

# Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners		Key Activities	Value Propositions	Customer Relationships	Customer Segments
a) Suppliers		1. Production	Core Value Delivered	1. Home Fitness Users	Primary Segments
<ul style="list-style-type: none"> <li>Electronics: Sensor/LED component manufacturers</li> <li>Materials: Non-slip mat fabric suppliers</li> <li>Assembly: Contract manufacturers</li> </ul>		<ul style="list-style-type: none"> <li>Hardware Manufacturing:                             <ul style="list-style-type: none"> <li>Sensor calibration &amp; mat assembly</li> </ul> </li> <li>Software Development:                             <ul style="list-style-type: none"> <li>App/firmware updates</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Guided Training: LED cues replace a personal trainer for real-time form correction.</li> <li>Gamified Exercise: Step-by-step challenges with visual feedback (blinking/solid LEDs).</li> <li>Accessible Fitness: No screens/subscriptions—just unroll and start.</li> </ul>	<ul style="list-style-type: none"> <li>Self-Service:                             <ul style="list-style-type: none"> <li>In-app tutorials/FAQ</li> </ul> </li> <li>Community-Driven:                             <ul style="list-style-type: none"> <li>User leaderboards/challenges</li> <li>Social media groups</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Home Fitness Users                             <ul style="list-style-type: none"> <li>Casual exercisers</li> <li>Budget-conscious buyers</li> </ul> </li> <li>Rehabilitation Patients                             <ul style="list-style-type: none"> <li>Physical therapy clinics</li> </ul> </li> <li>Gyms &amp; Studios                             <ul style="list-style-type: none"> <li>Yoga/Pilates studios</li> </ul> </li> </ul>
b) Strategic Allies		2. Problem Solving			
<ul style="list-style-type: none"> <li>Fitness Influencers: Promote mat to their followers</li> <li>Gym Chains: Pilot programs &amp; bulk orders</li> <li>Rehab Centers: Co-develop therapy programs</li> </ul>		<ul style="list-style-type: none"> <li>Customer Support:                             <ul style="list-style-type: none"> <li>Fixing hardware issues</li> </ul> </li> <li>Content Adaptation:                             <ul style="list-style-type: none"> <li>Customizing workouts</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Newness: First tactile LED training mat.</li> <li>Design: Ultra-thin, portable, and washable.</li> <li>Price: 70% cheaper than smart mirrors.</li> <li>Simplicity: No app required (optional for advanced users).</li> </ul>	<b>Channels</b>	Secondary Segments
c) Tech Partners		<b>Key Resources</b>			
		Function	Key Resources Needed	1. Direct-to-Consumer (Home Users)	<ul style="list-style-type: none"> <li>Athletes                             <ul style="list-style-type: none"> <li>Sport-specific training (e.g., martial arts, dance)</li> </ul> </li> <li>Schools                             <ul style="list-style-type: none"> <li>PE classes, youth fitness programs</li> </ul> </li> </ul>
		Value Proposition	Patents, sensor tech, workout content	<ul style="list-style-type: none"> <li>E-commerce:                             <ul style="list-style-type: none"> <li>Own website (Shopify)</li> </ul> </li> <li>Social Media:                             <ul style="list-style-type: none"> <li>Instagram/Facebook ads</li> </ul> </li> </ul>	
		Channels	E-commerce platform	2. Business-to-Business (Gyms/Clinics/Schools)	So it's a Segmented market
		Customer Relations	CRM tools, community	<ul style="list-style-type: none"> <li>Direct Sales: Partnerships with gym equipment distributors</li> </ul>	
		Revenue Streams	Subscription billing system		

## Cost Structure

### a) Fixed Costs:

- Salaries: Engineers, content creators, support staff

### b) Variable Costs

- Production: Per-unit mat/sensor costs
- Shipping: Logistics & returns

Segment	Highest Costs	Cost per Acquisition
Home Users	Digital ads, support	~\$30
Gyms/Clinics	Sales reps, customization	~\$150
Rehab Centers	Compliance certifications	~\$200

## Revenue Streams

### What Customers Pay For

- Hardware (Primary)
  - Mat purchase (one-time)

### Software/Content

- Premium workout programs (subscription)

Revenue Stream	Customer Segment	Pricing Type
Mat Sales	Home users/gyms	Fixed (Segment-dependent)
Subscription Plans	Home users	Tiered (5–5–15/month)
Bulk Licensing	Gyms/clinics	Volume-based discounts
Data Insights	Fitness brands*	Brokerage fee