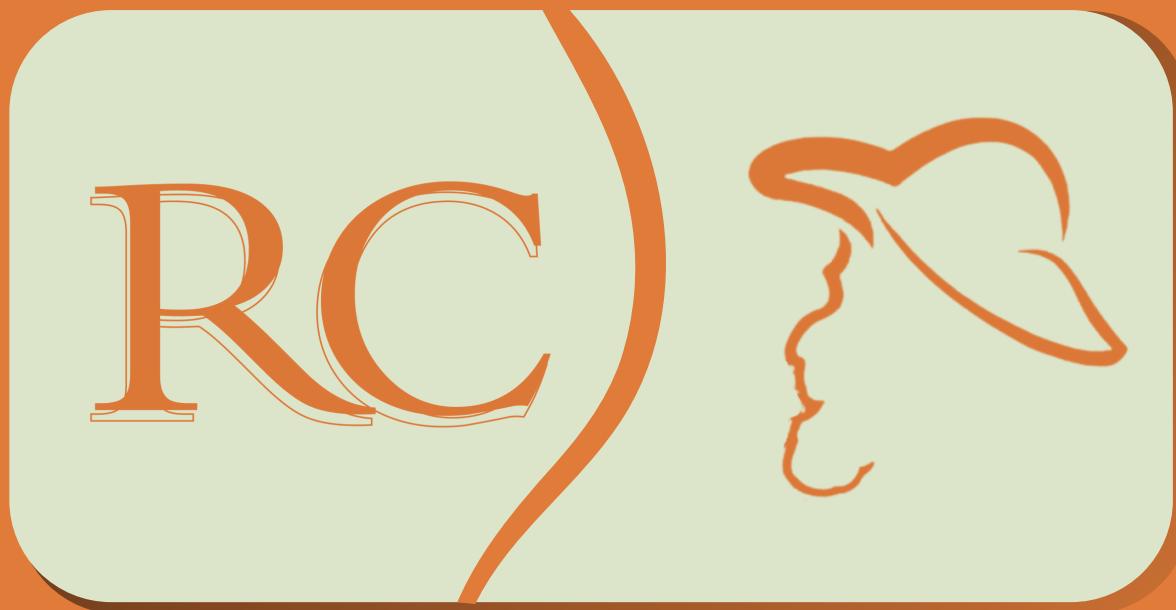




team: J032422



ReWARDS CARD

Our team

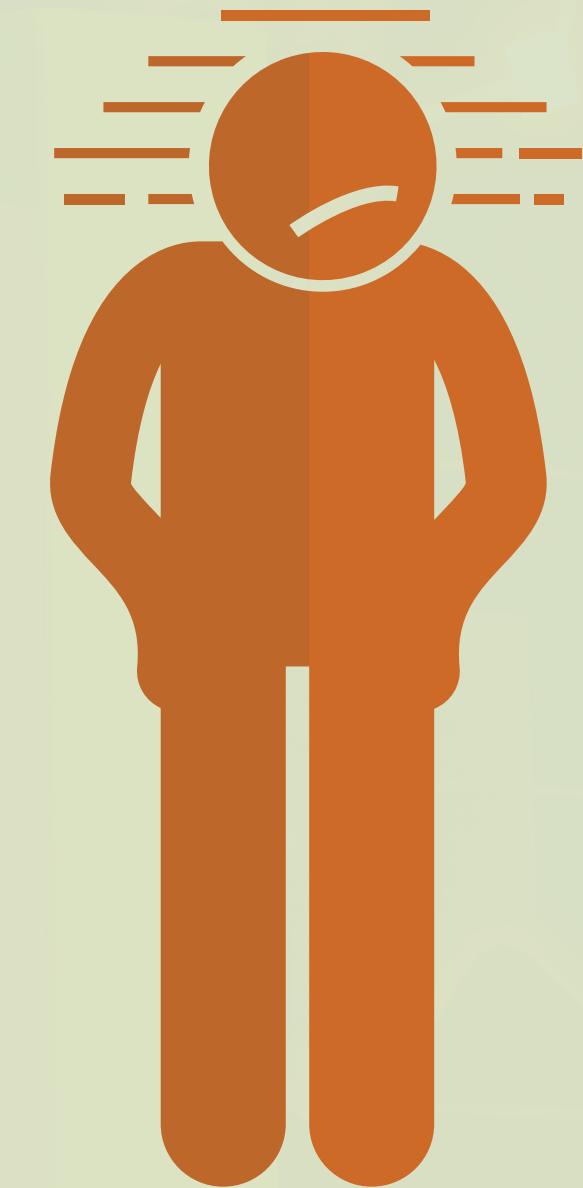


Team J032422

- Fares Mohammed
- Habiba Ahmed
- Mohammed Elshenawy
- Youssef Mohammed
- Zyad Hamdy



