

Business Model Canvas

Designed for:	Designed by:	Date:	Version:
Mahmoud Ashraf 211397	Shrouk Yahya 210114		
Mostafa Hisham 211410	Abdallah Aly 211427		
Salma Mohamed 210963	Enjy Ibrahim 211384		
Salsabil Mahmoud 21138	Aisha Mohamed 211418		
Mohamed tarek 210103	Nadeen hossam 210894		
Mariam tamer 201794			
Omar Emad 201702			

Key Partners

a) Suppliers

- **Electronics: Sensor/LED component manufacturers**
- **Materials: Non-slip mat fabric suppliers**
- **Assembly: Contract manufacturers**

Key Activities

1. Production

- Hardware Manufacturing:
 - **Sensor calibration & mat assembly**
- Software Development:
 - **App/firmware updates**

2. Problem Solving

- Customer Support:
 - **Fixing hardware issues**
- Content Adaptation:
 - **Customizing workouts**

Key Resources

In our project, which focuses on developing an electronic yoga mat for exercise and therapeutic purposes, the key resources are those essential to building a reliable, effective, and health-focused product. As medical professionals, our approach integrates technology with clinical insight, making our resources particularly

Value Propositions

Core Value Delivered

- Guided Training: LED cues replace a personal trainer for real-time form correction.
- Gamified Exercise: Step-by-step challenges with visual feedback (blinking/solid LEDs).
- Accessible Fitness: No screens/subscriptions—just unroll and start.
- •Newness: First tactile LED training mat.
- Design: Ultra-thin, portable, and washable
- Price: 70% cheaper than smart mirrors.
- Simplicity: No app required (optional for advanced users).

Customer Relationships

1. Home Fitness Users

- **Self-Service:**
 - In-app tutorials/FAQ
- **Community-Driven:**
 - User leaderboards/challenges
 - Social media groups

2. Gyms/Studios (B2B)

- **Dedicated Support:**
 - Account managers for bulk buyers

Channels

1. Direct-to-Consumer (Home Users)

- E-commerce:
 - **Own website**
- Social Media:
 - **Instagram/Facebook ads**

2. Business-to-Business (Gyms/Clinics/Schools)

- Direct Sales: **Partnerships with gym equipment distributors**

Customer Segments

- **Home Fitness Users**
- **Rehabilitation Patients**
- **Gyms & Studios**
 - Yoga/Pilates studios
- **Athletes**
 - Sport-specific training (e.g., martial arts, dance)
- **Schools**
 - PE classes, youth fitness programs

	<p>specialized. Our key resources include:</p> <p>1.Human Resources: Our medical background is a major asset. We rely on doctors, physiotherapists, and biomedical engineers to ensure that the mat supports safe and effective physical activity, especially for patients with specific needs.</p> <p>2.Physical Resources: These include the hardware components of the mat—sensors, smart textiles, circuit boards, and testing equipment—as well as the facilities needed for prototyping and production.</p> <p>3.Intellectual Resources: This covers our clinical knowledge, the algorithms that interpret body movement and posture, any proprietary software developed for the mat, and future patents for the product design or therapeutic methodology.</p> <p>4.Financial Resources: Investment capital and potential research grants are vital to support development, testing, and eventual scaling of the product.</p>			
Cost Structure		Revenue Streams		

a) Fixed Costs:

- **Salaries:** Engineers, content creators, support staff

b) **Variable Costs** Software/Content

10 LEDs (20 L.E)

10 sensors (150L.E)

Microtroller (200L.E)

PCB (300 L.E)

Memory card (200L.E)

Head phone (50L.E)

Yoga Mat (200 L.E)

C) **Production:** Per-unit mat/sensor costs

- Shipping: Logistics & returns

What Customers Pay For

- **Mat purchase**

- **Premium workout programs (subscription)**

- **Customized yoga mats (colors , size , LED colors)**

Mat price. = 1500 L.E

Customized Mat = 1750 L.E

Mat price

10 mats/month

Month profits

$1500 \times 10 = 15000$ L.E

Customized Mat price

3 mats / month

$1750 \times 3 = 5250$ L.E

Total = $15000 + 5250$

= 20250 L.E