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|  |  | *Designed for:* | | | | | *Designed by:* | | *Date:* | | *Version:* |
| **Business Model Canvas** | |  | | |  | |  |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| **a) Suppliers**   * **Electronics: Sensor/LED component manufacturers** * **Materials: Non-slip mat fabric suppliers** * **Assembly: Contract manufacturers**   b) Strategic Allies   * Fitness Influencers**: Promote mat to their followers** * Gym Chains**: Pilot programs & bulk orders** * Rehab Centers**: Co-develop therapy programs**   c) Tech Partners   * App Integrations**: Apple Health, Google Fit (data sync)** * Cloud Services**: AWS/Firebase (user data storage)** | 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** | | 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). | | | | 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 | | Primary Segments  * **Home Fitness Users**   + Casual exercisers   + Budget-conscious buyers * **Rehabilitation Patients**   + Physical therapy clinics * **Gyms & Studios**   + Yoga/Pilates studios  Secondary Segments  * **Athletes**   + Sport-specific training (e.g., martial arts, dance) * **Schools**   + PE classes, youth fitness programs   So it’s a Segmented market | | |
| **Key Resources** | | **Channels** | |
| |  |  | | --- | --- | | **Function** | **Key Resources Needed** | | **Value Proposition** | **Patents, sensor tech, workout content** | | **Channels** | **E-commerce platform** | | **Customer Relations** | **CRM tools, community** | | **Revenue Streams** | **Subscription billing system** | | | **1. Direct-to-Consumer (Home Users)**   * E-commerce**:**   + **Own website (Shopify)** * Social Media**:**   + **Instagram/Facebook ads**   2. Business-to-Business (Gyms/Clinics/Schools)   * Direct Sales**: Partnerships with gym equipment distributors** | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| a) Fixed Costs:   * **Salaries**: Engineers, content creators, support staff   b**) Variable Costs**   |  |  |  | | --- | --- | --- | | **Segment** | **Highest Costs** | **Cost per Acquisition** | | **Home Users** | **Digital ads, support** | **~$30** | | **Gyms/Clinics** | **Sales reps, customization** | **~$150** | | **Rehab Centers** | **Compliance certifications** | **~$200** |  * **Production**: Per-unit mat/sensor costs * Shipping: Logistics & returns | | | | What Customers Pay For  * Hardware (Primary)   + **Mat purchase (one-time)**  Software/Content  |  |  |  | | --- | --- | --- | | **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** |  Premium workout programs (subscription) | | | | | | | |
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