



BUSINESS RESEARCH

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Executive Summary

'YouandX – Inspire people'

Imagine having face-to-face inspiration available only a click away, and subject specific knowledge at an affordable price. With YouandX, we make this possible, by creating an online platform where companies can directly book inspirational communicators for their targeted subject, and where communicators can conveniently confirm their booking. The service is quick, easy, and secure to apply for both the companies and the communicators.

In phase 1, we will focus on Copenhagen and attain minimum of 25 communicators and complete more than 10 sales interactions by December 2017. Thereafter, YouandX will expand to other cities in Denmark, and acquire more local communicators. Since we are an online platform, our expenses are minimum with a high profit margin, main expense and cost needed is in marketing. This results in positive return of investment in a short period of time.

In short, this report concluded:

- Through YouandX, the customer can eliminate 3 out of 5 steps in the booking process, and all steps in the payment process.
- Analysing the market for YouandX proved positive as more opportunities than threats exist.
- Only one out of 17 direct competitors accepted a booking request, proving the same service that YouandX aims at.
- YouandX has a market position of being more affordable and convenient compared to its competitors.
- YouandX has a broad Network with many potential communicators available.

Please visit our website to learn more about us: www.youandx.com

YouandX connects companies with inspirational communicators through a trusted serviced platform where bookings are confirmed within one hour.

Introduction

According to Harvard Business Review, “Inspiration propels a person from apathy to possibility, and transforms the way we perceive our own capabilities”. Our perception of our own capabilities can be the biggest hindrance for accomplishing our greatest goals, but can also give us the confidence that helps us to succeed. At YouandX we want to focus on the latter, and make sure that confidence is elevated through subject-specific knowledge, motivational examples, and sweeping inspiration. How? By creating an online platform where companies can directly book inspirational communicators for their targeted subject, and where communicators can conveniently confirm their booking. The service is quick, easy, and secure to apply for both the companies and the communicators.

Today, inspirational communicators typically have an agent or a bureau who performs as a middleman by passing booking requests to communicators, and a confirmation or a decline back to the company. Inspirational communicators can have up to 250 presentations a year, which makes their calendars very busy and their time scarce. With the current middlemen provided for them, a lot of time is wasted on back-and-forth communication. Additionally, the communicators’ calendars may already be full when the company enquires about a booking, which is a waste of time for both the company and the agent. At YouandX, we wish to remove the middleman by introducing a platform that directly links the company with the communicators, so that no time is wasted on simple enquiries.

Statements

Mission:

Connecting companies with inspirational communicators through a trusted service platform where bookings are confirmed within one hour.

Vision:

Inspire people.

Organization

YouandX is a young company with its office located by the coast of Copenhagen. We started up two employees and two founders briefly introduced below.



Maybritt has more 22 years of experience within event and communication, YouandX have merged with Maybritts own business for inspirational communicators. She has a broad network of inspirational communicators and relevant contacts in the field.

Maybritt Toft Bisp

Co-founder & Director

Email: mtb@youandx.com

Tel: +45 20120449



Frederik has a vast experience with innovation and entrepreneurship, through a variety of start-ups. The industries that he has been involved in include real-estate, marketing, logistics, post-productions, and cosmetics.

Frederik Duckert

Co-founder & Chairman

Email: frederik.duckert@youandx.com

Tel: +45 26809800



Mathias has experience with PR and communication management, and knows everything about press releases and press contact. He is also an expert at social media strategies and website management and development.

Mathias Rønne Pachler
Operational Manager

Email: mathias.pachler@youandx.com

Tel: +45 61376507



Nathalie studied International Business and Entrepreneurial Management, with a focus on evaluating new businesses. She has a general interest and passion for start-ups, and has experience with project-coordinating and marketing.

Nathalie Pedersen
Commercial Research Manager

Email: Nathalie.pedersen@youandx.com

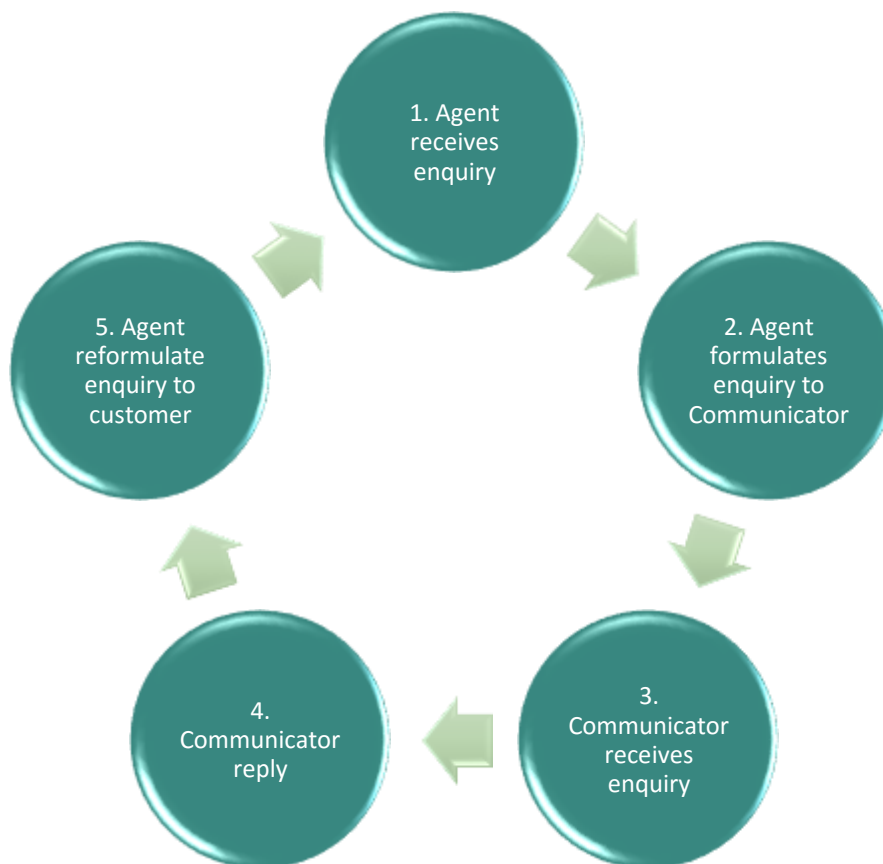
Tel: +45 40208731

Product & Service Description

The Service

The main focus of YouandX is to eliminate the current steps involved in the booking process of inspirational communicators. Today, there are approximately five steps in the booking process between a general agent/bureau and a communicator (Fig. 1.). Once a company enquires about a booking, they have to wait for (1) the agent to receive the enquiry, (2) the agent to formulate the enquiry to the communicator, (3) the communicator to receive the enquiry, (4) the communicator's reply, (5) the agent to reformulate the enquiry from the communicator back to the company. However, this is the typical sequence for merely one enquiry. Each enquiry requires multiple questions and answers, repeating the process of step 1-5 over and over again for each new question and answer. This results in the agent attaining the role as a gatekeeper instead of a helping facilitator. At YouandX we believe this process can be speeded up by eliminating step 1, 2, & 5, so that the company makes an enquiry directly to the communicator.

Fig. 1.



Besides the email communication between the agent and the communicator, there are additional payment steps after a booking is made. These involve (1) the agent sends an invoice, (2) the customer makes a payment, (3) the agent checks the amount and confirms the transaction (4) Tax is deducted from the payment, (5) payment is sent to the communicator, (6) the agent sends a follow-up. Figure 2 illustrates the payment process. Today this process is handled manually, which

is time-consuming and involves excess communication. Through YouandX, this process is build in the booking confirmation, where an invoice is sent automatically, allowing the steps with an agent involved to be unnecessary.

Fig. 2



The Product

The website: <https://youandx.com>

According to the Danish Law, websites have to fulfil the following requirements.

Contact Requirements

- Registered name: YouandX
- CVR no.:
- Company address:

Pakhus 47, 3. sal
 Sundkaj 7
 2150 Nordhavn
 Denmark
- Post address:

Pakhus 47, 3. sal
 Sundkaj 7
 2150 Nordhavn
 Denmark
- E-mail: info@youandx.com
- Company type: Private Limited Company, LTD

Price Requirements

- Price range for each communicator is visible.
- YouandX will charge a commission fee of 10% from the communicators.
- YouandX will charge a booking fee of 10% from the companies.
- The booking fee in included in the price, whereas the commission fee is not.
- Both fees are visible under terms & conditions.
- The customers' payment is withdrawn immediately after a booking confirmation.

General Terms and Conditions

- Appendix 1.

Business & Payment Terms

- Appendix 2.

Trust & Security Terms

- Appendix 3.










Market Analysis

Porters Five Forces

The following analysis is based on the market of communicator portals in Denmark.





Threat of New Entrants

The red circles represent the statements that are a threat to YouandX because they increase the amount of new entrants in the market, the green circles represent the opposite.

-  No barriers to entry exists as no patents, reserved rights etc. are required for setting up a communicator portal.
-  Exit barriers are low because there are few requirements before exiting the market. The requirements are to deactivate the booking function on the website, and delete personal information on the communicators.
-  Government policy for setting up an online business include following the legal rules within contact and price requirements, and privacy and cancellation policies (Appendix 1 & 2).
-  Capital requirements differentiate depending on the company type. For Private Limited Companies such as YouandX, the cost for setting up a business is 50.000 DKK, which can be returned to the company through a holding company.
-  Time requirement is medium-high due to the process of finding suitable communicators and on-boarding them.
-  A new entrant with high brand equity is a threat because of their established network, which can be used as a marketing channel.
-  Industry profitability is generally low, with more than half of the companies in the market having a turnover of less than 2.000.000 kr.
-  Sunk costs are overall low because of the minimal costs involved in creating a website. However, the sunk cost will be higher in the beginning due to installation and setup costs, whereas prospective costs will be the main cost in the long-term.
-  Technology protection is low since the technology consists of an available service and not a new invention.





Threat of Substitutes

The red circles represent the statements that are a threat to YouandX because they increase the threat of substitutes in the market, the green circles represent the opposite.

