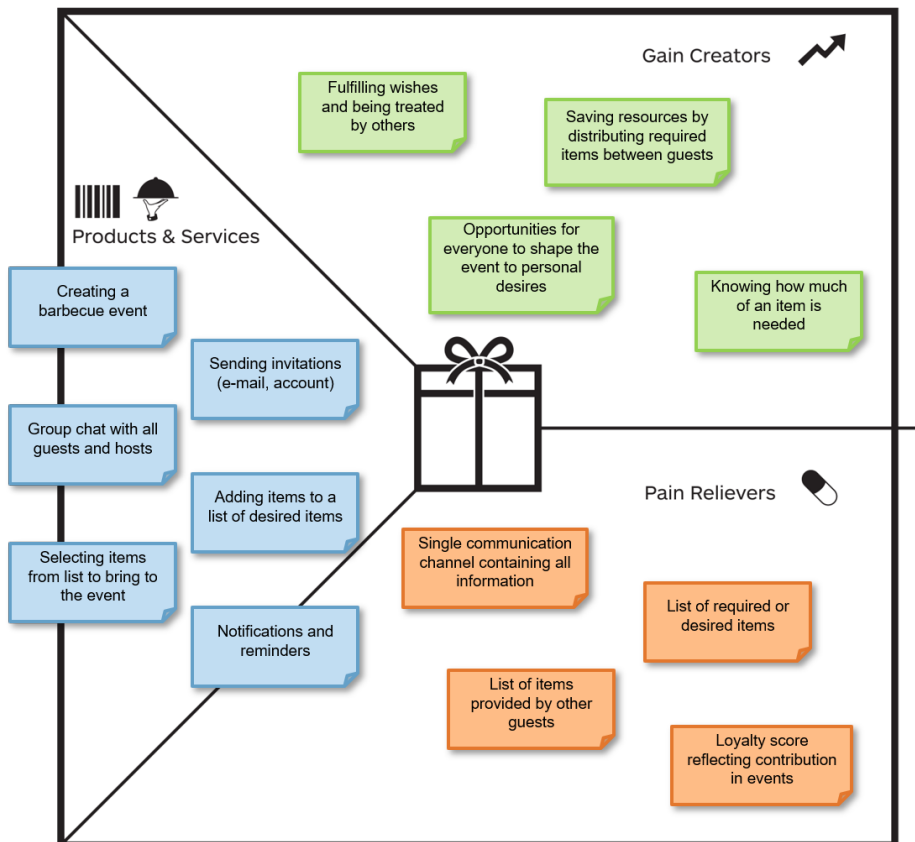
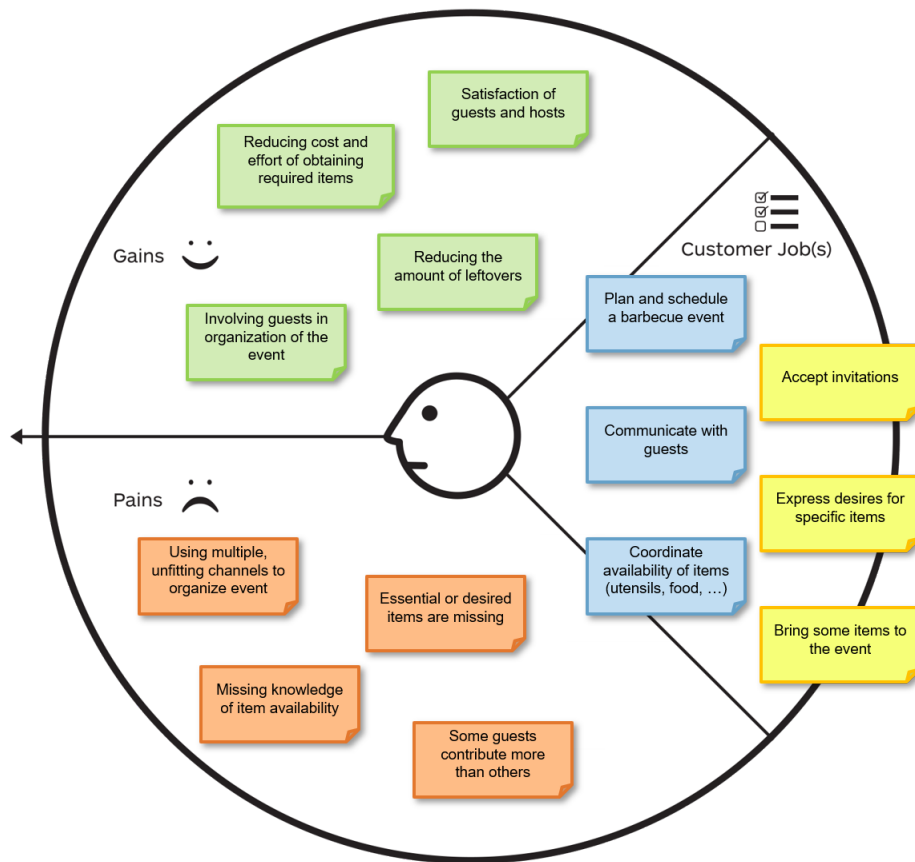


