



# Nature discoverer

Finding the best spots to exercise

Peter Szemraj, Jonathan Lehrer,  
Calvin Miller, Joost Bus

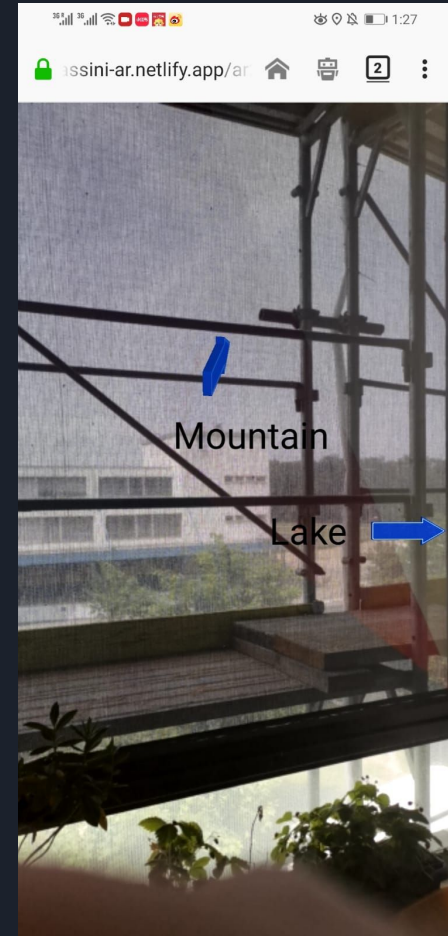
# Problem

- Good outdoor spaces can be hard to find
- Boring to always go to the same spots
- If they are known, they can be crowded
- It's exciting to travel to new places but hard to plan/do consistently. Sometimes you miss and don't find anything cool after all



# Solution: Nature Discoverer

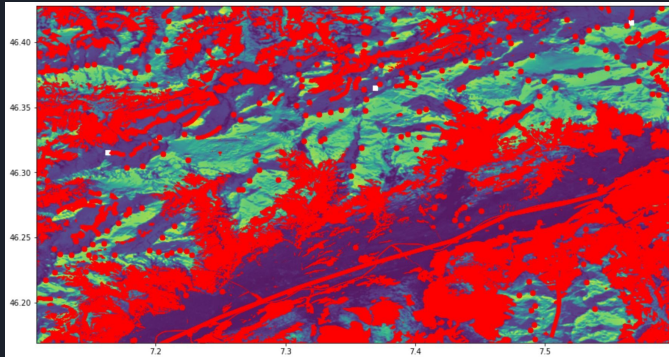
- What if traveling to new places could be reliably engaging and rewarding?
- Goals:
  1. Recommend potential outdoor recreation locations (remote sensing with Sentinel-2)
  2. Keep customers engaged with the outdoors (AR experience)
- Value proposition:
  - a. Cantons or other geographic entities looking to increase tourism
  - b. Outdoor recreation outfitters / magazines: sell as a service



# Demo

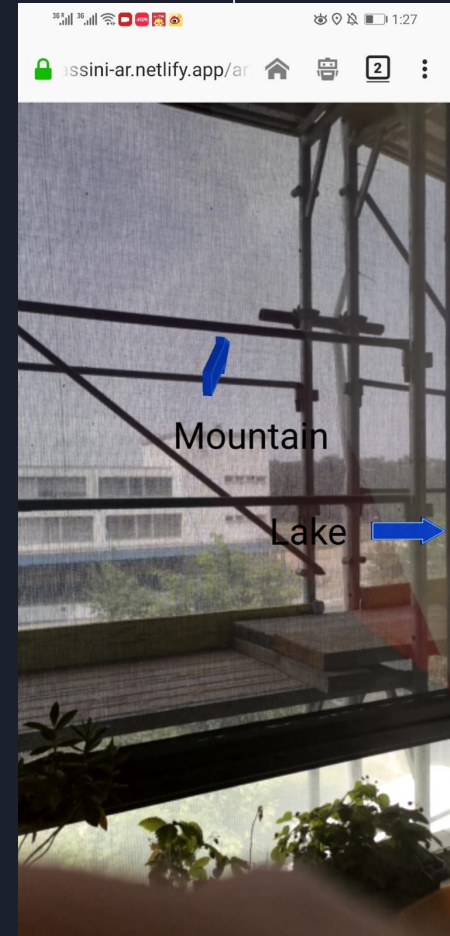
Satellite Imagery  
(Sentinel 2 - RGB  
Channels)