-  Buyer's propensity to substitute is high because it is a service. If the buyer is satisfied with the service, their amount of loyalty to the company increases significantly. However, the threat of buyers abandoning the company due to service dissatisfaction is likewise high.
-  Switching costs are non-existent as no legal contracts or products exists in the market. Since it is a service, customers have no binding obligation and can therefore pick and choose.
-  All portals offer a free query submission, which increases the cost of working hours for the portals. Some portals are more popular than others and therefore have a higher working hours cost.
-  In the current market there are 17 indirect competitors and 16 industry competitors (appendix 2). There are no direct competitors because a fully online operational portal does not exist.

Bargaining Power of Customers

The customers in this context refer to the companies who use the portals to book inspirational communicators. The red circles represent the statements that are a threat to YouandX because they increase the amount of power that buyers have in the market, the green circles represent the opposite.

-  The buyer has many alternatives within the market, making it easier for them to pick and choose.
-  The buyer concentration to company concentration ratio is 1:548,4 (31:17.001), meaning that for every company there are almost 548 potential customers in the market.
-  The bargaining leverage is medium to high between buyers and the portals due to the amount of substitutes available. However, some communicators may only be linked to one portal, resulting in the portal having the bargaining leverage over the buyer.
-  Buyer's price sensitivity is medium. It is high due to the various alternatives to the buyer, causing them to easily switch service, and it is low because the buyers are companies and therefore generally have greater capital available to spend.

Bargaining Power of Suppliers

The suppliers in this context refer to the inspirational communicators, who supply their knowledge in the form of presentations, that are sold through the communicator portals. The red circles represent the statements that are a threat to YouandX because they increase the amount of power that suppliers have in the market, the green circles represent the opposite.

- Supplier switching costs is non-existent as it does not cost anything for the portals to switch suppliers. This means that the portals can switch supplier when necessary, without any increase in cost. However, if a contract exists between the portal and the supplier, legal costs for breaching a contract should be considered.
- ⊘ Differentiation of supplier inputs is high because of the unique knowledge and presentation style that each supplier has. In other words, the suppliers cannot be substituted.
- ⊘ The quality of the suppliers is individual and unique, meaning that the popular suppliers have more bargaining power compared to the less popular suppliers.
- ⊘ Suppliers have bargaining power over how much commission fee is charged because they can compare it to other portals.

Competitive Rivalry

The green circles represent the statements that are an opportunity for YouandX because they decrease the amount of competitive rivalry that exists in the market.

- Sustainable compatible advantage through innovation is high because the portal uses an excess amount of steps in the booking process.
- Competition between online and offline portals is low as the offline portals cannot reach out to the same customer base.
- The level of advertising expense is significant for competing against rivalry. The portals who have the simplest and most customer friendly portal, have more traffic.
- The degree of transparency is high since the portals are official and visible to everyone on the internet.

To conclude, the result of Porter's Five Forces analysis showed that in most of the categories, a greater amount of opportunities than threats existed for YouandX in the present market for communicator portals (Appendix 4).

TOWS

The TOWS analysis lists the threats, opportunities, weaknesses and strengths associated with YouandX.

Threats

- The entertainment industry is large and could potentially pose a threat to inspirational communicators and their knowledge based presentations.
- The communicators may not be willing to give us access to their full calendar.

- Communicators may have signed a contract with a competitor who does not allow multiple listings.
- The cancellation policies may be too short and the non-refundable fee may be too expensive, causing dispute between YouandX and its customers.
- The website setup is easy to copy.
- Communicators may not respond immediately.
- Competitors established SEO back-links.

Opportunities

- The current portal system is outdated.
- There is a hole in the market for an innovative solution to the excess steps in the booking process.
- A new service means a new marketing strategy.
- Creating a loyalty program for companies in order to make them frequent visitors.
- Being creative with communication trends.
- Using short films as the selling factor.
- Wide range of digital marketing strategies available and are constantly improved.
- Attracting communicators from competitor's portals.

Weaknesses

- Customers prefer local portals, or the ones they are used to.
- Communicators may prefer the service that they are used to, or may simply be too busy to try something new.
- The bargaining power of the communicators is high, meaning that they can push down prices and therefore also the commission fee.
- Incorporating travel time in the booking process.
- Forcing all communicators to have and operate a digital calendar.
- Expensive and time-consuming to produce short films for all communicators.

Strengths

- The low competitive rivalry present in the current market.
- The fact that a similar service portal does not exist.
- Maybritt's already present brand name in the market and her established contact to inspirational communicators.
- Less sunken money in start phase.
- Cancellation policy secures money flow.
- The Privacy Policy Act (Appendix 1-3) contains information about the user's preferences, which can be used for marketing improvements.
- The Privacy Policy Act (Appendix 1-3) contains the information about the commission and booking fees, so that they are not directly visible in the price outline.
- The planning and coordination that has already gone into YouandX, giving the advantage of time if it were to be copied.

Competitors Matrix

YouandX has 17 indirect competitors and 16 industry competitors (Appendix 5). This means that 17 companies in the Danish market deliver a similar service of introducing companies to inspirational communicators, however are not direct competitors as they do not do this solely through a website. The industry competitors are 16 Danish companies who exist in the same industry, yet not in the same market. They solve the same problem, however with a different service solution. Therefore, the 17 indirect competitors pose a greater threat to YouandX compared to the industry competitors, because they are more similar and a closer substitute to the service provided by YouandX.

The table below shows the result of data collected on the 16 indirect competitors and their method of dealing with a request. The data was collected by sending each company a request for a communicator for a fictional company. The information for each request contained the same location (Copenhagen), date (8th of august 2017), amount of people attending (30), and the type of company (private). The goal of the data collection was to (1) measure the waiting time for YouandX's competitors to contact companies after receiving a request, (2) what service the agents provided, and (3) whether or not the request could be accepted considering limited information was provided.

Company	Request sent date & time	Automatic email from Company		Email from Agent		Email from Communicator		TIF call from Agent/Communicator		Request accepted
		Date	Time	Date	Time	Date	Time	Date	Time	
Athenas	5th of June, 21-22	x	x	6th of June	13.04	x	x	6th of June	10.08 & 13.03	No
ARTEbooking	6th of June, 17-18	x	x	7th of June	08.49	x	x	x	x	No
Bifald	7th of June, 10-11	x	x	7th of June	15.23	x	x	x	x	No
BookingHuset	7th of June, 10-11	x	x	7th of June	14.59	x	x	x	x	No
Creative Eyes	7th of June, 11-12	x	x	x	x	x	x	x	x	No
Erhvervsfordrag	21st of June, 14-15	x	x	x	x	x	x	21st of June	15.43	No
Eventzonen	5th of June, 21-22	5th of June	21.48	x	x	5th of June	22.02	x	x	Yes
Foredragslisten	5th of June, 21-22	x	x	x	x	x	x	x	x	No
Foredragsportalen	5th of June, 21-22	x	x	6th of June	07.21	x	x	x	x	No
Forfatterforedrag	5th of June, 21-22	5th of June	21.43	6th of June	13.16	7th of June	12.52	6th of June	13.14	No
Gunnertoft & co	7th of June, 09-10	x	x	7th of June	10.57	x	x	x	x	No
Lykke	7th of June, 10-11	x	x	7th of June	11.57	x	x	x	x	No
Nerva	6th of June, 17-18	x	x	7th of June	08.05	x	x	x	x	No
ShowBizz Danmark	7th of June, 09-10	x	x	7th of June	10.11	x	x	x	x	No
Strongmind	5th of June, 21-22	5th of June	21.47	6th of June	10.36	x	x	13th June	11.06	No
Tajmer Booking & Management	7th of June, 09-10	7th of June	09.48	7th of June	16.39	x	x	x	x	No

	Yes
x	No

The table illustrates that an automatic email was received from 4 out of the 16 companies, 12 emails from the agent was received, where 2 communicators responded. Merely 4 companies called in order to check up on the request.

Returning to the goal of the study, the outcome was as follows:

- (1) 6 out of the 12 emails from the agent were returned within the next day. The other 6 were replied on the same day. This means that the process time for returning an enquiry to the customer was satisfactory. However, these returns included more questions concerning the enquiry and was not a confirmation on the booking.
- (2) The service in general was good with polite and informative employees. They seemed eager to help and 3 of them called more than once to check on the enquiry. The exceptions include 2 companies, Creative Eyes and Foredragslisten, who never replied to the enquiry, neither by phone or email.
- (3) One company, Eventzonen, was able to confirm the booking after merely 13 minutes after the booking request was sent. However, the quick response may be because the

communicator was less known and therefore less busy, compared to the requests sent for other communicators.

To conclude, according to this data, only one company provided the adequate service and speed that YouandX aims to provide.

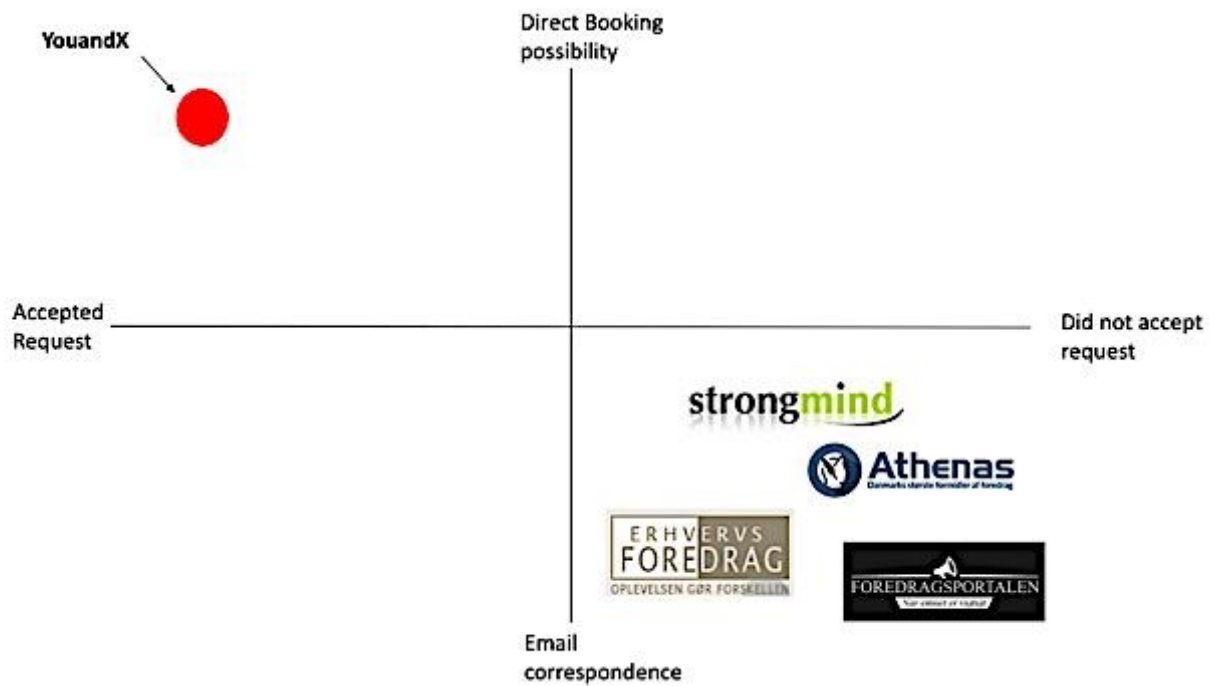
Positioning Maps

The following positioning maps show where YouandX is located according to four different criteria. All maps illustrate the four closest competitors' market place in comparison. The purpose of the maps is to show where YouandX is positioned compared to its competitors, in order to investigate if it is filling a gap in the market or not.

