## **Business Model Canvas:**

#### THE BUSINESS MODEL CANVAS

### KEY PARTNERS

MAIN INVESTORS

GYMS

PERSONAL TRAINERS

FITNESS INFLUENCERS

FITNESS AND HEALTH COMPANIES

ONLINE PAYMENT COMPANIES

#### **KEY ACTIVITIES**

PRODUCT DEVELOPMENT

FITNESS PROFESSIONALS & GYMS REVIEWS

**USERS VERIFICATION** 

MARKETING

CONTENT CONTROL

DATA ANALYTICS

#### **KEY RESOURCES**

GAMIFICATION PROCESS

VENTURE CAPITAL EMPLOYEES

INDEPENDENT CONTRACTORS

**GYMS DATABASE** 

#### VALUE PROPOSITIONS

MAKE A SAFE FITNESS COMMUNITY

PROMOTING A HEALTHIER LIFESTYLE

CONSTANT FITNESS

PROPER EDUCATION IN EXERCISE AND NUTRITION

MAKING EXERCISE MORE FAN AND ENGAGING

CONNECTING PEOPLE WITH SIMILAR GOALS

#### CUSTOMER RELATIONSHIPS

ON DEMAND CONTENT

PERSONALIZED PROFILES

POINTS AND TRACKERS

REVIEWS FOR PROFESSIONALS/GYMS

APPOINTMENTS BOOKING

#### **CHANNELS**

AD CAMPAIGN

SOCIAL MEDIA

IOS/ANDROID

PROMOTION THROUGH GYMS

#### CUSTOMER SEGMENTS

**GYM BEGINNERS** 

GYM-GOERS

PERSONAL TRAINERS

GYM OWNERS

FITNESS INFLUENCERS

NUTRIONISTS

**ADVERTISERS** 

#### COST STRUCTURE

**WEB HOSTING** 

APP MAINTENANCE

MARKETING

## REVENUE STREAMS

SUBSCRIPTION BASED SERVICES

ADVERTISING

BOOKING COMISSIONS

# **Business Model Kit:**