Business Idea

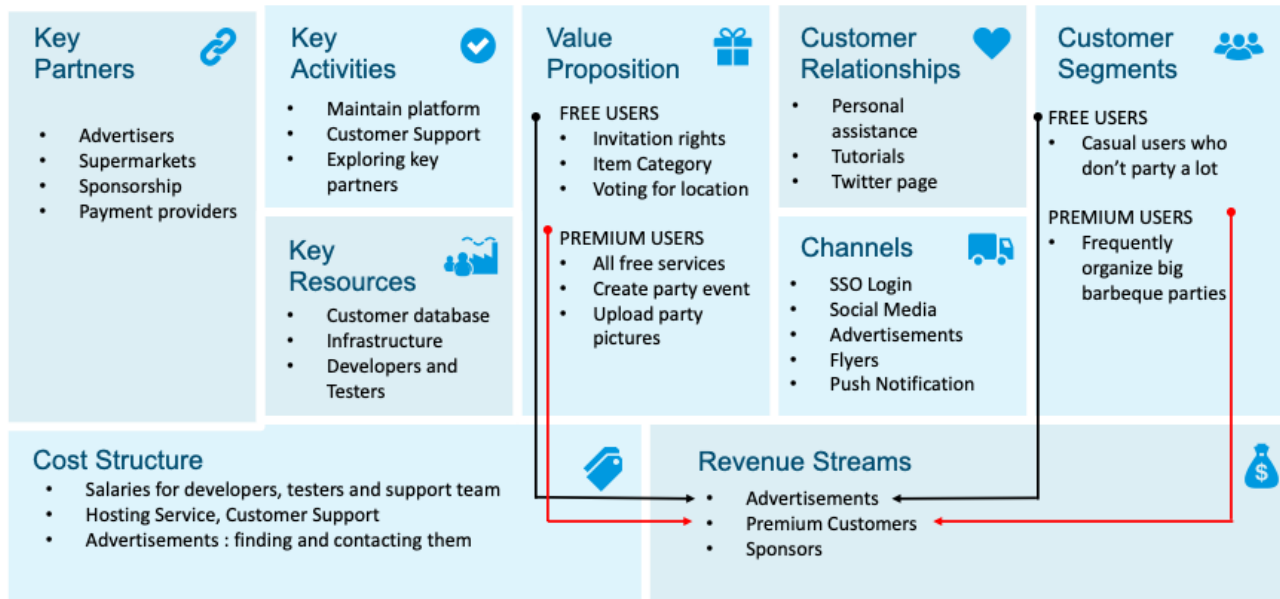
Barbecrowd is an event planning and crowdsourcing platform to help barbecue enthusiasts plan a barbecue by providing a single place of information and distributing the organization of essential items between invited guests.



Value Proposition Canvas



Business Model Canvas



Business Model

i. Customer Segments:

Barbecues are taking place all around the world. For that reason, our platform can be globally relevant. Looking at Europe and the US, barbecues are very popular especially during the summer time. Nevertheless, many enthusiasts organize barbecue events regardless of weather or temperature.