Quality of Service



Convenience



Website Set-up



Marketing Mix & Strategy

The following marketing strategies are a mix of the most up-to-date digital marketing options and the most relevant for YouandX.

Minimalist Web Design

Using the right web design to attract customers may not be an obvious marketing strategy, but it is a very effective one. A website is the face of a business, and often the only face that customers see. Therefore, it is vital to design the website according to the product or service provided, and with the current trend and style. There is no doubt that a minimalistic overview is the trend today. The tidier and simpler look it has, the easier it is to navigate, which is one of the main criteria for online customers (Walker, 2012).

Strategy for YouandX:

1. Create simple website that has few but relevant buttons.
2. Clean and plain colours.
3. Limited writing and text.
4. Simple menu at the top of the page and simple footer at the bottom.
5. One target action per page.
6. No side bar.

Video Trend

Over 4 billion videos are viewed everyday as it is becoming a preferred media tool for gathering and understanding information. YouTube is a large contributor to the trend with its 800 million monthly visits, making it the second largest search engine after Google (Bryant, 2016).

Strategy for YouandX:

1. Create a YouandX YouTube channel.
2. Retrieve short clips or recordings of every communicator in our system (preferably a YouTube designed recording where they can refer to YouandX's website).
3. Post them on the YouTube channel with subscription and Like buttons highlighted.

Optimizing for Mobile

Mobile usage has been growing exponentially in the last couple of years and has overtaken time spent on TV and PC. When measuring hours spent on the internet per day, 1.5 hours are spent on TV, 1.6 hours on PC, and 1.8 hours on mobile devices. Additionally, 60% of global mobile consumers use mobile devices as a primary internet source (Vichienwanitchkul, 2015).

Strategy for YouandX:

1. Create website that is adaptable to mobile usage.

Content Marketing

Content marketing is a free pull strategy applied for reaching a targeted audience, which is why it is popular and effective (Lieb, 2012).

Strategy for YouandX:

1. Find communicator, talks, presentation, and company groups on Facebook and become a member of their group in order to keep updated.
2. Frequently post relevant information on Facebook, Twitter, LinkedIn, YouTube.

Google AdWords

The advantages of using Google AdWords include that it is scalable, measurable, flexible, results can be extracted faster and easier compared to SEO, it complements most other forms of advertising, and lastly because the majority of one's competitors are using them (Gabbert, 2017).

Strategy for YouandX:

1. Purchase the following keywords (5-20): foredrag, foredrag til virksomheder, erhvervsforedrag, foredragsholdere, YouandX, foredrag om inspiration, foredrag med X (Remee, Bubber, etc.).
2. Add the following negative keywords: musik, bryllup, fødselsdagsfest.
3. Use extensions to display phone number, links to website, contact info, location, chat, and email directly from the SERP.
4. Narrow audience by location (Denmark), time of day (7-23), language (Danish and English).

Example of Advertisement:



Affiliate Programs

Affiliate marketing is beneficial because it builds a network of partnerships and collaborations with players in the same industry. Affiliates show a link to another company on their website and are credited only if the recommendation leads to a sale (Bookboonglobal, 2017).

Strategy for YouandX:

1. Create a Youtube account and post videos of communicators talks, where they refer to YouandX.
2. Plan4U promotes YouandX through its website.
3. Sponsorship with Hjerteforeningen, and latter include more charity organisations for communicators who wish to donate their money.

Build App

As previously explained, the time spent on mobile use is exponentially increasing, making it important for websites to be adapted to mobile screens. However, building an app for your company is going the extra mile in digital marketing, which experts argue is necessary. The benefits for creating an app are that it creates a direct marketing channel to your business, improves customer service, and builds brand recognition (Haselmayr, 2014).

Strategy for YouandX:

1. Agreeing on the design, logo, and colour codes for YouandX.
2. Buy the service of building the app at ChinaSoft or Adapt Mobile.

Lead Magnets & Email Subscriptions

Lead magnets are effective because they give away a free product or service in exchange for an email address that can be used for email marketing (Appendix 6). The free service has to be related to the service being sold. (Ebner, 2015). Email marketing has regained popularity because of the possibility for customers to check their email on their mobile. Creating a simple Newsletter sign-up button is less effective today because of customer's negative experience with spam emails. Therefore, in order to gain an email address, you have to lure the customer into giving it in return for a free product or service.

Strategy for YouandX:

1. Create a guide that helps the customer navigate through the website, which is sent to their emails.
2. Send promotional newsletters using the email they signed up with.

Attention to Analytics

Having attention to analytics is important for measuring and keeping track of the traffic on the website and to understand the pattern of your visitors. According to experts, the use of analytics is only expected to increase, which makes it more important for current businesses to follow (D'Urbano, 2017).

Strategy for YouandX:

1. Write down the trend for all posts/videos.
2. Monitor the worst posts/videos and keep track of its performance.

Remarketing

Remarketing connects visitors to the website who may not have made an immediate purchase or enquiry. It allows you to position targeted ads in front of a defined audience that had previously visited your website, as they browse elsewhere around the internet (Rinaldi, 2015).

Strategy for YouandX:

1. Purchase Google Remarketing program.
2. Establish more than 100 cookie ID's because there is a minimum threshold of 100 cookie ID's on a remarketing list before a campaign can become active.

Desktop Notifications

This is the latest trend within digital marketing. Desktop notifications makes it possible for visitors to get notified on their browser every time the website has new posts. The strategy is used for websites to keep a direct link to their website for visitors who find it relevant. It keeps brands relevant to people whenever they are on their computer, regardless of what they are searching (Kissmetrics, 2017).

Strategy for YouandX:

1. Embed a "Get Notifications" tab on the right hand-side of the website (Appendix 7).

Online Market Analysis

Search Term

The following display how popular each search term is on Google. The number represents the amount of searches in Denmark per month. It can be used to give an estimation of how much traffic we can expect on average for each search term.

speaker	1500000
oplæg	590
foredrag om motivation	10
foredrag om ledelse	70
foredrag om innovation	10
bedste foredragsholder	10
foredrag om salg	10
foredrag til virksomheder	0
inspiratorer	50
foredrag	3600
foredragsholder	1600
foredragsholdere	1600
spændende foredrag	30
foredrag sjælland	10
foredrag jylland	10

The search term that has the most traffic is “speaker”, with 1.500.000 searches per month in Denmark. However, these searches are targeted towards electronic loud speakers (see fig 3 and 4), and not inspirational speakers relevant to YouandX. Therefore, we can eliminate the search term

“speaker” from our targeted search term list. The second and third most searched terms are “foredrag” and “foredragsholder”, respectively.

Fig 3

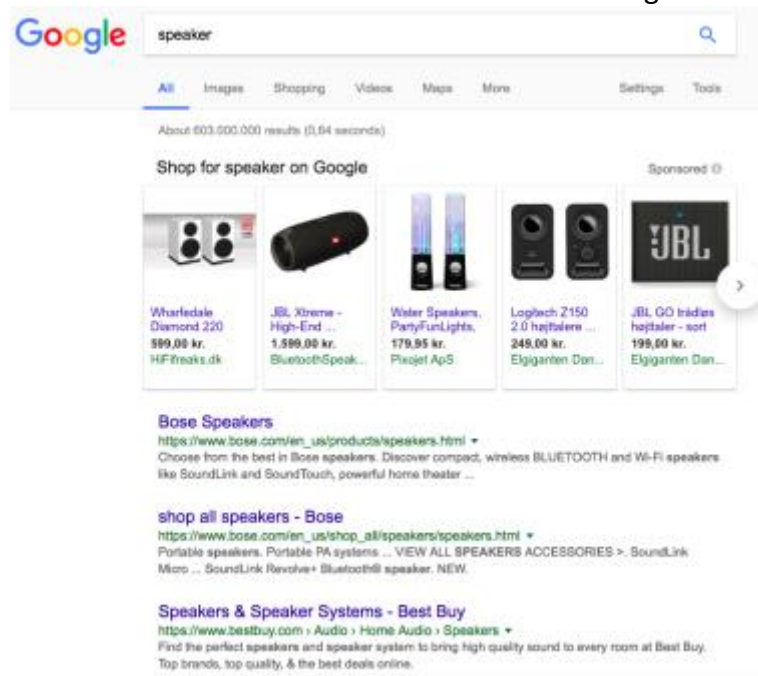
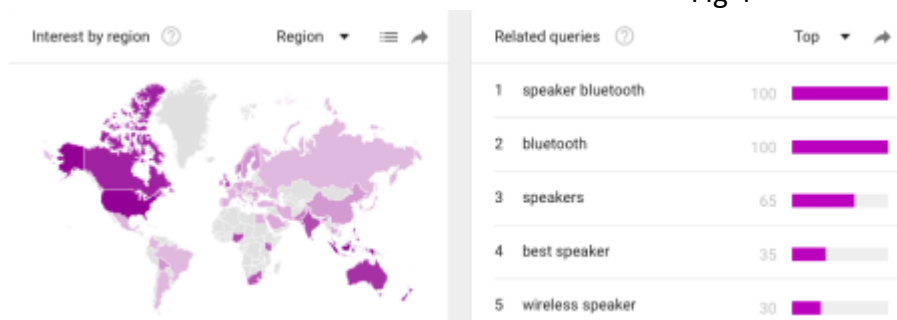


Fig 4



Market trends

The following graphs show the search trends for two search terms, “Foredrag” and “Foredragsholder”, over different time periods.

