

The Business Model Canvas

Designed for:

Fitness Enthusiasts

Designed by:










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Version:

2.0

<div>Key Partners</div> <div></div> <div>Professor and Teaching Assistants assisting solving technical problems</div> <div>Fitness coach providing formula about calculating calories from exercise</div> <div>Nutritionist providing formula about calculating calories from nutrition</div>	<div>Key Activities</div> <div></div> <div>Calculate and record user's daily intake and reduction of calories</div> <div>Store past and current picture of users</div> <div>Compete with other user</div> <div>Key Resources</div> <div></div> <div>Knowledge about fitness and nutrition</div> <div>Proficient programming skills and problem-solving skills</div>	<div>Value Propositions</div> <div></div> <div>Help people to calculate and record daily intake and reduction of calories</div> <div>Encourage people to keep on exercising through daily goal and the comparison of past and current photo</div>	<div>Customer Relationships</div> <div></div> <div>User recognition and awards</div> <div>Friend Recommendation</div> <div>Channels</div> <div></div> <div>Poster</div> <div>School Forum</div> <div>App Store</div>	<div>Customer Segments</div> <div></div> <div>Fitness Enthusiasts</div> <div>People who want to store their daily intake and reduction of calories</div>
<div>Cost Structure</div> <div></div> <div>Marketing, promotion & communications</div> <div>time of programmer</div>	<div>Revenue Streams</div> <div></div> <div>nonprofit</div>			



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