As an event planning website, we are targeting people with an internet affinity. To this end, we offer two segments, consisting of a free version and a premium version.

Free version users are casual users who are not necessarily barbecue enthusiasts but value a nice organization process or were disappointed by the organization of a previous barbecue they visited. When hosting their own barbecue they might feel the need to improve the organization and therefore decide to make use of *Barbecrowd*.

The premium version is targeted at enthusiasts who are frequently attending, planning and hosting barbecues. These events usually have an above-average amount of guests which increases the need for a structured organization and planning process. Typical reason for upgrading are the additional features provided by the premium version or the possibility to remove all advertisements while browsing. A third customer segment is represented by small businesses or company teams. These users could be interested in the premium version of our application for a company or team event. Although we expect private customers to be the vast majority, we will provide a separate pricing model for businesses.

Customers of *Barbecrowd* are interested in increasing the satisfaction of guests and hosts throughout the planning and execution phases of a barbecue event. They value a simple tool to help them plan and communicate information. A major task in organizing a barbecue is the coordination of essential and desired items and who can provide them. At the day of the event, no essential items should be missing and the amount of leftovers should be minimal.

ii. Value Propositions

Barbecrowd tries to increase the satisfaction of guests and hosts of a barbecue, by directly involving guests in the organization of the event. It provides a single channel of information and enables the matching of desired items to guests who can provide them.

For each customer segment, we have a value proposition. These are bundles and services that create value for the customers. Different values are produced for different customer segments. These are listed below.

- Services for Free Users:
 - Can be invited by other users who are members of the party event.
 - Can add/invite friends.
 - Add categories: food items, drinks, games, logistics.
 - Can only vote for party locations. Can not propose locations.
 - Can use the app for limited number of parties (10) per user (email id + phone number).
 - Express desire for certain items at the event

- Select items to bring to the event
- Services for Premium Users:
 - All services of free users
 - Can create a party event (will be called Admin user): the party organizer
 - Admin user can propose party locations and others can only vote
 - In charge of each category
 - Upload party pictures

iii. Channels

As the number of customers increases, we want to be represented on as many platforms and channels as possible. The user should feel comfortable by reaching us on their favourite platform. We additionally provide a bonus program enabling our existing customers to use our premium version for free for a certain period of time, after having invited a specific amount of friends to our application. Such a program additionally helps us in the acquisition of new customers.

Besides advertisements on the Internet, the use of other advertisement opportunities such as panels in public transportations or at advertisement columns, are intended.

When the barbecue season starts, we send reminders to existing customers to use our application again.

We provide a feedback form on the website to give our customers the opportunity to judge us and to evaluate us so that we can improve us in the next releases of our platform.

iv. Customer Relationships

We want to offer a variety of contact opportunities for our customers. Our customer support can be reached via email, postal address and a support phone number. By personally assisting our users with problems, we will increase customer satisfaction and decrease the time to market of fixes and features. Furthermore, we provide a self service with a sample video tutorial, on how to use our product and how to contact us. By making use of other community platforms such as Discord or Slack, we are able to keep in touch with our customers and create familiarity. Using free community platforms such as Discord, customers are able to help each other in case there are questions on how to use our service. By creating Facebook and Twitter pages for *Barbecrowd*, we want to increase our presence on as many platforms as possible, in order to help with customer acquisition and to be in touch with existing customers. We want to promote those platforms on our website to show our customers where they can find help or like minded users. These widely established relationships enable us to improve trust between our customers and our application.

v. Revenue Streams

We have two main revenue streams. The first stream is advertising revenue. Our strategy is to start with an advertisement framework like Google AdSense since it is easy to set up and to maintain. Once we acquired enough users and attraction we want to collaborate with specific companies such as grill manufacturers like “Weber” and directly display ads. Obviously this approach results in much higher revenue per displayed ad. Creating individual

partnerships with these companies additionally opens the door for newsletter marketing which would raise our advertisement value significantly.

