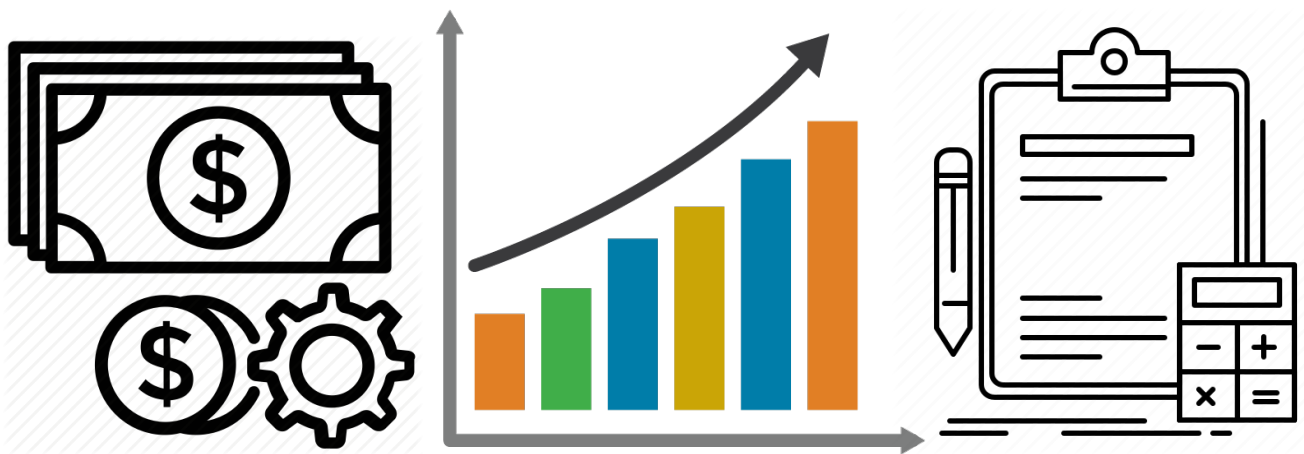


PA8 - TASKS 21 TO 24 - FINANCIAL PART



Task 21- Business - Revenues

Source of revenue generation :

Option Blue et Premium : forfait about 10 and 20€ respectively per month, to unlock functionalities and benefit from reductions.

Advertisements and Partnership : Urban Eye creates partnerships with local and little restaurants, cafés, cultural actors. Our app will put under the light these unknown yet worthy places to go to with pop up ads.

Grants given by the city

Data & license sale

Task 22 - Business - Analysis on the user's view

The value added brought by Urban Eye to users is to enable them to visit a city like they never did. Indeed with Urban Eye, users enter deeply and sincerely into a city and its culture without staying at a superficial layer. Their stays will not be resumed to the visit of the most common monuments anymore (Eiffel Tower, Triumph Arch etc.), but will be truly personalised and unique if they visit the hidden places brought to light by our app.

Task 23 and 24 : Strategy, cost & finance

(table next page)

Identified Costs	1st year	2nd year	3rd year	4th year	5th year
Development of - basic functionalities : connection, subscription, search, profil etc. - complex functionalities : géolocalisation, camera (AR) - maintenance, updates, bugs etc. - salaries	salaries of us six 1200€ (SMIC net) per person multiplied by two for patronal charges (1200x6x2= 14 400)	salaries of us six 1200€ (SMIC net) per person multiplied by two for patronal charges (1200x6x2= 14 400)	salaries of us six 1200€ (SMIC net) per person multiplied by two for patronal charges (1200x6x2= 14 400) From this year on, hire staff: 3000€ net/month for a developper employee 1700€ to 2500€/month for « chargé de communication /marketing » 2000€ to 3000€ for an accountant	salaries of us six 1200€ (SMIC net) per person multiplied by two for patronal charges (1200x6x2= 14 400) From this year on, hire staff: 3000€ net/month for a developper employee 1700€ to 2500€/month for « chargé de communication /marketing » 2000€ to 3000€ for an accountant	salaries of us six 1200€ (SMIC net) per person multiplied by two for patronal charges (1200x6x2= 14 400) From this year on, hire staff: 3000€ net/month for a developper employee 1700€ to 2500€/month for « chargé de communication /marketing » 2000€ to 3000€ for an accountant
Hébergement - Plateformes : IOS & Android - Hosting : Databases - Cost PC, iprinters, maintenance etc.	20€ Android 80€/year Iphone Firestone Flame Plan 25\$/ month (23€) 75 000€	80€/year Iphone Firestone Flame Plan 25\$/ month (23€) 75 000€	80€/year Iphone Change for Blaze plan ? (facturation à l'utilisation) 90 000€	80€/year Iphone Blaze plan (facturation à l'utilisation) 90 000€	80€/year Iphone Blaze plan (facturation à l'utilisation) 90 000€
Marketing strategy Promotion of the app: - Ads on réseaux sociaux - Online ads (AdWords, display) - Ads on youtube	Free done by us five CPM (coût pour mille vues publicitaires) de 0,05€ to 13€	Free done by us five CPM (coût pour mille vues publicitaires) de 0,05€ to 13€	Done by our communication and marketing team (salary costs) CPM (coût pour mille vues publicitaires) de 0,05€ to 13€	Done by our communication and marketing team (salary costs) CPM (coût pour mille vues publicitaires) de 0,05€ to 13€	Done by our communication and marketing team (salary costs)

Financial method ?

To launch our project and to guarantee its stability over the years, different options open to us :

- **Personal contribution** : savings from our own pockets or love-money(money lent by friends and family)
- **Investors contribution** : Business Angels, crowdfunding
- **Bank loan**
- **Grants & premium payments**
- « **Prêt d'honneur** »
- **Corporate venture** : invested capital owned by half at least by an industrial group