

SEBA MASTER - WEB APPLICATION ENGINEERING

Exercise I: Business Idea

Presented by: Team 52

TEAM INTRODUCTION



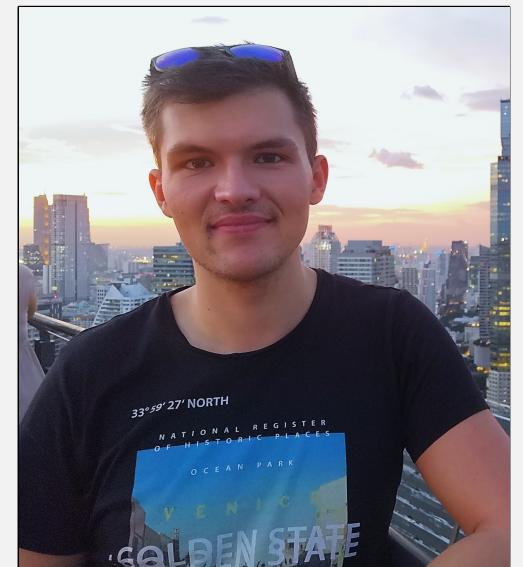
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2nd Semester



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BUSINESS IDEA

- Price of a group ticket per person is way cheaper than a ticket for one single person
- Our idea:
Web application where one can publish a group ticket and share the price with people that are interested in the same activity.
 - e.g : public transport, festivals, events...

	26 €
	17 €
	14 €
	12,5 €
	11,6 €

Bavaria Ticket price / person

Customer Segment

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



Keys to Success

Key Partners

Partners

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

Resources by Partners

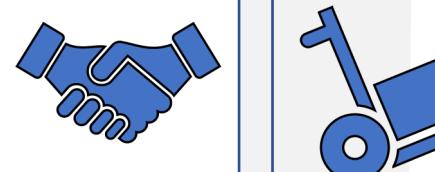
- Offers/Tickets
- API for Bookings
- Commissions
- Testing

Suppliers

- Ticket Information Websites
- End Users

Resources by Suppliers

- Information about Events/ Tickets
- Tickets



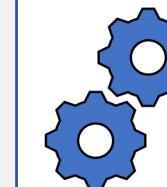
Key Activities

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)



Keys to Success

Customer Segment

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



Revenue Streams

Immediate

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

Future Income

- Cooperation with Ticket Retailers
 - Special Offers
 - Margin for Tickets
- Sell App

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- Smart Advertisements
 - Hotels in Region of Event
 - Car Rental

Future Income

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

THANK YOU.

Q&A