

Key Partners

Partners

- Event Companies
- Hotels
- Holiday Management Companies
- Beta Testing Partners

Resources by Partners

- Offers/Tickets
- API for Bookings
- Commissions
- Testing

Suppliers

- Ticket Information Websites
- End Users

Resources by Suppliers

- Information about Events/ Tickets



Key Activities

Building the Product

- Intuitive/Fast UI
- Escrow Payment System

Building Userbase



- Provide base supply of Tickets (Contact Ticket Retailers)
- Marketing Strategy

Key Resources

- Reliable Server Hardware
- Safe Storage for personal Data (esp. Payment Information)



- Tickets
- Marketing Agency (grow Userbase)
- Support Team (provide safe environment)

Cost Structure

Standing Costs

- Initial Development Costs
- Marketing to Build User Base

Running Costs

- Maintenance Costs (Bug Fixing, new Features)
- Hosting Costs (Scale with Userbase)
- After Launch Marketing
- Support Team



Value Propositions

For All Customers (except Retail)

- Save Money
- Safe Payment/ Usage Environment
- Sozialising

Public Transport Users

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Travelers/Spare Time Activity Goers

- Suggestion for Events

Ticket Retailers

- New User Segments
- Safe Payment Environment



Customer Relationship

- Least Intrusive
- App as Middleman
- Customer Support
 - Safe Environment

Channels

Application

- Website
- Mobile Application (Future Plan)

Customer Reach

- Social Media
- Network Based Marketing

User Segments

Public Transport Users

- Young People
- People interested in saving Money
- People bored by long journeys alone

Travelers

Spare Time Activity Goers

- Festival
- Concerts
- Amusement-Park

People interested in Meeting new Friends

Ticket Retailers



Revenue Streams

Immediate

- Free App (increase Userbase)
- Advertisements
- Promoted Offers (by Retailers)
- Smart Advertisements
 - Hotels in Region of Event
 - Car Rental

Future Income

- Cooperation with Ticket Retailers
 - Special Offers
 - Margin for Tickets sold through our Plattform
- Sell App if enough big enough Customerbase is reached