Search term: Foredrag (24 hours)



Search term: Foredrag (12 months)



Search term: Foredrag (5 years)



Search term: Foredragsholder (24 hours)



Search term: Foredragsholder (12 months)



Search term: Foredragsholder (5 years)

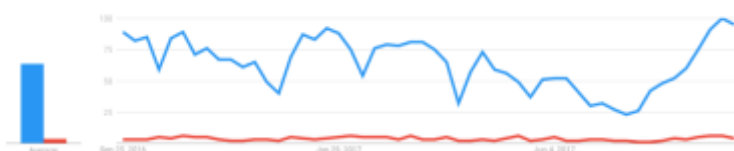


Comparison between “Foredrag” (blue) and “Foredragsholder” (red).

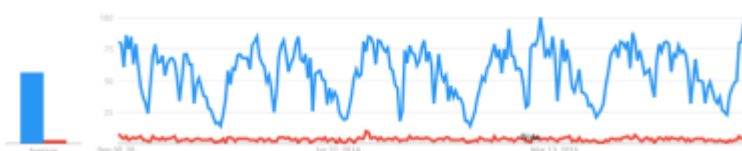
24 hours



12 months



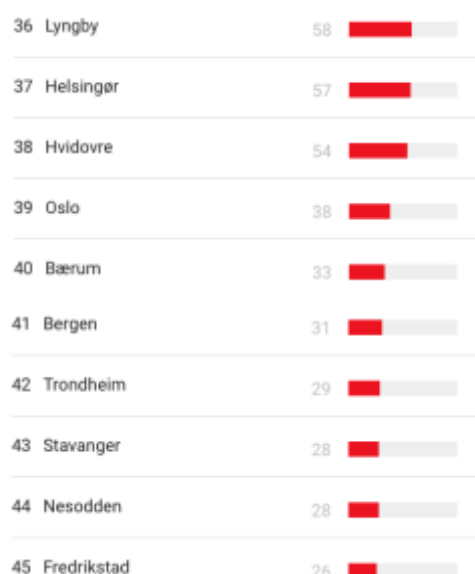
5 years



The graphs conclude that the search term “foredrag” is used more than “foredragsholder”. Additionally, there is a daily peak in the search for “foredrag” at around 9-12 and again at 19-24. This means that through YouandX, potential customers can actually book a presentation instead of waiting for a bureau to open in day time. Geographically, the search term “foredrag” gives the following results.

1	Vejle	100	<div></div>
2	Svendborg	98	<div></div>
3	Herning	96	<div></div>
4	Silkeborg	92	<div></div>
5	Aabenraa	90	<div></div>
6	Fredericia	90	<div></div>
7	Samso Municipality	87	<div></div>
8	Odense	86	<div></div>
9	Skive	83	<div></div>
10	Skanderborg	83	<div></div>

11	Odder	83	<div><div></div></div>
12	Haderslev	82	<div><div></div></div>
13	Holstebro	82	<div><div></div></div>
14	Hillerød	79	<div><div></div></div>
15	Køge	77	<div><div></div></div>
16	Kolding	77	<div><div></div></div>
17	Aarhus	77	<div><div></div></div>
18	Hellerup	75	<div><div></div></div>
19	Aalborg	74	<div><div></div></div>
20	Ballerup	73	<div><div></div></div>
21	Hjørring	72	<div><div></div></div>
22	Esbjerg	72	<div><div></div></div>
23	Holbæk	71	<div><div></div></div>
24	Roskilde	71	<div><div></div></div>
25	Sønderborg	70	<div><div></div></div>
26	Frederiksberg	70	<div><div></div></div>
27	Fanø	68	<div><div></div></div>
28	Juelsminde	67	<div><div></div></div>
29	Slagelse	66	<div><div></div></div>
30	Randers	66	<div><div></div></div>
31	Søborg	66	<div><div></div></div>
32	Copenhagen	64	<div><div></div></div>
33	Næstved	62	<div><div></div></div>
34	Herlev	60	<div><div></div></div>
35	Glostrup	59	<div><div></div></div>



Surprisingly, Copenhagen is positioned far down on the list (no. 32), with only 64 searches. The data shows that more users search for “foredrag” in cities located in Jutland, hinting that there is a greater market in Jutland than in Copenhagen.

Users who searched for “foredrag” also searched for the following search terms.



Scoring is on a relative scale where a value of 100 is the most commonly searched query, 50 is a query searched half as often, and a value of 0 is a query searched for less than 1% as often as the most popular query.

Online Competition

The following illustrates the organic search for the term "foredrag" on Google. The first four links are inorganic advertisements from Athenas, Forfatterforedrag, Strongmind, and Bifald, respectively. The first thing to look for, is how many of the searches are large companies. Large companies pose a threat, because they are well established in the market and are therefore difficult to overtake. All companies are Danish and are not large companies from an industry perspective, even though they are the largest companies within the market of inspirational speakers.

Secondly, we can see how many of the organic searches are directly linked to their front page or a subpage. If they are linked to their front page, they may be difficult to defeat on the search relevance. Only 4 out of 13 on page 1 are linked to their front page, which means that the competition is low.

Foredrag og debat | Københavns Biblioteker - København

<https://bibliotek.kk.dk/taksonomi/arrangement/foredrag-og-debat> ▼ [Translate this page](#)

Luthers Kåthe og andre kvindfolk - Foredrag af Pia Fris Laneth. »Gud har givet kvinden brede hofter og en stor bag, for at hun skal sidde stille og passe sit hjem « ...

Foredragskalender 2017 - FOF København

www.fof.dk/kbh/Kursusoversigt/foredrag-og.../foredragskalender ▼ [Translate this page](#)

Se et udpluk af de spændende foredrag, du kan opleve hos os i efterårssæsonen 2017. Mød kendte debattører, forfattere, skuespillere, journalister og mange, ...

Foredrag og foredragsholdere - nem booking hos Athenas.

www.athenas.dk/ ▼ [Translate this page](#)

Athenas er Danmarks største formidler af foredrag med direkte kontakt til foredragsholdere. Få lynhurtigt svar på dine forespørgsler - både på pris og dato.

[Foredragsholdere](#) · [Kontakt](#) · [Nyheder](#) · [Emner](#)

Foredrag - ARTE Booking

<https://artebooking.dk/foredrag/> ▼ [Translate this page](#)

Siden 1946 har ARTE Booking formidlet foredrag. Ring på 3848 1400 eller mail på booking@artebooking.dk for at booke en foredragsholder til jeres kommende ...

Foredrag/Kurser arrangementer. Find de seneste arrangementer ...

www.ticketmaster.dk/teater-underholdning/foredrag.../events ▼ [Translate this page](#)

Find og køb billetter til Foredrag/Kurser. ... Foredrag/Kurser. Udvalgte. Linses Talkshow · Steffen Jensen · Anders Agger. 87 arrangementer i Foredrag/Kurser 87 ...

Mon, 25 Sep	Peer Kaae - Dobbeltmordet ...	Bremen Teater, København V
Wed, 27 Sep	Leth & Pilgaard - Foredrag	Herning Kongres ...
Wed, 27 Sep	Foredrag: Ole Jensen	Engelsholm Slot, Bredsten

Foredrag i Danmark - find dit arrangement på iDanmark - iDanmark

www.idanmark.dk/ ▼ [Translate this page](#)

På iDanmark finder du arrangementer i hele landet - Danmarks arrangementsportal, hvor du kan finde foredrag og events i dit nærområde.

You've visited this page 2 times. Last visit: 6/20/17

Arrangementer og foredrag i København | Tikko.dk

www.tikko.dk/foredrag-i/koebenhavn/ ▼ [Translate this page](#)

Her kan du se en liste over vores foredrag i København og andre arrangementer i København. Arrangementerne er listet på tværs af kategorier og sorteret efter ...

Foredrag? Søg foredragsholdere - Book foredragsholder online

<https://eventzonen.dk/foredrag> ▼ Translate this page

Indhent gratis og uforpligtende tilbud fra de bedste foredragsholdere her. Uanset hvilken type foredrag du ønsker, kan du finde en foredragsholder her.

You've visited this page 2 times. Last visit: 6/4/17

foredrag — Den Danske Ordbog - Ordnet.dk

<ordnet.dk/ddo/ordbog?query=foredrag> ▼ Translate this page

Søgning på "foredrag" i Den Danske Ordbog. Find betydning, stavning, synonymer og meget mere i moderne dansk.

Foredrag — Morten Elsåe

<www.mortenelse.com/foredrag/> ▼ Translate this page

Foredrag Bullshit-fri underholdning der renser dit sind for misinformation og madmyter. Send en forespørgsel.

Foredrag - Ring og book et foredrag her

www.addfocus.dk/foredrag ▼ 70 26 66 46

Foredrag og kursus der inspirerer. Book nu eller kontakt os for mere info.

Kursus med aktiv læring · Foredrag og teamudvikling · Dynamisk teamudvikling · +100.000 tager ikke ...

[Foredrag om arbejdsmiljø](#) · [Kontakt Addfocus](#) · [Foredrag om arbejdsglæde](#) · [Foredrag om samarbejde](#)

Foredrag

www.habitmanager.com/ ▼

Oplev nogle inspirerende, levende og motiverende foredrag

[Foredrag](#) · [Vanebryderuddannelsen](#) · [Salgsuddannelser](#)

Foredrag om Business - Business Club Aarhus

www.businessclubaarhus.dk/ ▼

Deltag hver måned i spændende arrangementer og udvid dit professionelle netværk

Another tool for measuring our competition on online marketing, is to investigate how old our competitor's domain names are. If they are 4 years and older, they pose a threat as they are difficult to beat. Here are our strongest competitors and their domain age:

Arte Booking: 2001

Artpeople: 2002

Athenas: 2002

Bifald: 2005

Erhvervsforedrag: 2002

Foredragsportalen: 2004

Forfatterforedrag: 2006

Nerva: 2016

Showbizsdanmark: 2005

Strongmind: 2003

Tajmer: 1997

Only one competitor is less than 4 years old, Nerva, meaning that competition is high.

