Fitness Vision

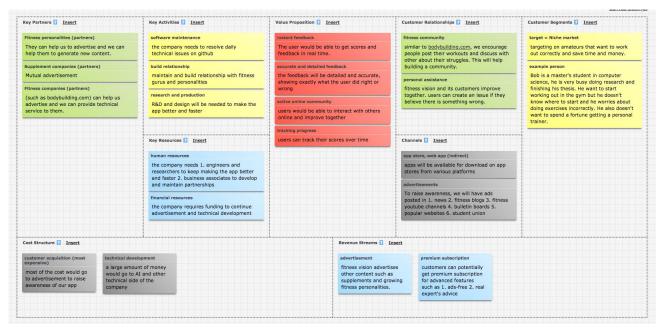
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Introduction

Fitness Vision

- Evaluates your work out as personal trainers
- Provide online social opportunities with people who are also interested in working out
- Free! Free! Free!

Business Canvas



Key partners

- Fitness Personalities
 - Advertise through online communities (e.g. Instagram, Facebook, YouTube channel)
 - They can help us to advertise and we can help them to generate new content.
- Supplement companies: equipment providers
 - Mutual advertisements
- Fitness companies
 - Provide technical support

Key activities

- Software maintenance
 - Update and maintain features of the app
- Build relationship
 - Maintain and build relationship with fitness gurus and personalities
- Research and production
 - R&D and design will be needed to make the app better and faster

Key resources

- Human resources
 - Engineers and researchers to keep making the app better and faster
 - Business associates to develop and maintain partnerships
- Financial resources
 - The company requires funding to continue advertisement and technical development

Value proposition

- Instant feedback
 - The user would be able to get scores and feedback in real time.
- Accurate feedback
 - o The feedback will be detailed and accurate, showing exactly what the user did right or wrong
- Active online community
 - The user would be able to interact with others online and improve together
- Tracking progress
 - The user can track his progress over time

Customer Relationship

- Fitness community
 - Similar to bodybuilding.com, we encourage people post their workouts and discuss with other about their struggles. This will help build a community.
- Personal assistance
 - Fitness vision and its customers improve together. users can create an issue if they believe there is something wrong.

Channels

- App store, web app (indirect)
 - Apps will be available for download on app stores from various platforms
- Advertisement
 - To raise awareness, we will have ads posted in news, fitness blogs, fitness youtube channels, bulletin boards, popular websites, student union

Customer Segments

- Target
 - Targeting on amateurs that want to work out correctly and save time and money.
 - People who would like expert advise when they are at home.
- example person
 - Bob is a master's student in computer science, he is very busy doing research and finishing his thesis. He want to start working out in the gym but he doesn't know where to start and he worries about doing exercises incorrectly. He also doesn't want to spend a fortune getting a personal trainer.

Cost Structure

- Customer acquisition (most expensive)
 - Marketing: most of the cost would go to advertisement to raise awareness of our app
- Technical development
 - A large amount of money would go to AI and other technical side of the company

Revenue Stream

- Advertisement
 - Fitness vision advertises other content such as supplements and growing fitness personalities.
- Premium subscription
 - Customers can potentially get premium subscription for advanced features such as ads-free, real expert's advice

Thanks!