

# CardME



Team 15

Technische Universität München

Faculty of Informatics

Chair of Software Engineering for

Business Information Systems (sebis)

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Uhrenturm der TUM

# Team Description



*Christina Reiter,  
M.Sc. Information  
Systems*



*Constantin Harms,  
M.Sc. Information  
Systems*



*Justus Schönborn,  
M.Sc. Information  
Systems*



*Viola Stumpf,  
M.Sc. Information  
Systems*

# CardME

CardME is a subscription service to help individuals to stay in touch or remember different special occasions from acquaintances by sending physical, customisable and thoughtful cards with optional small gifts.



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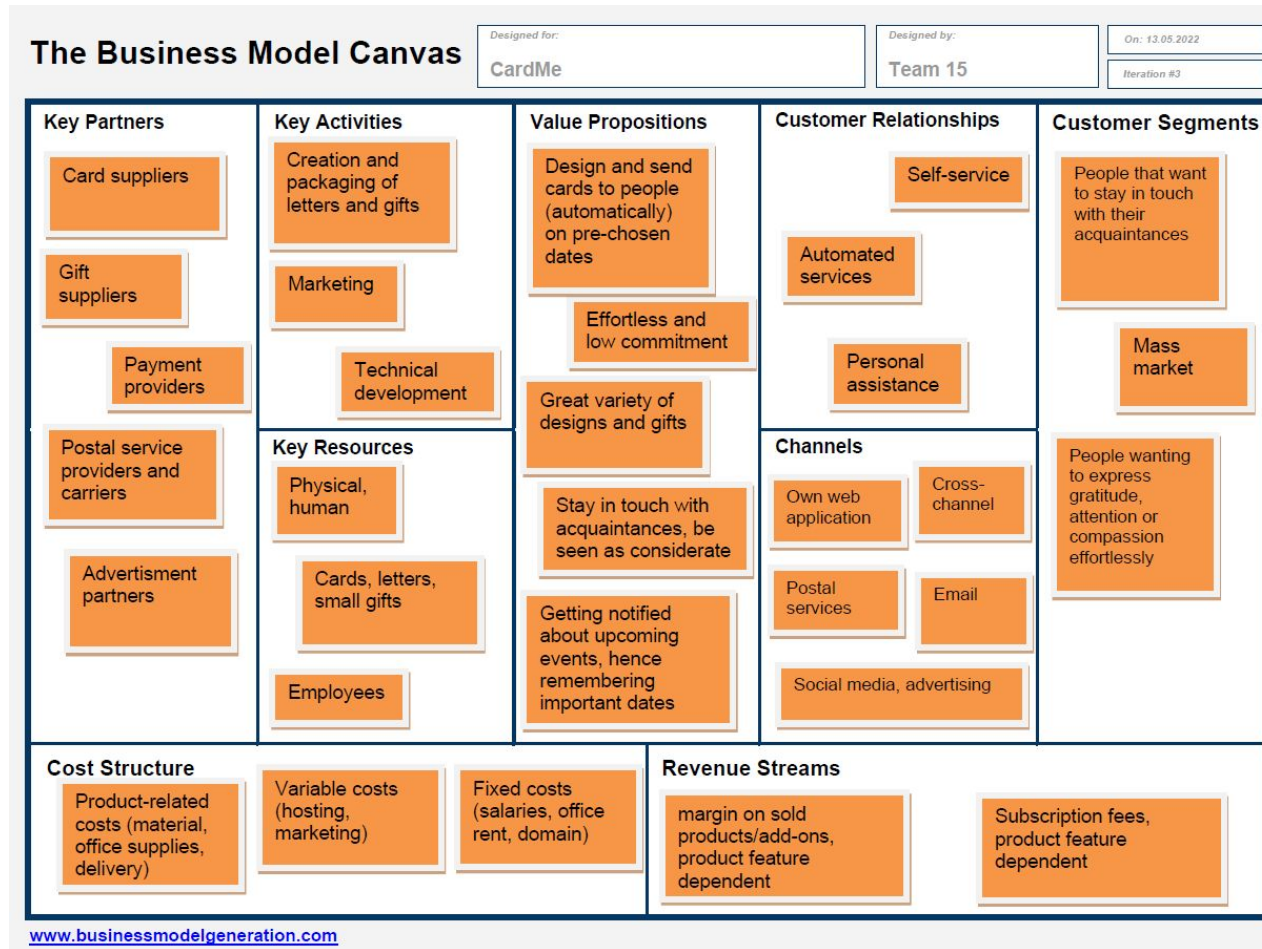


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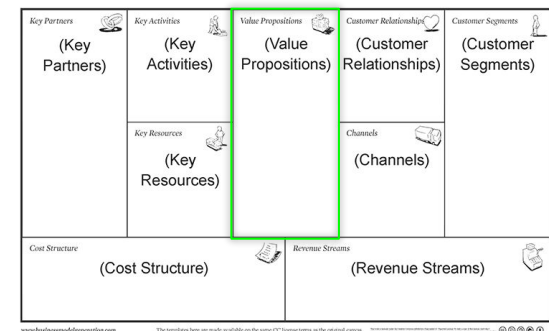
[https://img.freepik.com/free-photo/thoughtful-young-bearded-man-wearing-glasses-yawning-while-writing-letter-book-home-evening-alone-stock-photo\\_2221-8779.jpg](https://img.freepik.com/free-photo/thoughtful-young-bearded-man-wearing-glasses-yawning-while-writing-letter-book-home-evening-alone-stock-photo_2221-8779.jpg)

