

The Business Model Canvas

Key partners

What are your key partners to get competitive advantage?

- Doctors
- Hospitals
- Chiropractors
- Physiotherapists
- Colleges/Universities
- Fitness Instructors
- Social Media Influencers

Key activities

What are the key steps to move ahead to your customers?

- **Research and Development:** R&D for the product, Feature updates, Quality checks
- **Production:** Planning and cost control
- **Marketing & Promotion:** Branding, Strategy, Market study, Advertising, Customer service

Key resources

What resources do you need to make your idea work?

- **Physical:** Office Space for employees, Equipments
- **Human:** Managers, Engineers, Developers, Designers, Researchers, Marketing, Sales, Customer Service
- **Financial:** Capital to invest in infrastructure and pay employees

Key propositions

How will you make your customers' life happier?

Most of us, today, have a job where you sit at a desk leaning in to the computer all day. Our poor posture can cause severe damage to our back and neck. SitRight can be particularly beneficial for people with a desk job looking to improve their posture and relieve pain. This app provides real-time reminders and recommends exercises to improve posture.

Customer relationships

How often will you interact with your customers?

- Social Media
- FAQ's
- Website Chatbot
- Forms
- Email
- Call centre

Channels

How are you going to reach your customers?

- Social Media
- Content Marketing
- Referrals
- Advertising
- Influencer Marketing
- Partnerships
- Email marketing

Customer segments

Who are your customers? Describe your target audience in a couple of words.

People with sedentary jobs who face back pain problems are our main target customers. Following the pandemic, working from home has become a new normal. However, working for hours with a bad posture can cause physical stress, a stiff neck, sore back, and permanently damaged posture.

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- Capital costs - Office space and equipments
- Staff cost
- Research and Development
- Licensed softwares
- Marketing

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Freemium Model
- The basic user will have access to the basic reminder feature
- All other app features would be unlocked for the PRO member
- After the app is well established it will branch out to sell ergonomic products