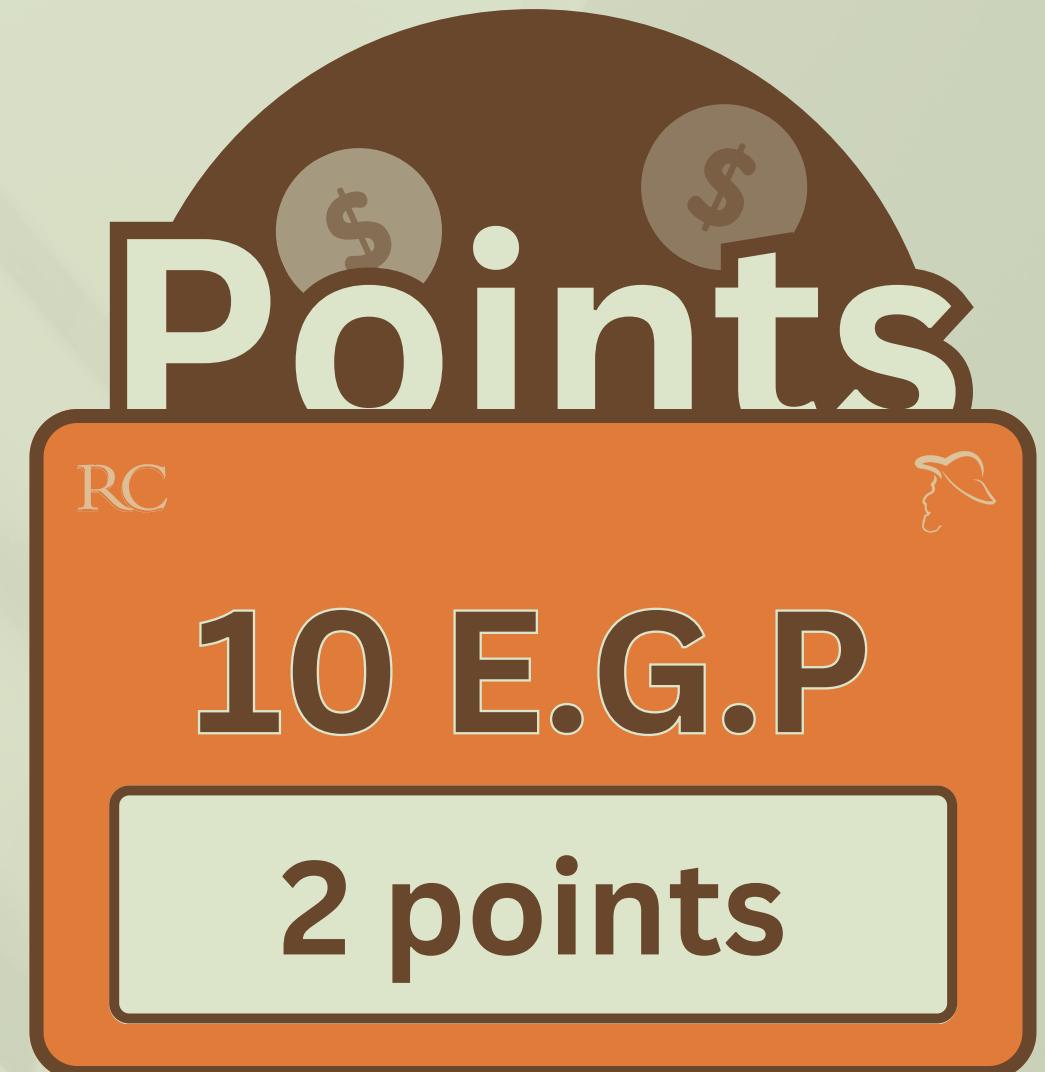
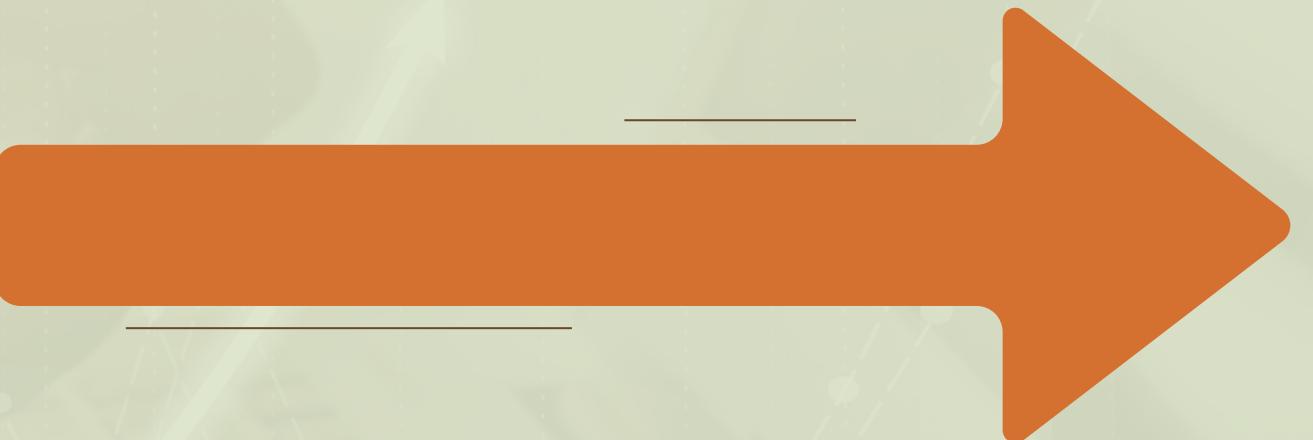
The challenge



