



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 Insert Fitness personalities (partners) They can help us to advertise and we can help them to generate new content. Supplement companies (partners) Mutual advertisement Fitness companies (partners) (such as bodybuilding.com) can help us advertise and we can provide technical service to them.	Key Activities Insert software maintenance the company needs to resolve daily technical issues on github 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	Value Proposition Insert instant feedback The user would be able to get scores and feedback in real time. accurate and detailed feedback the feedback will be detailed and accurate, showing exactly what the user did right or wrong active online community users would be able to interact with others online and improve together tracking progress users can track their scores over time	Customer Relationships Insert fitness community similar to bodybuilding.com , we encourage people post their workouts and discuss with other about their struggles. This will help building a community. personal assistance fitness vision and its customers improve together. users can create an issue if they believe there is something wrong.	Customer Segments Insert target = Niche market targeting on amateurs that want to work out correctly and save time and money. 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.
	Key Resources Insert human resources the company needs 1. engineers and researchers to keep making the app better and faster 2. business associates to develop and maintain partnerships financial resources the company requires funding to continue advertisement and technical development		Channels Insert app store, web app (indirect) apps will be available for download on app stores from various platforms advertisements To raise awareness, we will have ads posted in 1. news 2. fitness blogs 3. fitness youtube channels 4. bulletin boards 5. popular websites 6. student union	
Cost Structure Insert customer acquisition (most expensive) 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 Streams Insert 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 1. ads-free 2. real expert's advice	



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
 - 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 advice 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 wants 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!