# Overview



# Value Proposition

- Buy and send physical cards on a pre-chosen date
- Reducing effort
- Less responsibility while still be seen as considerate
- Huge variety of different card styles
- Timely delivery



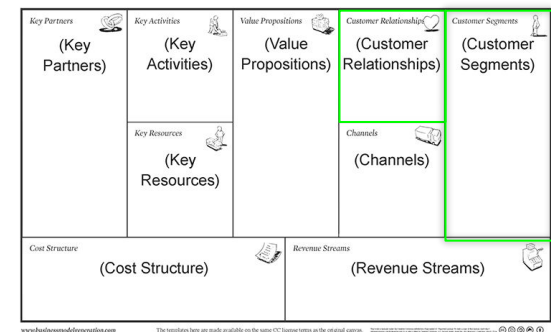
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# Customer Segments

- Mass market
- Stay in touch with contacts and acquaintances
- Remember important dates
- Lack of creativity
- Seem thoughtful

# Customer Relationships

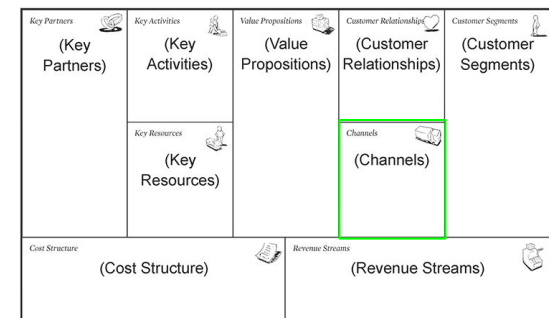
- Self service
- Automated service
- Personal assistance



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# Channels

- *Awareness* → cross-channel marketing (social media marketing, website advertising)
- *Evaluation* → service rating platforms
- *Purchase* → on the website
- *Delivery* → postal services
- *After sales* → customer support (email)



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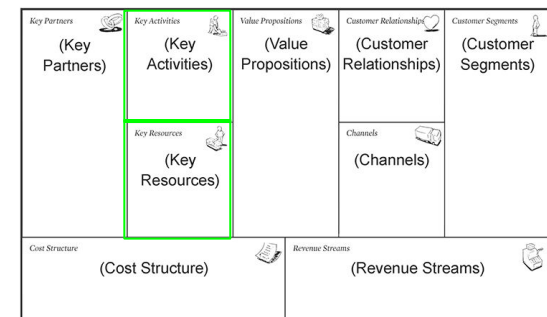
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# Key Activities

- Creation and packaging
- Technical development and enhancement
- Monitor and expand product line
- Marketing

# Key Resources

- Cards, letters, small gifts
- Humans

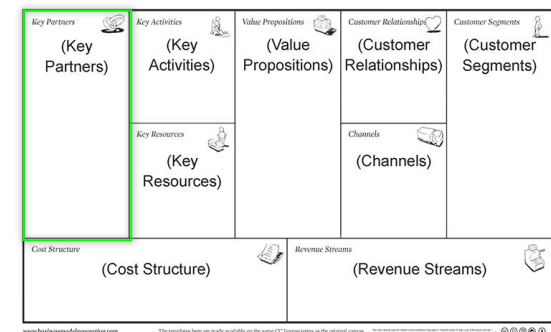


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# Key Partners

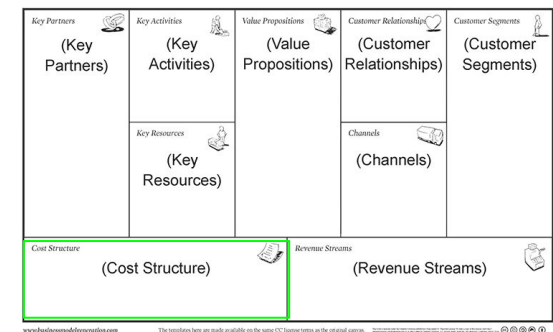
- Suppliers of letters and cards, gift suppliers
- Payment providers (e.g. Paypal)
- Postal services and carriers
- Advertisement
- Social media platforms



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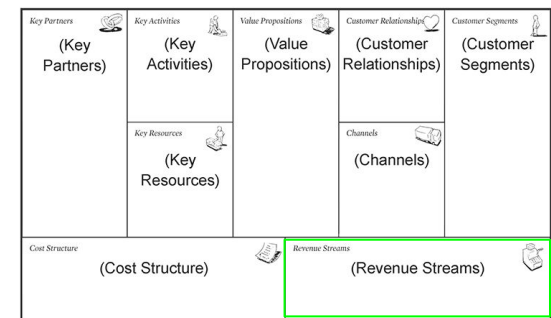
# Costs structure

- *Product-related (variable)* → Material of cards, office supplies, delivery
- *Fixed costs* → Salaries (development), office rent, telecommunication, printer
- *Variable costs* → Marketing, energy costs, hosting, duties to payment providers
- *Initial Investments* → IT, legal fees



# Revenue streams

- margin on products (product feature dependent)
- subscription fees (product feature dependent)



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