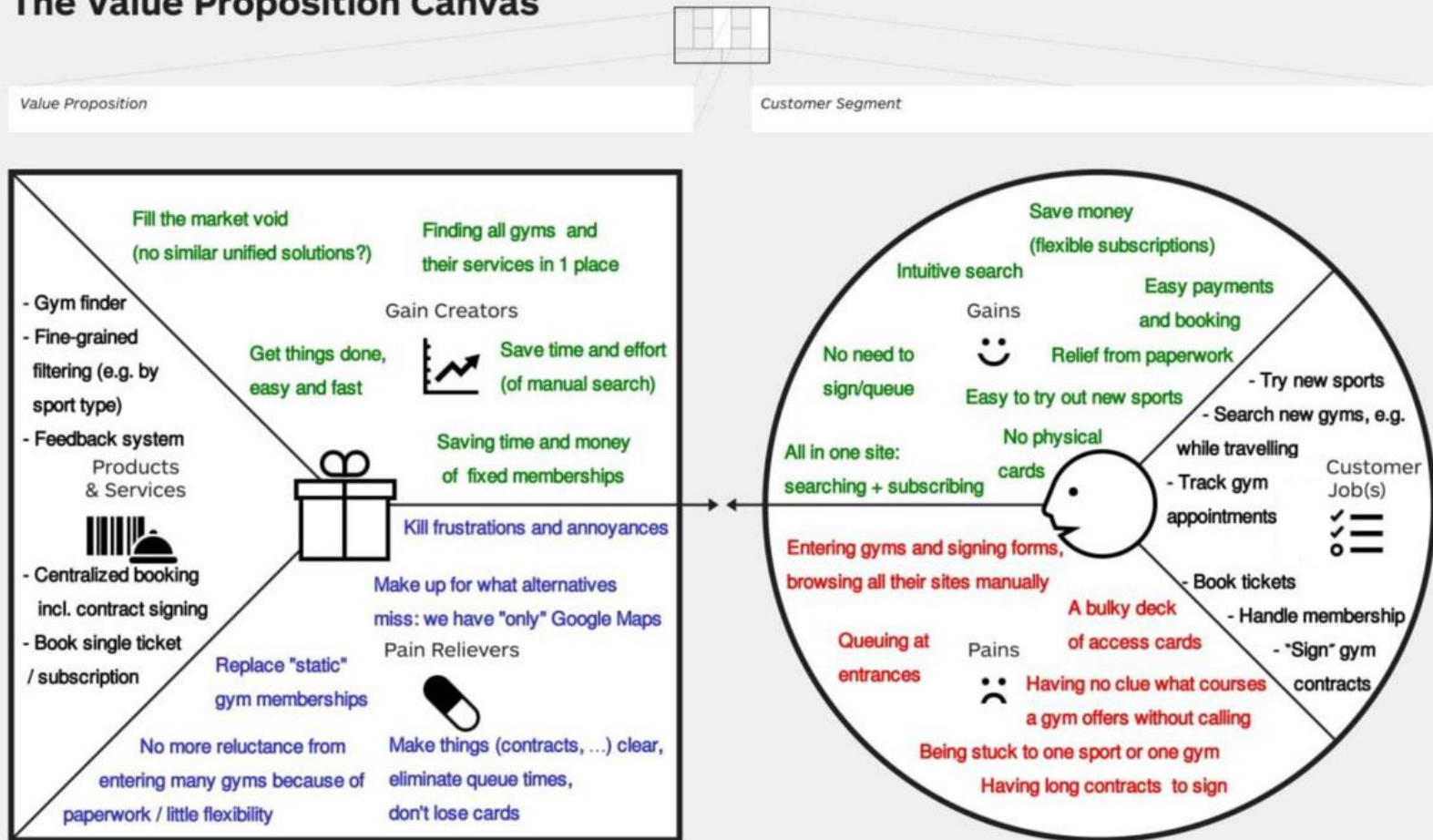
***For gym owners:***

- Personal assistance to acquire customers

***For gym clients:***

- Self service

# The Value Proposition Canvas



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## Key Activities

- Problem solving
- Platform development and maintenance
- Customer acquisitions
- Gym registrations

## Key Resources

- Virtual machine expenses for hosting the application
- Domain expenses
- Developers
- Customer acquisition costs
- Database

## Key Partners

- Gym owners
- Advertisement partners

## Channels

- Website
- Face-to-face meetings

## Cost Structures

- Website maintenance costs
- Customer acquisition costs
- Website development costs
- Customer relationship costs

## Revenue Streams

- Transaction commission
- Sponsorship deals/Affiliate deals
- Advertisements