ATHLAS

The Business Model Canvas

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Key partners

HEALTH DATA AGGREGATORS

Simple interface into any and all of the users' personalized data channels, pooled into one service/API for the product developer to call and integrate into our service.

PHOTO BOOK PRODUCER

Outsourcing manufacturing capabilities to a provider with domain expertise until enough capitol, market validation enables us to make investments to manufacture in-house

Key activities

CREATING THE APPLICATION

Set up the data aggregator API, a graphical engine for the user to customize their 'data-driven' photo book online, finally a file exporter to relay to the creation to the manufacturer

TIMING THE MARKETING

Make investments on marketing during peak holiday periods where the product could serve as a 'gift' for a loved one.

Key resources

ENGINEERING TALENT & TIME

Team members with shared vision, sufficient technical expertise to build a web application supporting customization

CLOUD INFRASTRUCTURE

Servers, Databases and custom services

CLEAN DATASETS

Working with users health data can be messy, the cleaner it is, the faster a streamlined application can be developed

Key propositions

VISUALIZE HEALTH/FITNESS DATA IN A PHOTO BOOK HIGHLIGHTING CORE MEMORIES OVER CHOSEN A PERIOD OF TIME

DOCUMENT ADVENTURES, EXPERIENCES AND FEATS INTO PHYSICAL VISUAL COLLECTIONS IN THE AGE OF UNIDIRECTIONAL TRANSITION TO DIGITAL SOLUTIONS

Customer relationships

PUSH NOTIFICTIONS

Provided users have integrated our service with health data aggregators, we can track their trends and share insights + calls to action for making new ATHLAS'

YEARLY MAGAZINE

For the physically oriented consumer, a yearly wrapped gift will arrive at their door rather than through a notification, to celebrate their progress and the companys growth through their support

Channels

B2C

SELF HOSTED APPLICATION

Organic search and SEO direct users to our site through their internet browser, enabling them to find us with their needs on web, iOS or Android platforms

TIMED & TARGETED ADS

During holidays for the gift giving cultures. Around large athletic events for the competitors and athletes. Towards parents for their sporty children.

Customer segments

UPPER/MIDDLE CLASS

Users willing to spend some extra money on 'nonessential' goods that provide an emotional and nostalgic satisfaction

OLDER ATHLETES

Individuals that remember "the old days" of logging training with composition notebooks, who want to relive the "good days" with modern, crafted log of their trainiing

GIFT GIVING COUNTERPARTS

Relatives and loved ones to athletes who are difficult to shop for during the holidays

COACHES/PARENTS

Individuals who want to collect memories of their experiences with others to "lock" the moment using a physical product rather than digital solutions.

NICHE MARKET

Cost Structure

DEVELOPMENT EXPENSES	Fixed software engineer wages, variable cloud hosting expenses, variable data acquisition costs
ATHLAS MANUFACTURING	Variable prototype unit costs, fixed production unit costs
OPERATIONAL COSTS	Variable Product Maintenance, Management and Marketing

Revenue Streams

CUSTOM ATHLAS SALES	Flat base rate for service + pay per page model with various layout options. Upon market validation, more customizations will become available
SUBSCRIPTION FEES	Paid monthly or yearly plans with opt in opportunities to receive various physical visualizations of the data provided by the Health Data Aggregators