

The team

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OUTLINE



Marketing dimension



Financial dimension



Legal dimension







Today tourism rhymes with business, crowds, tiredness

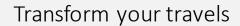
Why turn the beauty of discovering into an unpleaseant and irrating nightmare?



The need Urban Eye answers to?

With this brand new app adopt a fresh new style of tourism and







into authentic and true discoveries



as well as joyful and pleasant moments

Urban Eye: Functionalities

Mobile app for IOS and Android user

Pop up notifications

 Send the user interesting facts while his/her walk in the city

« Ludique »

 The app will let the user know how much he/she discovered/knows one part of a city

Discover places

 The user can look for less known, less busy (but worth the discovery) restaurants, activites, streets etc.



Join a new community

 Exchange, communicate, give tips and get to know other Urbaners

Who do we target?

Any curious people
Anyone using a smartphone









Tourists & Locals from youth to old age

Marketing

Financia

egal

Urban Eye: Ecosystem

Competitors:

- Travel guides
- **Tour guides**
- Google Maps
- Tourism organizations
 - Travel apps

Hidden Place, CityMapper, Google Trips, Monument tracker...



Costing of such an app?

Please refer to the annexe. (Task/Etude Financière)

Marketing Financial Legal

Urban Eye: Potential revenues



Revenues:



Collaboration with other apps: redirecting



Licencing: professional guides with extra features.



Data valorization:



Sponsoring: restaurants, brands, museums, professionals



Ad: pop-up ads



Subsidies from the government



Selling

Marketing Financial Legal

Legal structure?



Study of

- The legal context for our project
- The applicable laws and norms

Marketing Financial Legal

Legal structure?

Legal context for our project

We set the legal environment of our smartphone app by answering the following questions:

Where? France / Paris / Public places

Who? Commercial relationship between the UrbanEye staff and the users who are anyone using a smartphone

What? (what is at stake?) a touristic activity, leisure activity

Legal structure?

The applicable laws and norms

• Confiance dans l'Economie Numérique (LCEN) law

On the consumer's side

The vendor's side

The app host's side

- CNIL
- General Data Protection Regulation (GDPR) European Law





Urban Eye: Business Model Canvas

Customer Relationship Community & interaction (add, propose places, chat) Channels App Store Google Play Store	Customer Segments Mass market as our app affects: • Anyone using a smartphone • Any tourist • Any local	
 Cost Structure Promotion of application (ads) Development & Maintenance 	Revenue Streams • Sponsors • Advertisements	

Urban Eye: Business Model Canvas

Key Partners

Partners:

- Restaurants / Cafés
- Brands
- Museums
- Town hall
- Association

Suppliers:

• Internet sources (Wikipedia etc.)

Key Activities

- Give facts about streets' names to the user during his/her walks
- Enable the user to photograph a monument and get info
- Enable the user to photograph a view and see its evolution through time
- Enable the user to interact within a new community

Key Resources

- Human resources (employees)
- Data (geolocalisation, streets, monuments)

Value Propositions

- Personalization
- Authenticity
- Newness
- Practical