The Business Model Canvas

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Cloud Provider

Hersteller von Fitness-Gadgets (z.B. Fitness-Armbänder)

SFGV - Schweizer Fitness- und Gesundheitscenter Verband

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Stabile, attraktive App

Sinnvolle Analyse der Fitness-Daten

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Brachen Know How

Fitnessgeräte/Instruktionen

Cloud

Value Propositions

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?

K — Aufwand Kundenbetreuung senken
A — Zertifizierung
N — Einsatz modernster Technologie
S — Konkurrenzfähig bleiben
R — Sichere Aufbewahrung der Kundendaten
O — Keine grossen Investitionen nötig
O — Papierloses Training
S — Personalisierte Betreuung
A — Kundennetzwerk

Customer Relationships

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?

Persönliche Beratung

24h technischer Support

Cloud-Service

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Aktives Marketing

Kostenlose Testphase

Internetpräsenz

Fitnessblogs

Customer Segments

For whom are we creating value?
Who are our most important customers?

Fitnesscenter (Kette & eigenständig)

Wollen Kunden besser binden

Wollen sich von anderen Anbietern abheben

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Softwareentwicklung

Testing

Support

Revenue Streams

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?

Abo-Modell
(Nach Anzahl Fitnesscenter-Kunden)

Onlinedienst

Anbindung von IoT-Geräte in Zukunft möglich