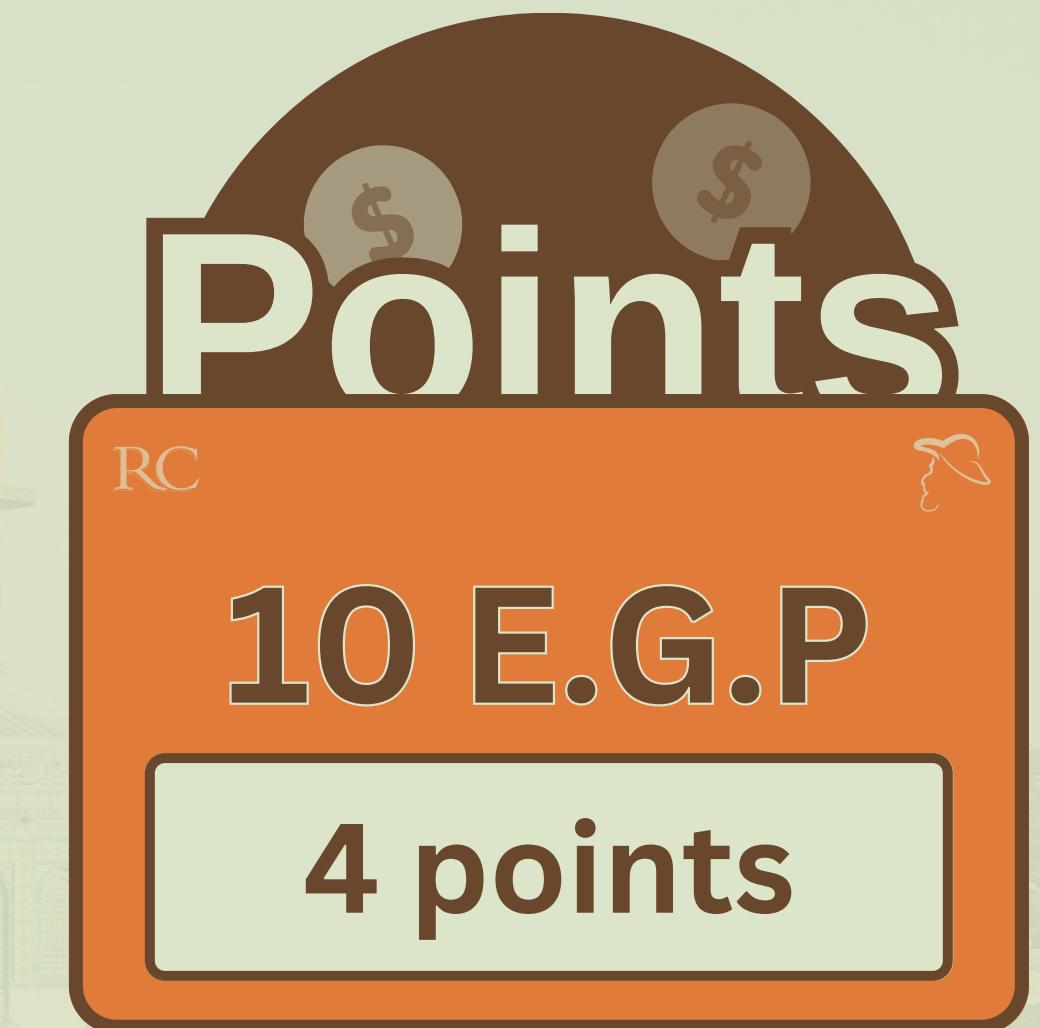
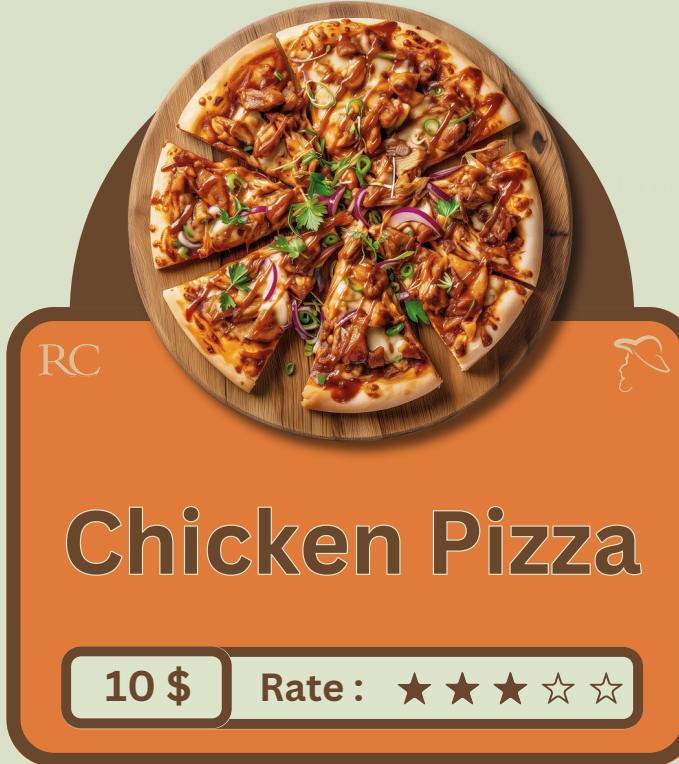
Solution of The challenge