Connecting Links

Artebooking

**FRESH - EXTERNAL
BACKLINKS**

1,200



All incoming links from other websites

**FRESH - REFERRING
DOMAINS**

100 - 1000



Unique domains linking to this site

Artpeople

**FRESH - EXTERNAL
BACKLINKS**

6,130

All incoming links from other websites

**FRESH - REFERRING
DOMAINS**

100 - 1000

Unique domains linking to this site

Athenas

**FRESH - EXTERNAL
BACKLINKS**

36,246



All incoming links from other websites

**FRESH - REFERRING
DOMAINS**

100 - 1000



Unique domains linking to this site

Bifald

49



All incoming links from other websites

<100



Unique domains linking to this site

Erhvervsforedrag

**FRESH - EXTERNAL
BACKLINKS**

3,011



All incoming links from other websites

**FRESH - REFERRING
DOMAINS**

<100



Unique domains linking to this site

Foredragsportalen

**FRESH - EXTERNAL
BACKLINKS****4,726**

All incoming links from other websites

**FRESH - REFERRING
DOMAINS****<100**

Unique domains linking to this site

Strongmind**FRESH - EXTERNAL
BACKLINKS****725**

All incoming links from other websites

**FRESH - REFERRING
DOMAINS****100 - 1000**

Unique domains linking to this site

Most of the external backlinks are in thousands, meaning that they have a very large number of external links lining to their website. Entering the market with a new website requires substantial SEO work, for YouandX to reach the same amount of links. This increases the level of competition.

New Market

Would we open up for a new market, by introducing presentations for 5.000kr? To answer this, we need to know what our competitors are offering. The table below illustrates our competitors minimum price.

Company	Minimum Price	Ex. VAT	Inc. transportation	Communicators Available
Athenas	8.250 kr.	Yes	Yes (3000kr)	Ruth Brink Christensen
Bifald	6.500 kr.	Yes (43,99 kr)	No	Julius Mygind
Artebooking	15.000 kr.	Yes	Yes	Unknown
Forfatterforedrag	7.000 kr.	Yes	No	Daisy Løvendal
Nerva	5.000 kr.	Yes	No	Unknown
Showbiz.dk	6.000 kr.	Yes	No	Mikkel Karlsen
Tajmer	10.000 kr.	Yes	No	Unknown
Strongmind	15.000 kr.	Yes	Yes	Henrik Mathiasen
Foredragsportalen	5.000 kr.	Yes	Yes	Pjerrot

2 out of 10 competitors had a minimum price of 5000kr. However, the two competitors, Nerva and Foredragsportalen, offered a price without transportation, which will increase the price. Additionally, the survey concluded (Appendix 8):

- 6 out of 41 interviewed communicators agreed that 5000kr was a fair price (Appendix 9).
- 33 out of 70 companies from the survey answered “5000kr” when asked what would be a desired price (Appendix 10).

X, Y, & Z Market Target

X Market

X= existing market. The existing market is the bureau market, and consists of our competitors and other minor companies who are self-employed.

Y Market

Y= new market. The new market is the market for presentations for 5.500kr.

In order to calculate the new market, we need to know how many presentations would book for 5.500kr? Therefore, we are making the assumption that companies that previously booked X amount of presentations annually, can increase with X% due to the combined answers in 2 & 3 from the survey.

Questions from the survey:

2. What would determine whether you booked more presentation?
3. Would you book more presentations if they were only 30-60 min? If yes, what would be a fair price ex. VAT and transportation costs?

The total percentage of companies that answered “budget” for question 2 and “5000kr” for question 3 was 24%. The table below shows both the percentage and numerical increase in the expected amount of presentations booked annually, for each company size.

Expected % increase	Survey x the expected % increase if the price is 5500kr.	Average amount of presentations booked pr. Year	Number of Employees
Survey	Survey	Survey	Facts
40%	0,84	0,60	5-9.
30%	2,47	1,90	10-19.
20%	3,72	3,10	20-49
20%	4,32	3,60	50-99
40%	6,3	4,50	100-199
10%	9,9	9,00	200-499
10%	24,42	22,20	500+

Z Market

Z= the accumulated market. The accumulated market is the existing market + the new market (X + Y), and represents the total expected market target.

The following tables represent market Z for the capital region in Denmark, the rest of Denmark, Sweden, and Norway. The expected total market share for Z entire Scandinavia is 73.617.178kr in terms of revenue out of a total market turn over of 600 mio. DKK 12% of the market (Appendix 11).

Capital Region		
X Market		542.725.400 kr.
Y Market		119.399.588 kr.
10% of X Market		54.272.540 kr.
X Market	Market Share	Expected Profit
	1%	542.725 kr.
	2%	1.085.451 kr.

	3%	1.628.176 kr.	
	4%	2.170.902 kr.	
	5%	2.713.627 kr.	2.713.627 kr.
	10%	5.427.254 kr.	
	15%	8.140.881 kr.	
	20%	10.854.508 kr.	
	25%	13.568.135 kr.	
	30%	16.281.762 kr.	
18% of Y Market		21.491.926 kr.	
Y Market	Market Share	Expected Profit	
	30%	6.447.578 kr.	
	35%	7.522.174 kr.	
	40%	8.596.770 kr.	8.596.770 kr.
	45%	9.671.367 kr.	
	50%	10.745.963 kr.	
	55%	11.820.559 kr.	
	60%	12.895.156 kr.	
	65%	13.969.752 kr.	
	70%	15.044.348 kr.	
	75%	16.118.944 kr.	
		Market Z	11.310.397 kr.

Rest of Denmark

X Market		664.021.100 kr.
Y Market		123.684.612 kr.
10% of X Market		66.402.110 kr.
X Market	Market Share	Expected Profit
	1%	664.021 kr.
	2%	1.328.042 kr.
	3%	1.992.063 kr.
	4%	2.656.084 kr.

	5%	3.320.106 kr.	3.320.106 kr.
	10%	6.640.211 kr.	
	15%	9.960.317 kr.	
	20%	13.280.422 kr.	
	25%	16.600.528 kr.	
	30%	19.920.633 kr.	
18% of Y Market		22.263.230 kr.	
Y Market	Market Share	Expected Profit	
	30%	6.678.969 kr.	6.678.969 kr.
	35%	7.792.131 kr.	
	40%	8.905.292 kr.	
	45%	10.018.454 kr.	
	50%	11.131.615 kr.	
	55%	12.244.777 kr.	
	60%	13.357.938 kr.	
	65%	14.471.100 kr.	
	70%	15.584.261 kr.	
	75%	16.697.423 kr.	
		Market Z	9.999.075 kr.

Sweden

X Market		2.014.234.600 kr.	
Y Market		443.131.612 kr.	
10% of X Market		201.423.460 kr.	
X Market	Market Share	Expected Profit	
	1%	2.014.235 kr.	
	2%	4.028.469 kr.	
	3%	6.042.704 kr.	6.042.704 kr.
	4%	8.056.938 kr.	
	5%	10.071.173 kr.	

	10%	20.142.346 kr.	
	15%	30.213.519 kr.	
	20%	40.284.692 kr.	
	25%	50.355.865 kr.	
	30%	60.427.038 kr.	
18% of Y Market		79.763.690 kr.	
Y Market	Market Share	Expected Profit	
	30%	23.929.107 kr.	
	35%	27.917.292 kr.	27.917.292 kr.
	40%	31.905.476 kr.	
	45%	35.893.661 kr.	
	50%	39.881.845 kr.	
	55%	43.870.030 kr.	
	60%	47.858.214 kr.	
	65%	51.846.399 kr.	
	70%	55.834.583 kr.	
	75%	59.822.768 kr.	
Market Z			33.959.995 kr.

Norway

Norway		
	X Market	1.088.239.100 kr.
	Y Market	239.412.602 kr.
10% of X Market		108.823.910 kr.
X Market		
	Market Share	Expected Profit
	1%	1.088.239 kr.
	2%	2.176.478 kr.
	3%	3.264.717 kr.
	4%	4.352.956 kr.

3.264.717 kr.

	5%	5.441.196 kr.	
	10%	10.882.391 kr.	
	15%	16.323.587 kr.	
	20%	21.764.782 kr.	
	25%	27.205.978 kr.	
	30%	32.647.173 kr.	
18% of Y Market		43.094.268 kr.	
Y Market	Market Share	Expected Profit	
	30%	12.928.281 kr.	
	35%	15.082.994 kr.	15.082.994 kr.
	40%	17.237.707 kr.	
	45%	19.392.421 kr.	
	50%	21.547.134 kr.	
	55%	23.701.848 kr.	
	60%	25.856.561 kr.	
	65%	28.011.274 kr.	
	70%	30.165.988 kr.	
	75%	32.320.701 kr.	
		Market Z	18.347.711 kr.

Critical Success Factors

- YouandX's website is easy to navigate and convenient to use for both the communicators and companies.
- Communicators find interest and differentiation in applying YouandX in relation to the competitors.
- Companies and communicators trust that a booking is made once a confirmation is received.
- Communicators reply within one hour of receiving a booking request.
- Communicators update their YouandX calendar.
- YouandX only verifies professional communicators.

Conclusion

This report concludes that YouandX has high potential for success in the market for linking inspirational communicators with companies. Due to its disruptive service, YouandX can fill a gap in the market by offering direct booking 24/7 with immediate confirmation. The 5 steps involved in the current booking process can be narrowed down to simply two, and the market analysis showed that more opportunities than threats exist for YouandX. The competitive matrix proved that the service acquired from the competition was unsatisfying and that merely one managed to confirm a booking after a detailed request was sent. The survey illustrated that all sizes of companies are price

sensitive towards presentations, and that more SME's prioritize booking communicators with expert knowledge over a famous name.

