TU Munich

SEBA 2020

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Exercise I

Submitted By :
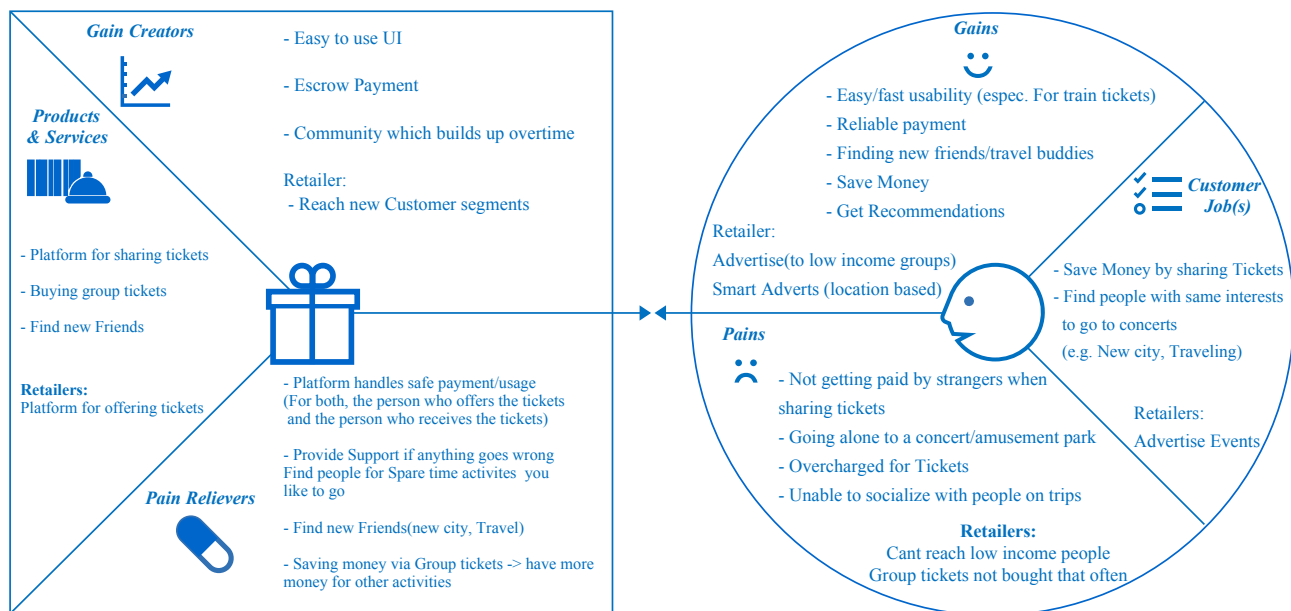Yaşar Fatih Enes Yalçın

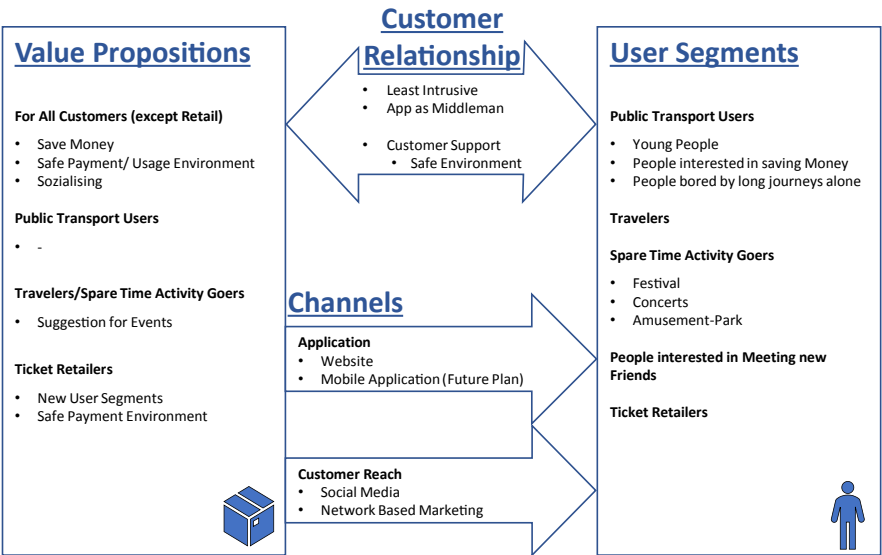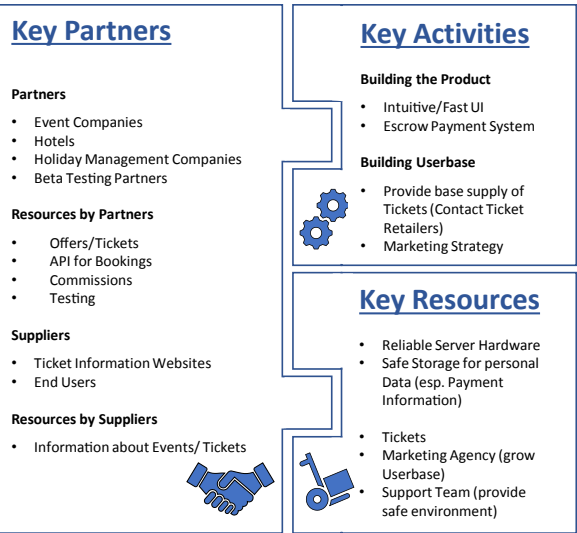Muhammad Fahad Rana

