

Business Model Canvas

Lebanon Paper Box - Rec Center

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Key Partners - Bryan Donovan - Equipment sellers - Food and Drink Vendors - Supply Vendors (cleaning supplies, towels, etc.)	Key Activities - Networking (with the community, with Bryan Donovan) - Problem-solving: no gym/rec center in Lebanon area	Value Proposition - Providing a facility where customers can exercise and have fun - Solving the need for a gym in the Lebanon area and creating a community bond - Bundles of products/services (Gymnasium, Pool, Daycare (Kid’s Zone), Weightlifting center)	Customer Relationships - Can be costly - Expected to be informed of events - Automated emails - Community events - Personalized experiences (fitness classes, personal trainers)	Customer Segments - Niche market: offering services to citizens and tourists of Lebanon
	Key Resources - Money - Employees - Members - Equipment - Brand/Marketing		Channels - Email - Radio Ads - TV commercials - Satisfaction surveys with emails - Deliver better than expected services	
Cost Structure - Equipment - Supplies - Food and Drink - Marketing - Utilities			Revenue Streams - From memberships - Casual gym visitors - Merchandise	