The Business Model Canvas

Key Partners:	Key Activities	Value Propositions	Customer Relationships	Customer Segments
OpenStreetMaps Bootstrap CSS Google Cloud Hosting	Collaboration within the development team. Weekly meetings. Software development.	Our main value is to make it easier for users to achieve an active life. The product will make it easier to find walking or running routes that fit the user's needs. Our product hopes to eliminate the struggle of losing motivation because you walk/run the same route over and over again.	Since the purpose of the application is to generate a new route to explore, the existing users will have a continuous attraction to the application. To attract new users the main way would be by recommendations and, if implemented, the social aspect of the application.	Our website will give value to people who strive for a more active lifestyle and who want to explore their neighborhoods in a new way. The current approach is to accustom the mass market but where every user may use the service as they see fit. The groups of users we can identify are: - Casual: Want to walk different routes.
	Key Resources Google Webhosting Open APIs from OpenStreetMap 7 developers.		**Channels** Knowledge of the website will mostly be spread through word of mouth	- Competitor: Wants to race and compare the time they can run for each route.
Cost Structure The aim is to develop and host our solution with free tools available to us and with a monetary cost as close to zero as possible.	The most important key resource is the developers to be able to develop the app. The most expensive key activity are the weekly meetings and	software development.	**Revenue Streams** Since the aim is to have a close-to-zero-cost no revenue is expected to be generated.	One type of revenue stream we could use is to have it ad-based. E.G. When generating a new route, the user would have to look at an ad.