Nada Chatti

Maximilian Henneberg

"TicketShare is a web platform to help young travelers save money and socialize with like-minded people by being able to take advantage of group tickets"
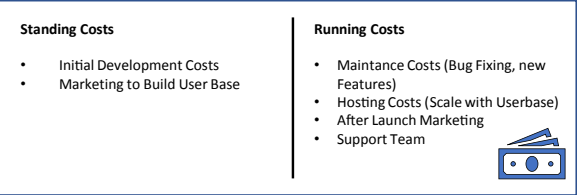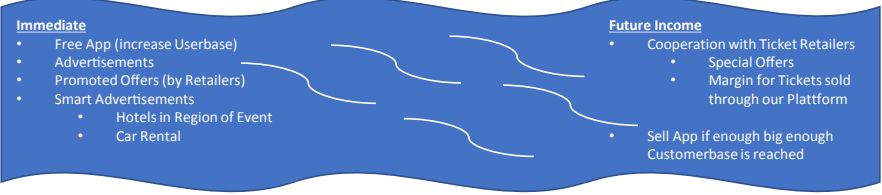
The Value Proposition Canvas

Gain Creators

- Easy to use UI

- Escrow Payment

- Community which builds up overtime

Retailer:
- Reach new Customer segments

Products & Services

- Platform for sharing tickets

- Buying group tickets

- Find new Friends

Retailers:
Platform for offering tickets

- Platform handles safe payment/usage
(For both, the person who offers the tickets
and the person who receives the tickets)

- Provide Support if anything goes wrong
Find people for Spare time activites you
like to go

- Find new Friends(new city, Travel)

- Saving money via Group tickets -> have more
money for other activities

Pain Relievers

Gains

- Easy/fast usability (espec. For train tickets)
- Reliable payment
- Finding new friends/travel buddies
- Save Money
- Get Recommendations

Retailer:
Advertise(to low income groups)
Smart Adverts (location based)

Pains

- Not getting paid by strangers when
sharing tickets
- Going alone to a concert/amusement park
- Overcharged for Tickets
- Unable to socialize with people on trips

Customer Job(s)

- Save Money by sharing Tickets
- Find people with same interests
  to go to concerts
  (e.g. New city, Traveling)

Retailers:
Advertise Events

Retailers:
Cant reach low income people
Group tickets not bought that often

Business Model Canvas

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)

Value Propositions

For All Customers (except Retail)
- Save Money
- Safe Payment/ Usage Environment
- Sozialising

Public Transport Users
- -

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

Cost Structure

Standing Costs
- Initial Development Costs
- Marketing to Build User Base

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

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

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.

1.11 Mapping our Application to a Business Model Category

Our Web Application is a good example of the **brokerage business model**. The main function of the brokerage business model is that it connects people to share a common space for financial purposes. In other words, it is a middleman between a buyer and a seller. And that is main function of the application: providing a platform to bring ticket retailers and ticket buyers together. Through easy to use interface and secure payment methods, it creates a good environment for the transactions between different parties. It would also attract new customers to certain markets, as it targets people who tend to save money and would not buy the tickets with the original price.

For each transaction between a ticket retailer and a user that our application enables, a certain commission would be charged.

In the future, we also plan on on-boarding hotels and restaurants and charge a booking fee to them whenever someone books their services through our portal.

As the application would also include banner ads for smart advertising, we can also map it to the **advertising model**. For ticket retailers (e.g. festival organizers, public transport companies, etc.) advertising on this application would reach very interesting customer groups.