RewARDS CARD

Get points



Extra points



ReWARDS CARD

sil
ver



GO
LD



Diam
ond



Bronze



Plati
num





Key Partners

- Fathallah Market
- Brands supporting ethical products
- Tech support or development agencies
- Online payment platforms

Key Activities

- App development and UX improvement
- Points and card management
- User behavior analysis
- Promotional campaigns

Key Resources

- Design and development team
- User and points database
- Business relationships with retailers

Value Propositions

- Simple, transparent reward system
- Earn points with every purchase
- Redeem points for tiered discount cards (Silver, Gold, Platinum, Diamond)
- Extra points for purchasing non-boycotted products (supporting Palestine)

Customer Relation

- Personalized in-app experience (points, cards)
- Reminders for available discounts
- Direct customer support

Channels

- Mobile application
- Online store integration
- In-store marketing and social media promotion

Customer Segment

- Online shoppers at Fathallah Market and similar retailers
- Youth and discount seekers
- Customers who support ethical shopping choices

- • • •
- • • •
- • • •
- • • •
- • • •
- • • •

Cost Structure

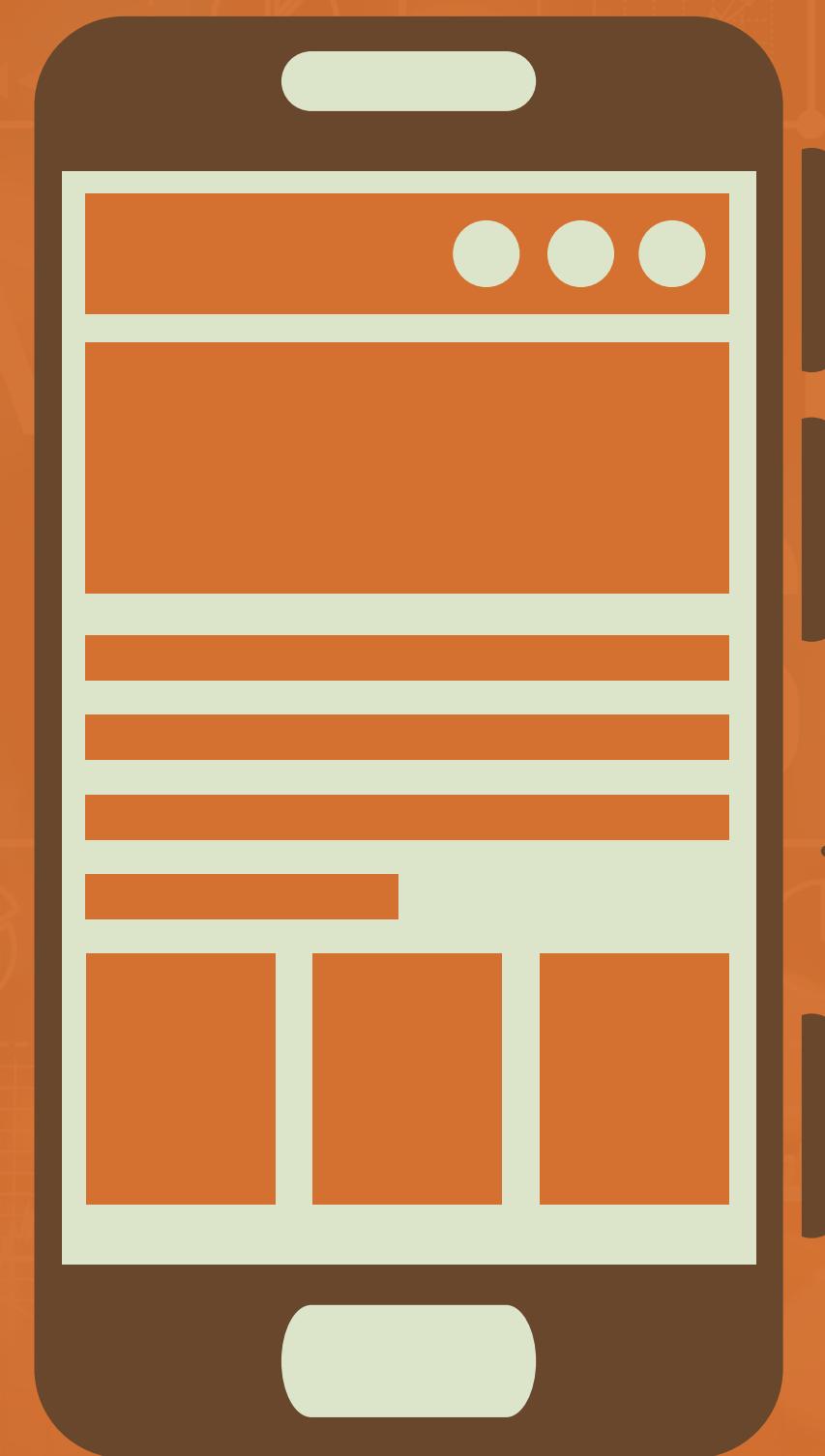
- The cost of designing the logo and the visual identity for the app is \$20
- Figma design: We spent around 10 hours designing the app -- total cost is \$50
- Backend tools and database: Assumed cost for hosting and basic server setup – \$45
- Marketing and promotional expenses: Online campaigns, social media posts – estimated cost \$30

- • • •
- • • •
- • • •
- • • •
- • • •
- • • •

Revenue Streams

- Sponsored brand promotions within the app
- Event-based promotions: Special offers during holidays or sales seasons where brands pay to run targeted promotions
- In-app advertising: Ads shown inside the app to generate income
- Partnership fees: Stores and malls can pay a fee to join our platform and offer rewards to users.
- Future updates: We plan to add paid features like advanced rewards or exclusive offers

APP Prototype



Click



International Applied Technology School
المدارس الدولية للتكنولوجيا التطبيقية



Any questions?



team: J032422

Mohammed Elshinawy

Fares Mohammed

Zyad Hamdi

Youssef Mohammed

Habiba Ahmed