**Key Partners:**

Gym/Spinning/Bar/Yoga studios in NYC

Fitness Trainers

Nutritionists

**Key Activities:**

Food raw material procurement

Food portioning

Food cooking/preparation

Food packaging

Delivery logistics

Software/App engineering

**Key Resources:**

Software Engineers

Chefs

Nutritionists

Deliverymen contractors

Customer relationship

**Value Propositions:**

Health focused

Nutrition tracking

Ready to Eat

Delivers only to gyms (Incentivizes medium gym enthusiast to go more often)

**Customer Relationships:**

End customer service

Relationships to gym studios

Relationships to food raw material distributors

**Customer Segments:**

Hardcore gym nut

Medium to High gym enthusiast

25-34 years old

Working professional

40-80 hour work weeks

**Channels:**

Web/Mobile apps deliver meal choices to customers

Advertise on TV/Internet

Delivery vehicles with company logo/meal bag

**Revenue Stream:**

Meals- Sold per meal or on 2, 3 or 5 day subscriptions

Meal add-ons/sides

**Cost Structure:**

Food raw material

Salary for key resources