

The Business Model Canvas

Designed for:
GitFit

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HSR HS16
Iteration #

<div>Key Partners</div> <div>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</div> <div>Zusammenarbeit mit Gesundheitswesen? z.B. Datenaustausch der App mit Arzt von Kunde</div>	<div>Key Activities</div> <div>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</div> <div>Stabile, attraktive App</div> <div>Sinnvolle Analyse der Fitness-Daten</div>	<div>Value Propositions</div> <div>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</div> <div><div>Aufwand Kundenbetreuung senken Zertifizierung Einsatz modernster Technologie Konkurrenzfähig bleiben Sichere Aufbewahrung der Kundendaten Keine grossen Investitionen nötig Papierloses Training Personalisierte Betreuung Kundennetzwerk</div><div>K A Z S R O O S A</div></div>	<div>Customer Relationships</div> <div>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</div> <div>Persönliche Trainingspläne</div>	<div>Customer Segments</div> <div>For whom are we creating value? Who are our most important customers?</div> <div>Fitnesscenter (Kette & eigenständig)</div> <div>Wollen Kunden besser binden</div> <div>Wollen sich von anderen Anbietern abheben</div>
<div>Cost Structure</div> <div>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</div> <div>Softwareentwicklung</div> <div>Testing</div> <div>Support</div>		<div>Revenue Streams</div> <div>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</div> <div>Abo-Modell (Nach Anzahl Fitnesscenter-Kunden)</div> <div>Onlinedienst</div> <div>Anbindung von IoT-Geräte in Zukunft möglich</div>		