Key partners

Health Data Providers

All of the users' personalized data channels, pooled into one API to integrate into the platform, easy account setup and data collection.

Nutrition Data Sources

For food data, macro/micro-nutrient distributions. Ex. MyFitnessPal API

Work Data Providers

Allows for users to swiftly hook into their existing accounts to quantify their work period Ex. Calendar apps, Github, Human Resources platforms (Rippling, ADP)

Networking Plaforms

Social Media & their APIs for accessing users' social engagement online

Key activities

Create application

Integrating the unique data providers into a scalable, user friendly application

Build Al Models

Nutrition, Trend, Recommendation Engines

Marketing & iterating

Finding the niche market that will be most inclined to rapidly adopt product, catering it to them, THEN expanding on features

Key resources

Engineering Talent

Team members with a shared vision & culture, a clear communication strategy, sufficient technical expertise to approach

Cloud Infrastructure

Servers, Databases and custom services

Clean Datasets

For training models and generating age/gender norms to share with users to facilitate their goal setting

Key propositions

Aggregate lifestyle data to detect trends, drive better decisionmaking, promote goal achievement and lead healthier lives.

Provide continuous, holistic goal monitoring and progress notifying to hold users accountable and motivated

Customer relationships

Push Notifictions

Triggered by fresh data syncs, goal accomplishments, trend detections, and eventually a social feed.

Monthly/Yearly recaps

Curated recaps of the trends in the users' data to educate the user on how they spend their time, motivate them to set goals, and encourage them to share the visualizations with their friends

Channels

B2C, B2B

Socials/App Stores

An online presence across various social media platforms, establishing a podcast with special guests and data-driven influencers

Referral Program

Word of mouth advertisement and incentives for existing users to invite their network to join the application. Emphasized when social feed launches.

Customer segments

Data-Driven

Individuals who have an itch for numbers, tracking their data and keeping logs of their personal information

Action-Oriented

People who balance several different tasks and responsibilities who seek balance and clarity over how they spend their time

Students

Young adults who are learning how to manage their time

World Class Pros

Competitors and performers who need exact insights over their lifestyle for marginal improvements in their processes

Mass Market

Cost Structure

Development Expenses Data Provider Fees Operational Costs

Fixed software engineer wages & variable cloud hosting expenses

Variable data acquisition, API usage & synchronization costs

Variable Product Maintenance, Management and Marketing

Revenue Streams

Subscription Fees | Tiered paid monthly of yearly plans for incommendation | Expected to be majority of revenue Tiered paid monthly or yearly plans for individuals.

Enterprise Contracts

Agreements with organizations managing dozens/hundreds of individuals seeking to define a data-driven culture organization-wide