

**Scenario**

Business model for a habit tracking application

**Problem**

List out customer's top 3 problems.

1. People are trying to get rid of bad habits and want to build good new habits.
2. There are apps for everything and most of them offer way to many features. People are distracted from actually performing the habits.
3. Friends want to encourage each other and share their progress. Or challenge each other.

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**Solution**

List the solutions you think would solve the problems.

1. App to create and track habits to support the user on their journey.
2. A subscription-based model allows you to integrate other apps via their respective API to have everything in one place.
3. Ability to share habits with friends or a coach or create a challenge with friends.

**Key Metrics**

List key metrics that represent how business is doing.

- Number of new subscriptions increase month over month.
- Number of new site visitors increase month over month.
- Number of weekly active users.

**Cost Structure**

List out your fixed and variable costs.

Labor / Salaries needed to build and maintain the website.

Payments to use 3rd party APIs.

**Unique Value Proposition**

List out the compelling message that captures your audience.

Create and track habits with the least amount of clicks possible. No distraction from what actually matters.

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Improve yourself by setting goals, getting reminders and analyse statistics.

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Socialise and get motivated by sharing habits with your friends.

**Revenue Streams****Unfair Advantage**

List out an unfair advantage that cannot be bought.

Information from multiple tracking apps is combine into a central place

**Channels**

List your channels to the customer.

- Website
- App Store, Google Play
- Social Media
- Email

**Customer Segments**

List out your target customers.

- General public
- Everybody with a Smartphone

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Specialised groups:

- Tech enthusiasts
- Sportspeople
- Improvement freaks

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Sport organisations:

- Athletes
- Coaches

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List out your sources of revenue.

Subscriptions per month.