Glossary

Search term: a word or combination of words or characters entered into a search engine in order to specify a particular thing to be searched for on the World Wide Web, over a computer network, or in a database.

Gross Profit: Gross profit is a company's total revenue (equivalent to total sales) minus the cost of goods sold. Gross profit is the profit a company makes after deducting the costs associated with making and selling its products, or the costs associated with providing its services.

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Appendix

Appendix 1 – General Terms and Conditions

Foredragsholderen kan ved foredrag begære aftalen ophævet på grund af:

- a) sygdom
- b) tv-arrangement
- c) pludselig indkaldelse til arbejde, der vedrører foredragsholderens hovedbeskæftigelse. YouandX forsøger i disse tilfælde i fællesskab med kunden at finde en anden foredragsholder til arrangementet

Eventuelle offentlige afgifter, herunder KODA og Gramex, betales af kunden og er foredragsholderen og YouandX uvedkommende.

Foredragsholderen er berettiget til at undlade at optræde, såfremt kunden ikke opfylder sine forpligtelser. I sådanne tilfælde, som i tilfælde af, at foredragsholderen efter at have indfundet sig hindres i at optræde som aftalt, er foredragsholderen berettiget til den fulde løn/det fulde honorar + eventuelt moms og transportudgifter.

YouandX hæfter ikke for honoraret + eventuel moms og er ikke ansvarlig for aftalebrug, forsinkelse for foredragsholders side, udbetalinger som ikke er aftalt i denne aftale eller lignende. YouandX kan i øvrigt ikke pålægges noget økonomisk ansvar.

Enhver udvidelse af aftalen i forhold til det aftalte, herunder transmissioner optagelser eller lydoverførsel til andet lokale, kan kun finde sted med både kundens og YouandX' skriftlige accept.

Denne kontrakt kan begæres ophævet pga. force majeure, forbud, alvorlig trafikstandsning (ishindring, blokade etc.), så det fysisk er umuligt for foredragsholderen at nå frem.

Appendix 2 – Business & Payment Terms

Betaling – ved kundens modtagelse af bookingbekræftelse er der indgået endelig aftale om vilkår, dato og tidspunkt for levering af foredrag fra YouandX ApS. Betalingen er gennemført ved kortbetaling eller i nogle tilfælde ved faktura. I så tilfælde skal betaling ske som anført på fakturaen – typisk 14 dage inden gennemførselsdato. Det originale beløb pålægges endvidere et gebyr på 5% til manuel håndtering af faktura.

Rentetilskrivning – ved betaling efter forfaldsdato tillægger vi 1,5% i rente per måned.

Omkostninger i forbindelse med ændring og annullering – ændring eller annullering skal vi modtage skriftligt. Ændringen eller annulleringen er først gennemført, når kunden modtager en bekræftelse på dette.

Ændring – det er uden omkostninger at ændre en ordrebekræftet aktivitet indtil senest 6 uger før start. Ved ændring efter 6 uger før start, beregner vi omkostninger efter følgende takster:

6-4 uger før start: 25% af investeringen

4-2 uger før start: 50% af investeringen

2-1 uge før start: 75% af investeringen

Senere end 1 uge før start: 100% af investeringen

Ændring af aktiviteten kan dog max. ske 1 gang – ændres aktiviteten mere end 1 gang, betragtes ændringen som en annullering, hvorfor fristerne for annullering gælder (se næste punkt)

Ændring af lokation kan dog ske uden ekstra beregning, så længe den nye lokation ligger i Københavnsområdet.

Annullering – Det er uden omkostninger at annullere en ordrebekræftet aktivitet indtil 12 uger før start. Ved annullering senere end 12 uger før start, forfalder hele investeringen til betaling. Annulleres en allerede ændret aktivitet, forfalder 100% af investeringen – uanset frist.

Appendix 3 – Trust & Security

Som kunde hos YouandX er du sikret et ordentligt produkt. Selvom vi arbejder digitalt, sidder vi nogle mennesker bag skærmen, der sørger for, at både kunde og foredragsholder får en god oplevelse med booking af foredrag.

Vi validerer vores foredragsholdere v. Derfor har de alle et v på deres billede, som bevis på at vi har mødt dem og hørt, hvad de har på hjerte samt at de kan finde ud af at formidle deres budskab. Vi validerer ud fra fire kriterier – fysisk fremtoning, verbale evner, troværdighed samt relevans/evidens. Det sikrer, at du som kunde altid kan have tillid til det foredrag, du køber.

Book en foredragsholder, når det passer dig. Med vores digitaliserede løsning er du aldrig mere end 5 klik væk fra at booke den næste foredragsholder. Du slipper altså for lange e-mailkorrespondancer og telefonsamtaler, der kan trække bookingen i langdrag. Foredragsholderens tilgængelighed og prisen for foredraget kan nemt ses på hver enkelt foredragsholders side, og kortbetaling foregår med det samme.

Bookingen bekræftes inden for 24 timer i to trin. Med det samme får du en e-mail om, at du har foretaget en forhåndsbooking på foredragsholderen. Dette gør, at foredragsholderen er reserveret til dig, og ingen andre kan booke personen. Inden for 24 timer får vi en bekræftelse fra foredragsholderen på, at bookingen kan gennemføres, og vi sender dig en endelig bekræftelse på booking af foredraget.

Vi tager os af uforudsete udfordringer, der kan skabe problemer. I tilfælde af sygdom el. lign. hos foredragsholderen, finder vi en lignende foredragsholder, der kan overtage.

Kundernes rating er altid synlig. Vi beder alle kunder om at give en kvantitativ og en kvalitativ rating til den foredragsholder, man har booket. Efter endt foredrag sender vi et link til kontaktpersonen i virksomheden og beder personen om at dele oplevelsen.

Det foregår ved, at der uddeles stjerner fra 1-5 og en kommentar. Maximum er 5 stjerner, minimum er 1 stjerne. Kommentarerne vil være med til at give et større billede af oplevelsen i stedet for den rent kvantitative rating.

Vores betaling består af 10% af den skilte pris på sitet samt et gebyr på 10% oveni for kunden. Eksempelvis vil et foredrag til 5.000 kr. give foredragsholderen et udbytte på 4.500 kr., mens vores andel udgør de resterende 500 kr. plus 500 kr. i gebyr, altså 1.000 kr. Ingen skjulte gebyrer eller ekstraudgifter.

Prisen er gennemsigtig og fair. Vores foredragsholdere holder korte foredrag, der er skræddersyet til YouandX. Det betyder, at foredragene ofte ikke er hele pakken for den pågældende foredragsholder, men at man som kunde får en indføring i foredragsholderens ekspertområde. Derfor er prisen måske lavere og varigheden kortere end andre steder, man kan finde den pågældende foredragsholder.

Appendix 4 – Competitive Rivalry

In the figure below, the red circles represent the categories that have more threats than opportunities, and the green circles represent the opposite.



The Competitive Rivalry category is the most important category for determining the success of a business, because it demonstrates the combined categories put together. Therefore, the result of this analysis shows that YouandX has more opportunities than threats associated with it.

Appendix 5 – Competition

Indirect Competition:

- Athenas
- ARTEbooking
- ARTpeople
- Bifald
- BookingHuset
- Creative Eyes
- Eventzonen
- Erhvervsforedrag
- Event Collective
- Foredragslisten
- Foredragsportalen
- Forfatterforedrag
- Gunnertoft & Co.
- One Decision
- Lykke
- Nerva
- Showbizz Danmark
- Strongmind
- Tajmer Booking & Management

Industry Competition:

- AddFocus (Allan René Olesen & Asbjørn Gustav Christensen)
- Bibelselskabet [foredrag inden for biblen]
- Bigum&Co [online marketing]
- Book-Foredrag.dk [3 foredragsholdere, kun om SoMe]
- Elevforedrag (Mads Herschend)
- GirlTalk.dk [primært teenagepiger, også til virksomheder]
- Habitmanager (Torben Wiese)
- iDanmark [finder arrangementer]
- Janhuus (Jan Huus)
- København Biblioteker [finder foredrag]
- Netværksakademiet (Susie Lynge)
- NK Booking
- Pejgruppen [3 foredragsholdere, kun on trends]
- Sebastian Nybo [first on Google ads]
- Ticketmaster [finder foredrag]
- Wellbeing at Work (Camilla Hilbrands)
- Ørskov (Gunnar Ørskov)

Appendix 6 – Examples of Lead Magnets

START HERE

**DON'T DROWN IN THE DETAILS.
GET THE FUNDAMENTALS FOR FREE.**

JUST SUBMIT YOUR EMAIL TO GET:

- The first 50 pages of the 4-Hour Workweek
- 11 simple must-use apps and tools
- "5-Bullet Friday"
- Weekly productivity tips and tricks

Your email

GET ACCESS

No spam, ever. Emails are never shared.

You deserve more.

Get a free chapter of Mastering
Mint, a weekly money update
and insider opportunities

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Subscribe

Should you be using Twitter? Facebook? Pinterest?

Social media doesn't have to be confusing. Let FoodTruckr show you how. Sign up to receive the FoodTruckr Bulletin and we'll throw in our free guide: **6 Free Social Media Tools to Get People Talking About Your Food Truck.**

Enter your email

Get the E-book

Free Report: The 5 Fastest Ways to Make More Money

Hook me up!

Appendix 7 – Example of a Desktop Notification



Appendix 8 - Survey

1. Hvor mange foredrag booker I om året?

2. Hvad skulle gøre, at I booker flere foredrag?

- ☐ Budgettet (større udvalg af pris/billigere foredragsholdere)
- ☐ Booking når I har tid (ikke vente på åbningstider)
- ☐ Direkte booking (se ledighed og pris på foredragsholderen på sitet)
- ☐ Foredragsholdere med større vægt på specialistviden end kendiseffekt
- ☐ Foredragsholdere, der i større grad kan inspirere og provokere jer
- ☐ Større udbud af foredragsholdere
- ☐ Andet

3. Ville I booke flere foredrag, hvis der var et større segment af billige foredragsholdere? Hvis ja – hvilket prisleje?

- ☐ 2.000 – 4.999 ex. moms og transport
- ☐ 5.000 – 9.999 ex. moms og transport
- ☐ 10.000 – 14.000 ex. moms og transport
- ☐ Nej, prisen har ikke noget med det at gøre

4. Ville I booke flere foredrag, hvis de varede kortere tid, for eksempel 30 - 60 min? Hvis ja, hvad ville være en fair pris at betale ex. moms og transport?

