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## Exercise I

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# 1 Business Model Canvas

## 1.1 Project Idea

In certain events and transportation systems, buying multi-person-ticket is cheaper per person. Wouldn't it be great if we had a platform to find people for these kind of multi-people-tickets! *TicketShare* will help people to share their tickets!

Bavaria ticket can be a common daily example for this:

People	Price	Price Per Person
1 passenger	26 €	26 €
2 passengers	34 €	17 €
3 passengers	42 €	14 €
4 passengers	50 €	12.5 €
5 passengers	58 €	11.6 €

## 1.2 Customer Segments

Our most important customers are:

- Public Transport Users
  - Young people
  - People who are interested in saving money
- Travelers
- Festival/Concert/Amusement-Park Goers
- Ticket Retailer/Event Organizers

Since saving small amount of money is more important for young people and also young people socialize more than the elderly, we think that they would be our main customers.

Also after creating a sufficient user base, ticket retailers would benefit from our product.

## 1.3 Value Proposition

These are the common values for every potential customer (except Ticket Retailers)

- Saving money
- Safe Payment Environment
- Socializing opportunity

Spare Time Activity Goers and Travelers can find suggestions for events. And Ticket Retailer can have a safe payment environment and opportunity to popularize their events.

## 1.4 Customer Relationships

The role of our product is just being a middleman. A similar example could be BlaBlaCar platform. Our goal is to be at least intrusive as possible. But since the money is involved, safe payment environment and customer support will be our infrastructure and human resource costs which will be mentioned in detail under the Cost Structure part.

## 1.5 Channels

Our main channel will be our website. It works the best and it is the most cost efficient way to reach. We might also have a mobile app in the future. To reach our customers, we will also use the power of the social media and network based marketing techniques, these techniques can be thought as leveraging links between consumers to increase sales, visibility, popularity, etc.

## 1.6 Key Activities

To satisfy our value propositions there are two main activities to work on.

1. Building the Product: The product has to have intuitive and fast user interface. Payment system has to be secure and assuring. It also has to look like it is secure.
2. Building a User Base: We need as many people as possible to create more and more value for the people. Since connecting two or more people to create a win-win situation is the key factor for the product, each user is a potential value creator for us. We would use marketing strategies to attract users. Also, contacting Ticket Retailers and getting base supply of event from them would help us to build a solid user base.

## 1.7 Key Resources

Here is the list of key resources:

- Solid Server Hardware: to make sure that everything is up and running
- Safe and Reliable Storage: especially payment data needs a safe storage
- Tickets
- Marketing Agency: to grow the userbase
- Support Team: to assure the safe payment environment (may scale with the userbase)

## 1.8 Key Partners

Our key partners are:

- Event Companies
- Hotels
- Holiday Management Companies
- Advertisement Platforms
- Beta Testing partners

The resources we are going to get from the partners are: offers, tickets, APIs, commissions, testing.

And our key suppliers are:

- Ticket Information Websites
- End Users

We are mainly going to get the information about the tickets from our suppliers.

## 1.9 Cost Structure

Our key costs are:

- Development Costs (Since it is a student project: No Costs for the MVP)
- Maintenance Cost (Only after we launch the project)
- Hosting Costs (Scale with the User Base: Start Small)
- Marketing
- Support Team (Also scales with the User Base)

We can say that costs related to development is quite low at first. Marketing can be thought of the big chunk in the costs since it doesn't have a limit. Marketing costs will be there before and after launch.

## 1.10 Revenue Stream

We planned our revenue stream:

- Pay for Premium Features: No payment for standard users. We will advertise the premium features (e.g. get more offers)
- Revenue over website advertisements
- Smart Advertisements (e.g. Hotel suggestion for festival ticket buyers)

For the future outlook, if we can manage to have big enough userbase, we can consider cooperation with Ticket Retailers and get percent, leveraging our userbase.