

# Business Model Canvas for

## Key Partners



- **PAYPAL, SIBS** To help with customers' payments
- **ORTHOPEDIC DOCTORS** To help understand people's posture issues
- **BEHAVIORAL PSYCHOLOGISTS** To help understand the psychology behind subconscious habits

## Key Activities



- Software updates and bug fixes
- Website maintenance

## Key Resources



- Code developers
- Machine learning algorithms focused on image recognition
- Database management

## Value Proposition



- Bad posture and other bad habits correction while using a computer
- Real-time, customizable bad habit detection and warning
- Automatic data input via camera with no need for customer intervention

## Customer Relationships



- Customer support through email and a website chat
- Self-service on the platform

## Channels



- Social media
- Word of mouth
- Digital advertisement
- Engagement: email, offers

## Customer Segments



- People who spend a lot of time in front of the computer (like students/office workers)
- People who want to improve their posture or other types of bad habits while using the computer

## Cost Structure



- Employees' salaries
- Marketing/Branding
- Advertisement
- Website maintenance: domain name and hosting
- R&D

## Revenue Streams



- **FREEMIUM WITH ADS** Posture correction is free. Revenues are based on Ads
- **ONE-TIME SALE** Buy the software with some or all the functionalities