

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.



Designed for: GymVault Designed by: Team 25 Date: 14/05/2022 Version: The Business Model Canvas **Key Partners Key Activities** Value Propositions Customer Relationships **Customer Segments** - Problem solving Gym owners: Gym owners: We are a Multi-sided - Platform development - Gyms platform looking to - Personal assistance to - Advertisement services and maintenance create value for: - Accessibility to the acquire customers - Customer acquisition customer base - Gym registrations Gym clients: - Gym owners - New revenue stream - Customers looking to - Self service join a gym Gym clients: A **Key Resources** Channels -- Convenient online - Website catalogue - Database - Face-to-face meetings - Flexible subscription - Virtual machine model expenses - Domain expenses - Developers - Capital for customer acquisition Revenue Streams Cost Structure - Website development costs - Transaction commission - Customer acquisition costs - Sponsorship/Affiliate deals - Website maintenance costs - Advertisements - Customer relationship costs



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

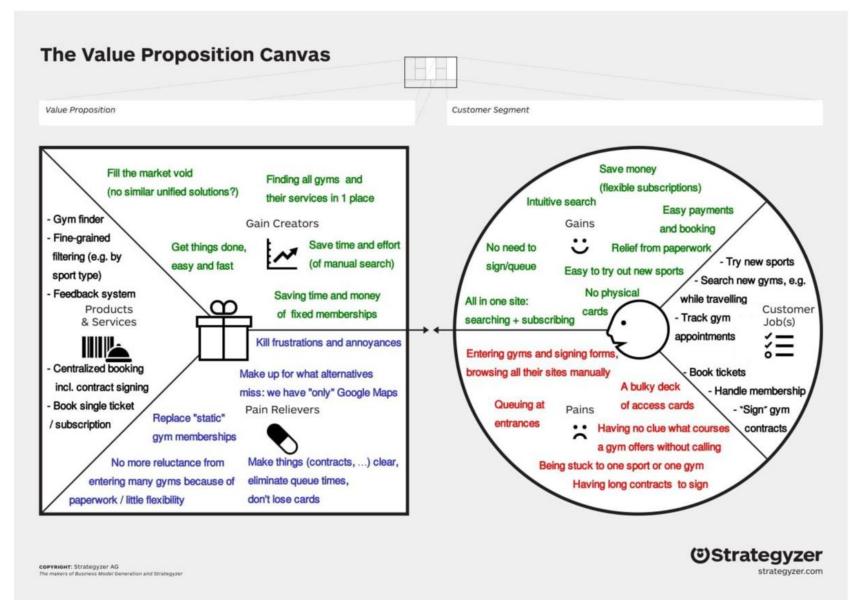
For gym owners:

Personal assistance to acquire customers

For gym clients:

Self service







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