Areas of Interest  
Normal RGB Layer



**FUTURE:**  
Actively-Searching  
Neural Network  
Remote Sensing

Alternate Reality  
App →

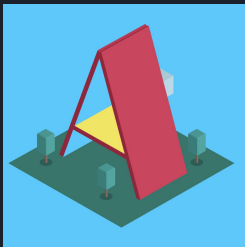




# Technology



PyTorch



kubernetes

# Team



Peter, CEO

- Statistics, ETH
- Outdoor enthusiast



Jonathan

- ML engineer, ETH
- Studied economics



Calvin

- Large Corporate experience
- Data science



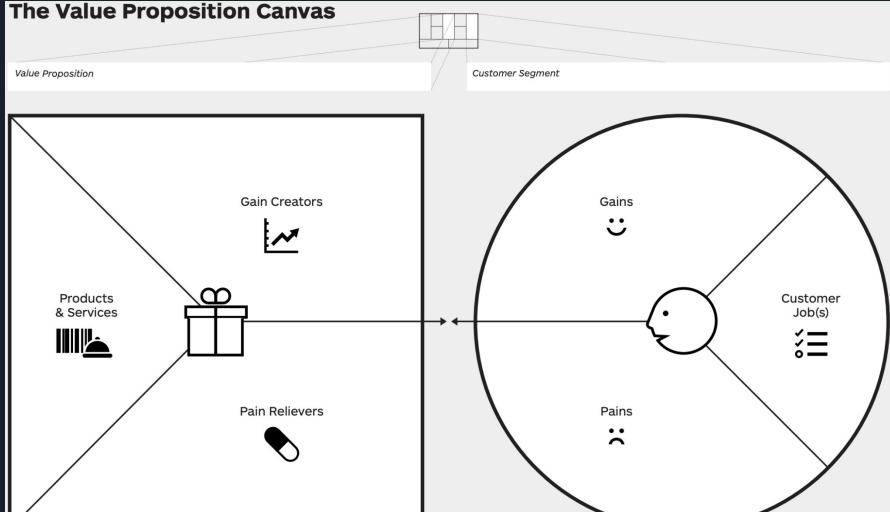
Joost

- Quantum engineering
- Marketing



# Business Model

The Value Proposition Canvas



## Customer jobs:

- Needs more exercise.
- Wants to do exciting things.
- Impress friends on Instagram.

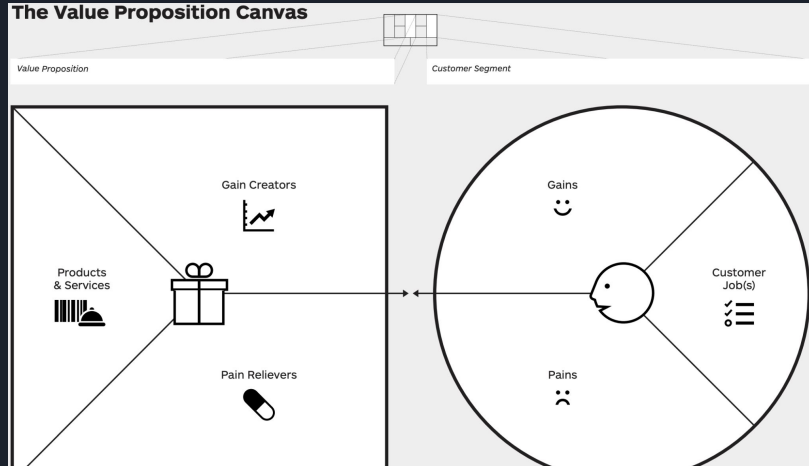
## Customer gains:

- Find new spots
- Discover a variety of different locations
- Find locations for different activities than they are familiar with
- Enjoy a calm environment

## Customer pains:

- Find trash in nature
- Meet noisy people
- Get lost in the forest

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# The Business Model Canvas

Designed for:  
Cassini 2021 / Nature explorer

Designed by:  
Jonathan

20.6.2021/yyy

Iteration #15

## Key Partners

Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

- cloud provider, e.g. digital ocean to host our app and run our AI
- cities/companies for sponsorships/ads

## Key Activities

What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

- use AI to discover potential outdoor recreational spots
- manage relationships with cities for sponsorships and cross-promotion
- learn about popular activities and add more categories of activities
- marketing
- moderation of comments

## Key Resources

What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

- AI talent
- App development talent
- Contacts to cities/companies for sponsorship/ads

## Value Propositions

What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

- Traveler/city person: bored by always going to the same climbing/hiking places, does not know how to find good places for climbing/swimming/hiking
- Tourism department: popular spots get overcrowded by too many travelers (bad for environment and reduces fun), travelers might not know where to go in places without published travel guide books
- Advertisers: hard to reach target group for outdoor brands since they use limited platforms to talk about it

## Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

- The customer (user) talks to us through the support section in our app
- The cities/advertisers talk to our sales representatives

## Channels

Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

- Google Ads, Travel websites, city/canton websites
- our own website

## Customer Segments

For whom are we creating value?  
Who are our most important customers?

- Office workers living in cities who need some fresh air
- Tourism departments of small cantons
- Travelers from other cities or from abroad
- Potentially advertisers such as swimwear companies, bottle companies, tent companies etc.

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

- server costs for hosting the app (linear)
- server cost for calculating the best spots from satellite data (fixed)
- marketing costs
- software development costs (fixed)

## Revenue Streams

For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

- Premium accounts without advertisement, sponsorship by companies/cantons, advertisement



Fin.

Questions?