Our second stream is the revenue made from our premium version.

We are using an annual subscription model. We intend to offer a student discount as well as a version for companies. Our preliminary prices are 7€ for students, 10€ for private users and 20€ for companies. Since our premium version doesn't contain ads, the two streams are separated from each other and map onto our customer segments (free and premium version users).

vi. Key Activities

Our Value Propositions requires us to develop and maintain our platform continuously. To expand our product and to persist a stable firm, we are dependant on feedback from our customers. This enables us to develop new features on demand with a short time to market. To expand our business, we have to acquire potential partners and especially businesses involved in the barbecue industry. By negotiating individual product placements or contracts, their products can be advertised to our customers. We aspire to be disruptive in case the market changes and focus on observing new technologies and communicational trends in order to stay marketable.

vii. Key Resources

Our main resource is intellectual property. This includes the idea itself and our software artefacts. Using these resources, we are able to develop the product. Additionally, constant feedback and evaluation is vital to the success of our product. Similarly, our user database and its constant analysis allow for continuous improvement of the product and for an increased understanding of our customers.

viii. Key Partners

One of our key partners are advertisers, especially those involved in the barbecue industry. Advertising their products to our customers yields additional and important revenue next to our subscription model. Furthermore, we intend to work with supermarkets by placing their advertisements and offering coupons for their stores. Especially during the barbecue season, their offers could be placed on our website. Another key partner is represented by API services offering data and resources for us to show on our website. Examples for such partners could involve a weather API to show the forecast of the customer's event or a mapping API allowing us to display the location of the event on a map. Furthermore, payment providers such as PayPal or Klarna are essential partners to us. By working with them, we allow our customers to purchase our product using their favourite payment method.

iv. Cost Structure

One of the biggest cost factors will be the development of our product. Consequently, we have to consider the salaries of our developers. Additionally, after launch, it will be

necessary to add new features and changes as desired by our customers to maintain our product. Furthermore, there will be costs for APIs that are used by our software which will depend on the number of API calls and therefore the number of our users.

Providing the architecture for our website represents another matter of expense. Most hosting services offer a pay-as-you-go pricing model, but since we're targeting a high number of users all across the world we need a potent, fast and reliant service which might be more involved in terms of cost.

Another factor is marketing. With the launch of our product we need to create and distribute advertisements in order to make our product visible.

Lastly, the maintenance of our customer support and social media channels will be compensated as well.

Categorization of Business Model

The business model of *Barbecrowd* can be described as the combination of an advertising model and a community model. While the advertising model capitalizes on the specific interests of our users in barbecues, the community model ensures our user's loyalty towards *Barbecrowd*.

Advertising Model

The majority of *Barbecrowd's* content and services is free, mixed with advertising messages in the form of banner ads. The viewer traffic of *Barbecrowd* is expected to consist of highly specialized barbecue enthusiasts. Therefore, content-targeted advertising such as Google AdSense is very promising. Additionally, partnerships with businesses focusing on products related to barbecues such as "Weber", "Hornbach", "Edeka" or "REWE", can be used to promote individual products. Placements for grills and equipment, coal, lighters, beer, groceries, sauces, condiments or outdoors clothing can be displayed when selecting desired items, or as recommendations for essential items. The close connection to our users could also allow for newsletters or on-site notifications about new or upcoming products.

Community Model

Barbecrowd's users invest a high amount of time and emotion by organizing a barbecue event with friends, colleagues or family. Due to the benefits of *Barbecrowd*, users are expected to share their experiences with the website and return for future events. Their loyalty is ensured by our specialized platform, which is tailored to our user's barbecue needs. Barbecue communities are inherently social and focused on togetherness by nature, which is reflected in many of *Barbecrowd's* features such as the possibility of group chats or adding friends. The contribution of users towards a barbecue event is reflected in a "loyalty score" which describes the value of provided items. This loyalty score can be compared with

others which provides an incentive of attending more barbecues and getting involved. Purchasing a premium *Barbecrowd*-account unlocks further features such as browsing without advertisements or creating new barbecue events.