5. Hvad prioriterer I mest hos de foredragsholdere, I booker?

- ☐ Kendte navne
- ☐ Specialister inden for deres område
- ☐ Pris
- ☐ I nærheden
- ☐ Gode anmeldelser
- ☐ Præsentation på nettet
- ☐ Andet

6. Hvis der var en søgefunktion på en portal for foredragsholdere, hvad ville I så først søge på?

- ☐ Dato (tilgængelighed på en bestemt dato)
- ☐ Pris/budget
- ☐ Kategori/emne
- ☐ Anmeldelser
- ☐ Validering fra sitet
- ☐ Navn
- ☐ Andet

7. Hvilket selskab benytter I mest?

- ☐ ARTE booking
- ☐ Athenas
- ☐ Foretagsportalen
- ☐ Lykke Music
- ☐ Nerva
- ☐ NK Music
- ☐ Plan4U
- ☐ Showbizz Danmark
- ☐ Strongmind
- ☐ Tajmer Booking

Hvorfor bruger I netop dem?

8. Hvad er den største udfordring ved de foredragsportaler, I benytter i dag?

- ☐ Tidskrævende (lang behandling fra forespørgsel til kontakt)
- ☐ Manglende gennemsigtighed i priser
- ☐ Dårlig service
- ☐ Foredragsholdere afbestiller
- ☐ Dobbeltbookinger

- Intet - vi er meget tilfredse
- Andet

9. Hvilken betalingsmetode ville I fortrække?

- Medlemskab af portal, hvor I betaler et fast abonnement om måneden for at have adgang til alle foredragsholdere, og et lille beløb per foredrag I booker
- Betale en procentdel i gebyr/provision oveni den viste pris hver gang I booker en foredragsholder

10. Hvordan ønsker I, at prisen skal vises?

- At se den endelige pris med det samme hvor alt er inkluderet.
- At se selve prisen for foredraget først og derefter servicegebyr og kørselspenge, når I kommer til betalingen.

Appendix 9 – Questionnaire Price

Speaker	Accepted Price
Jeppe Christensen	5000
Andreas Fabricius	5000
Jeff Saul	5000
Rasmus Theilsø Madsen	5700
Per Krogh Simonsen	5000
Reyhane Abadi	5000
Rolf Ask Clausen	5000
Christian Campbell	5000
Thomas Mørk Hansen	5000
Gunnar Sumberg	5000
Anne Ravn Grønholt	3000
Hanne Smith Pedersen	5000
Jesper Andersen	5000
Stressambasadørerne	5000
Denis Rivin	5000
Kristian Korch	6000
Marie Kronquist	5000
Frank Haang Høj	5000
David Owe	5000
Nanna Elming	5000
Christina Neustrup	5000

Ali Aoun	5000
Lars Due Nielsen	5000
Kasper Warming	5000
Jim Latrache-Qvortrup	5000
Kirsten Standevad	5000
Louise Baunsgaard	5000
Katrine Rohde	5000
Lone Bak Strandgaard	5000
Ole Wessung	5000
Erick Thürmer	5000
Claus Skytte	5000
Peter Bastiansen	5000
Lasse Hinke	5000
Rikke Maj Thauer	5000
Bubber	7000
Karin Krogh	5000
Anne Ravn Grønholt	5000
Mette Bloch	5000
Sandja Brüggmann	8000
Lars Berendt	7000
Jacob Elton & Martin Lund	5000

Appendix 10 – Customer Survey

Employees	Industry	Company	Address	Department	Questions									
					1	2	3	4	5	6	7	8	9	10
1-9	Engroshandel	7P Scandinavia	København Ø	Dirktion	0	4	1	5000	2,5,6	1,2,3	ingen	X	2	1
1-9	Metallindustri	Markinfabrikken Automa Aps	Valby	Dirktion	0	1	1	2000	2	1	ingen	X	2	1
1-9	Musikudbyr	FJRONA	Bullerup	Marketing	2	4	1	5000	2	3	ingen	X	2	1
1-9	Property Rights	Chas. Hude A/S	Kbh V	HR	0	3,4	2	5000	2	3	2	1,3	2	1
1-9	Jagt	Gamekeeper A/S	Brande	CEO	1	1,3,4	1	1500	5	4	ingen	1,2	2	1
1-9	Detailhandel	House of Blinds Aps	Kongens Lyngby	Dirktion	0	1	1	2000	2	2	ingen	X	2	1
1-9	Kemindustri	Ooco Aps	Horsbæk	HR/sekretær	1	5	4	1500	1,2	3	ingen	X	2	1
1-9	Fitness	Falksønd	Bullerup	Ejer	2	4	1	5000	2,3,5	2,3,4	ingen	X	2	1
1-9	Meditech	Tractinnovations	Bullerup	Mediør	0	1,6	1	5000	2,3,5	2,3	ingen	X	2	1
1-9	Film & TV	Bolormo	Bullerup	Mediør	0	3,4	2	2000	2	3	ingen	X	2	1
10-19	Databehandling	Tabellae A/S	Glostrup	HR	0	4	1	2500	6	2	ingen	1,2	2	1
10-19	Design	Space Copenhagen Projects Aps	Kbh K	Sekretær	1	1	1	5000	2	4	ingen	X	2	1
10-19	Emballage	FARUSA emballage	Farum	Sekretær	0	2	1	nej	2	2	ingen	X	2	1
10-19	Emballage	Impaka Kartotager A/S	Allerød	HR	0	4	2	5000	2	4	ingen	X	2	1
10-19	Engroshandel	Zeggs	Ålbæk	Sekretær	1	4	1	5000	2	4	ingen	X	2	1
10-19	Film & TV	HBO Nordic Services Denmark Aps	Kbh K	Sekretær	2	3	1	3000	5	4	ingen	X	2	1
10-19	Advokatkontor	Advokatkontoret Fabricius Tøngsgaard & Heine	Kbh K	Sekretær	1	1	2	nej	5	1	2	3	2	1
10-19	IT	Bluebat	Bullerup	Mediør	5	4	1	5000	2,3,5	3,4	2,9	2	1	2
10-19	IT	Peoplestream	Bullerup	Mediør	6	1,3,4	1	5000	1,2,3	3	2	6	2	1
10-19	E-handel	Embrace	Bullerup	Marketing	0	1,4,5	1	2000	2,5,6	3,4	ingen	X	2	1
10-19	Kommunikation	Rhetorica	Søborg	HR	3	Andet: leverer selv foredrag	4	nej	2	6	ingen	X	2	1
20-49	VVS	Energiservice A/S Lyngby	Rødovre	HR	0	1	1	5000	3	2	ingen	X	2	1
20-49	Databehandling	Infelco Solutions A/S	Kbh K	HR	2	3	1	2000	6	3	1,8	2	2	1
20-49	Databehandling	Comendo Security A/S	Taastrup	HR/sekretær	2	3	2	5000	5	2	ingen	X	2	1
20-49	Design	Vipac A/S	Kbh S	HR	1	4	2	5000	2	3	ingen	X	2	1
20-49	Design	Attention Design	Kbh S	HR	0	1	1	nej	3	2	ingen	X	2	1
20-49	Film & TV	SF Film	Kbh K	HR	5	4	2	6000	2	1	ingen	X	2	1
20-49	Scandnet	Audiosync	Bullerup	Chief	9	4	1	5000	2,5	2,3	2,9	X	2	1
20-49	Papirvarer	Tona A/S	Birkelund	HR/sekretær	4	4	2	nej	2	2	ingen	X	2	1
20-49	Engroshandel	Broste Copenhagen	Hvidovre	HR/sekretær	7	4	4	nej	2	2	ingen	X	2	1
20-49	Plastproduktion	Ustrup Plast A/S	Lyngby	HR/sekretær	1	4	1	5000	2	2	ingen	X	2	1
50-99	Computer	Lubtech Data A/S	Valby	HR	0	4	2	5000	2	4	ingen	X	2	1
50-99	Databehandling	Blagarden A/S	Bullerup	HR	7	Andet: fik et større behov	4	nej	5	3	1,2,9	6	2	1
50-99	Webhosting	E-Netat A/S	Kbh K	HR	4	1,5	1	5000	1	3	2	Andet: for akademisk foredrag beskrevet	2	1
50-99	Design	Mosco A/S	Kbh K	HR	5	4	2	6000	2	4	ingen	X	2	1
50-99	Skole	STU Høllund	Høllund	HR	3	3,5,6	1	nej	5	4	ingen	X	2	1
50-99	Landbrug	Danish Agro Trading A/S	Slangerup	HR	4	3	1	nej	5	2	ingen	X	2	1
50-99	Overvågning	Nucayah A/S	Glostrup	HR	1	1,4,5	1	5000	5	2	ingen	X	2	1
50-99	Engroshandel	Le Crouzet Scandinavia	Taastrup	HR	5	4	1	nej	5	3	ingen	X	2	1
50-99	Plastproduktion	Papys-Tex A/S	Hørlev	HR	5	1	4	5000	5	4	ingen	X	2	1
50-99	Kommunikation	Google Denmark	Kbh K	HR	2	1	2	nej	5	1,2,3	ingen	X	2	1
100-199	Digital markedsføring	Entro	Frederiksberg	HR	4	4	2	5000	2	1	ingen	X	2	1
100-199	Computer	Gameshop	Valby	HR	8	4	2	6000	2	4	ingen	X	2	1
100-199	Webhosting	Out.com	Kbh Ø	HR	5	1	1	5000	5	1	ingen	X	2	1
100-199	Design	Molo Kids	Nordhavn	HR	7	1	1	nej	3	4	ingen	X	2	1
100-199	Emballage	Gørreshejmer Værelse A/S	Vartov	HR	2	1	1	nej	5	4	ingen	X	2	1
100-199	Film & TV	Nordisk Film Distribution	Valby	HR	8	1,3,4	1	5000	5	2,3,4	ingen	X	2	1
100-199	Papirvarer	CTI Label A/S	Brøndby	HR	4	3	1	nej	2,3,5	2	ingen	X	2	1
100-199	Presseløsning	Ritzau Bureau A/S	Kbh K	HR	2	2,3	2	nej	5	3	ingen	X	2	1
100-199	Plastproduktion	Sandsblat A/S	Slangerup	HR	1	2,3	1	5000	5	4	ingen	X	2	1
100-199	Kommunikation	Adviser, Ledelses- & Kommunikationsrådgivning	Kbh V	HR	4	1	2	nej	3	2	ingen	X	2	1
200-499	Hotel	Cabin Express	Frederiksberg	HR	1	3,5,6	1	nej	5	4	ingen	X	2	1
200-499	Computer	Hanne A/S	Kongens Lyngby	HR	5	3	1	5000	5	4	ingen	X	2	1
200-499	Databehandling	ETC	Bullerup	HR	4	3	2	5000	2,3,5	4	ingen	X	2	1
200-499	Webhosting	Just Eat.dk Aps	Kbh Ø	HR	10	3	1	5000	5	4	ingen	X	2	2
200-499	Emballage	RPC Superfos A/S	Taastrup	HR	4	3	1	6000	3	3	ingen	X	2	1
200-499	Byggebranchen	Adkins Danmark A/S	Kbh S	HR	0	4	1	nej	2	3	ingen	X	2	2
200-499	Byghandel	Arnold Beack	Valby	Regnskabs	50	Andet: relevante forfatter	nej	5000	1	1	ingen	X	2	1
200-499	Landbrug	DLF	Roskilde	HR	4	1	1	4000	5	1,2,3	ingen	X	2	1
200-499	Papirvarer	Brødrene Hartmann A/S	Gentofte	HR	2	2,3	2	5000	5	4	ingen	X	2	1
200-499	Engroshandel	Royal Copenhagen	Glostrup	HR	10	1	2	nej	5	2	ingen	X	2	1
500+	Hotel	Copenhagen Copenhagen	Kbh V	HR	20	1	2	nej	2,3,5	4	2	X	1	1
500+	Hotel	Copenhagen Strand	Kbh K	HR	5	3,5,6	1	5000	5	2	ingen	X	2	1
500+	Telekommunikation	TIDC	Frederiksberg	HR	15	3	1	5000	5	4	ingen	X	2	1
500+	Vindmølle	Siemens	Brande	HR	50	3	1	10000	2,5	4	2,9	X	2	1
500+	Detailhandel	Bilka	Ålbæk	HR	50	3	1	6000	5	3	2	X	2	1
500+	Telefoner	Cadberg	Kbh V	HR	10	Andet: relevante	nej	5000	2	2 & 3	Har en intern liste	X	2	1
500+	Vindmølle	Widcon	Brande	Byggeselskabsmedlem	1	3,5,6	1	nej	2	4	10	6	2	1
500+	Ingeniørvirksomhed	Obicon	Frederiksberg	HR	1	1,4	3	70000	2	3	2	X	2	1
500+	Plastproduktion	Coloplast A/S	Espergårde	HR	50	1,3	2	5000	5	4	ingen	X	2	1
500+	Detailhandel	Bastueller	Brande	HR	20	1	1	5000	5	4	2	X	2	1

