

Business Model Canvas

KEY PARTNERS

- Professional Golfers or Coaches
- Golf Courses and Clubs
- Sports Equipment Manufacturers
- Technology Partners: Collaborating with companies that provide hardware (like cameras or sensors) and software (for video analysis and comparison)

KEY ACTIVITIES

- Developing the Technology Production
- Marketing and Sales
- Content Creation
- Data Analytics
- Partnership Management

KEY RESOURCES

- Brand
- Fast Software distribution
- Bootstrapping
- Website
- Already existing market

VALUE PROPOSITIONS

- Market Driven
- Professional Quality Analysis (Offering amateurs the ability to receive feedback on their technique comparable to that of professionals.)
- Convenience and Accessibility
- Personalized Tips for Improvement
- Unlimited Access
- High Technology
- Lifetime Guarantee

CUSTOMER RELATIONSHIPS

- Personalized Support
- Ease of Use
- Continuous Engagement
- Community Building

CHANNELS

- Direct Sales
- Partnerships
- Online Marketing
- Word-of-Mouth

CUSTOMER SEGMENTS

- Amateur Golfers
- Golf Instructors and Coaches
- Golf Courses and Clubs

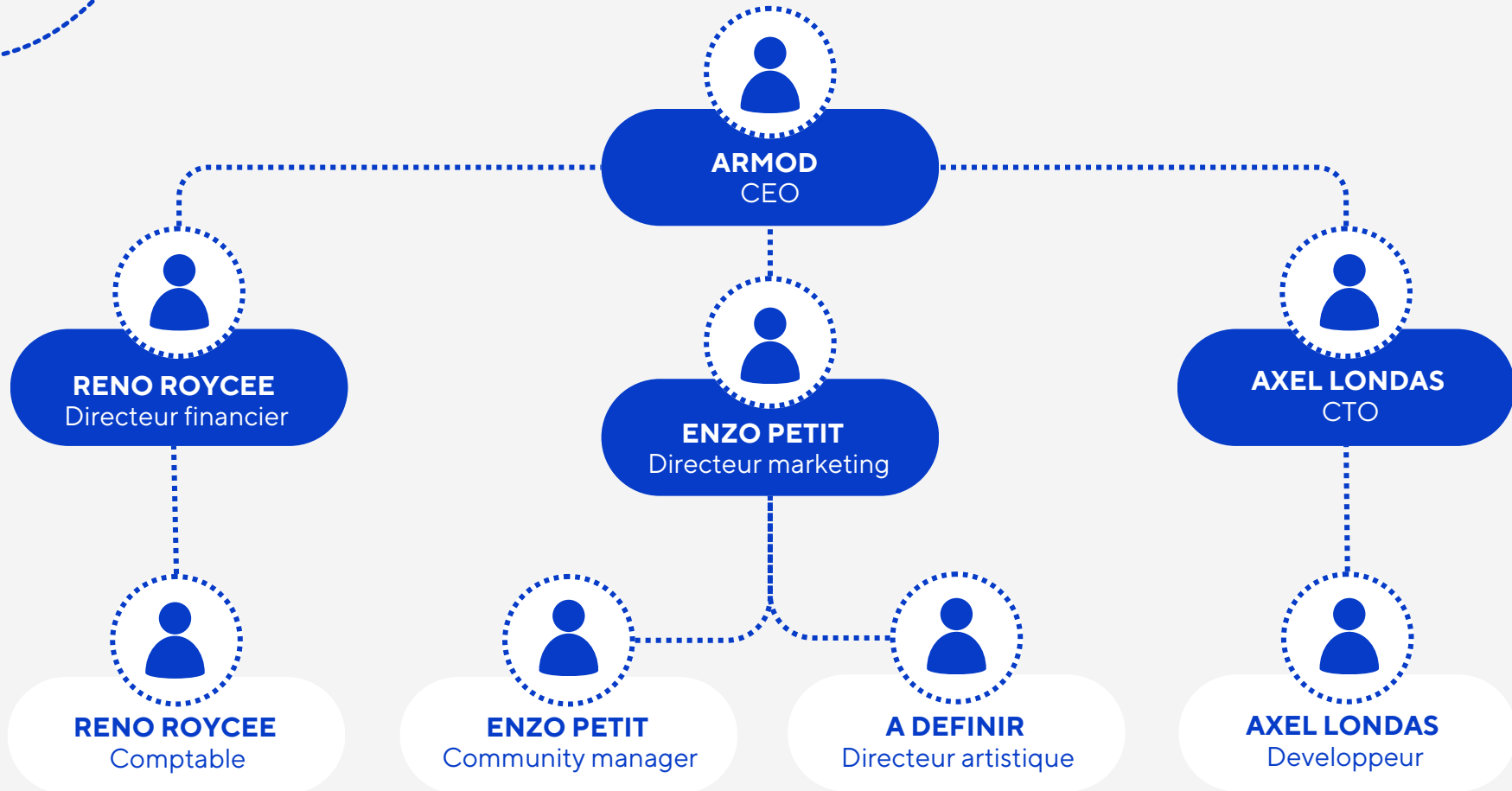
COST STRUCTURE

- Partnership Costs:
- Customer Support
- Marketing
- Marketing and Sales
- Infrastructure
- Development Costs

REVENUE STREAMS

- Subscription Model
- In-App Purchases
- Partnership Revenue
- Advertising

ORGANIGRAMME



ANALYSE SWOT



Strengths

The platform offers personalized advice based on performance analysis, helping users improve in a targeted manner.

Weaknesses

Track-Fit's performance could be influenced by the quality of partnerships with professional golfers, clubs, and equipment manufacturers.



Opportunities

Increasing demand for technological solutions that enhance sports performance.

Threats

Growing pressure regarding personal data protection and regulatory compliance.