Appendix 11 – X, Y, & Z Market

Capital Region								
Expected % increase	Survey x the expected % increase if the price is 5500kr.	Y Market	Average amount of presentations booked pr. Year	Number of Employees	Number of Companies	Total market (number of presentations x number of companies)	Marketshare Target 2018	Total presentations to be sold in 2018
Survey	Survey	Expectation	Survey	Facts	Facts	Facts based on survey	Expectation	Sale on expectation
40%	0,84	16.458.288 kr.	0,60	5-9.	8.906	7.481	5%	374
30%	2,47	30.593.420 kr.	1,90	10-19.	5.630	13.906	5%	695
20%	3,72	31.557.504 kr.	3,10	20-49	3.856	14.344	5%	717
20%	4,32	10.140.768 kr.	3,60	50-99	1.067	4.609	5%	230
40%	6,3	7.789.320 kr.	4,50	100-199	562	3.541	5%	177
10%	9,9	7.710.120 kr.	9,00	200-499	354	3.505	5%	175
10%	24,42	15.150.168 kr.	22,20	500+	282	6.886	5%	344
Market Y: 119.399.588 kr.						54.273	Total presentations	2714
Market X: 542.725.400 kr.							Presentations pr day	7,4
Entire Denmark								
Expected % increase	Survey x the expected % increase if the price is 5500kr.	Y Market	Average amount of presentations booked pr. Year	Number of Employees	Number of Companies	Total market (number of presentations X number of companies)	Marketshare Target 2018	Total presentations to be sold in 2018
Survey	Survey	Expectation	Survey	Facts	Facts	Facts based on survey	Expectation	Sale on expectation
40%	0,84	134.455.200 kr.	0,60	5-9.	112.046	67.228	10%	6.723
30%	2,47	30.979.500 kr.	1,90	10-19.	10.870	20.653	10%	2.065
20%	3,72	21.393.100 kr.	3,10	20-49	6.901	21.393	10%	2.139
20%	4,32	7.894.800 kr.	3,60	50-99	2.193	7.895	10%	789
40%	16,66	48.361.600 kr.	11,90	100+	2.032	24.181	10%	2.418
Market Y: 243.084.200 kr.						141.349	Total presentations	14135
						Market X according to survey 1.413.493.000 kr.	Presentations pr day	38,7
						Market X according to source 1.000.000.000 kr.		
						Survey - source 413.493.000 kr.		
						Divided by 2 206.746.500 kr.		
						Medium of Market X: 1.206.746.500 kr.		
Sweden								
Expected % increas	Survey x the expected % increase if the price is 5000kr.	Y Market	Average amount of presentations booked pr. Year	Number of Employees	Number of Companies	Total market (number of presentations X number of companies)	Marketshare Target 2018	Total presentations to be sold in 2018
Survey	Survey	Expectation	Survey	Facts	Facts	Facts based on survey	Expectation	Sale on expectation
40%	0,84	80.232.768 kr.	0,60	5-9.	43.416	36.469	3%	1.094
30%	2,47	127.242.544 kr.	1,90	10-19.	23.416	57.838	3%	1.735
20%	3,72	111.515.184 kr.	3,10	20-49	13.626	50.689	3%	1.521
20%	4,32	40.382.496 kr.	3,60	50-99	4.249	18.356	3%	551
40%	6,3	26.375.580 kr.	4,50	100-199	1.903	11.989	3%	360
10%	9,9	22.999.680 kr.	9,00	200-499	1.056	10.454	3%	314
10%	24,42	34.383.360 kr.	22,20	500+	640	15.629	3%	469
Market Y: 443.131.612 kr.						201.423	Total presentations	6043
						Market X: 2.014.234.600 kr.	Presentations pr day	16,6
Norway								
Expected % increase	Survey x the expected % increase if the price is 5500kr.	Y Market	Average amount of presentations booked pr. Year	Number of Employees	Number of Companies	Total market (number of presentations X number of companies)	Marketshare Target 2018	Total presentations to be sold in 2018
Survey	Survey	Expectation	Survey	Facts	Facts	Facts based on survey	Expectation	Sale on expectation
40%	0,84	206.791.200 kr.	0,60	5-9.	111.900	93.996	3%	2.820
30%	2,47	12.090.650 kr.	1,90	10-19.	2.225	5.496	3%	165
20%	3,72	9.567.096 kr.	3,10	20-49	1.169	4.349	3%	130
20%	4,86	6.351.048 kr.	4,05	50-249	594	2.887	3%	87
40%	21,84	4.612.608 kr.	15,60	250+	96	2.097	3%	63
Market Y: 239.412.602 kr.						108.824	Total presentations	3265
						X Market: 1.088.239.100 kr.	Presentations pr day	8,9

Appendix 12 – Teaser

Kære **X**

Jeg kontakter dig, fordi jeg sammen med tre andre er i gang med at lave en digital platform for inspiratorer. Vi undersøger i øjeblikket forskellige profiler, som vi kan forestille os at have på platformen, og du ser rigtig interessant ud. **Skriv linje omkring personens virke og erfaring, og hvorfor han/hun er interessant for os, samt i hvilken kategori vi vil placere ham/hende.**

Vi hedder YouandX, og vi er startet, fordi vi mener, vi kan lave en bedre løsning for virksomheder, når de skal booke foredrag. Platformen er tiltænkt inspiratorer i et bredere prissegment, end vi i dag ser på markedet – inspiratorer, der brænder for deres interessefelt men mangler den helt rigtige platform til at fungere som markedsføring og digital manager. Gennem vores platform vil vi forsøge at sætte et stort fokus på professionalitet, knowhow og potentiel vinding for virksomhederne ved at få en foredragsholder ud fra YouandX. Det vil vi gøre ved brug af en platform, der markedsfører dig og andre eksperter inden for **X** med hver jeres personlige side, hvor viden og kvalifikationer kommer til syne.

Som digital manager sørger vi bl.a. for at: - Administrere din kalender for at undgå dobbeltbookinger - Indhente informationer om arrangementet, arrangør, målgruppe og anledning - Forhandle pris og kontrakt med kunden - Opkræve betaling og udbetale til dig - Indberette til SKAT

Må jeg ringe til dig og fortælle mere om det? Eller har du lyst til at mødes og tage en snak om det?

Jeg ser frem til at høre fra dig.

Appendix 13 – Questionnaire Interview

The following questions were presented to the four most important competitors. Foretagsportalen and Strongmind are the only replies received yet. Their interviews were conducted in Danish and are accessible through the links below.

1. Who is your prime customer?
2. How many bookings do you have in a year?
3. How many requests do you receive that are later discarded? And what are the typical reasons?
4. What is your unique selling point? Price? The quality of the communicators? Your service?
5. Is there a reason why the price is not listed on the website?
6. What is your biggest disadvantage and what would you do different/change if you could?
7. Is there a lot of back-and-forth communication between you, the communicators, and your customers?
8. How do you market yourself?

Foretagsportalen: <http://vocaroo.com/i/s1z4tFQUINSG>

Strongmind: <http://vocaroo.com/i/s1UBPdpxyIOC>