Innovation Project :
Urban Eye, tourism mobile app

OUTLINE

Our app : Functionalities

Ecosystem

Business Model Canvas

Synthesis of our product

Nature of our product ?

- Mobile app for IOS and Android user

Who do we target ?

- To (re)discover cities in a different and authentic way

- To truly learn more about a city

To answer what need ?

- Any curious people

- Anyone using a smartphone

Urban Eye : Functionalities

Pop up notifications

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

Discover places

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

« Ludique »

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

Join a new community

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

Urban Eye : Ecosystem

The project manager

Competitors

Urban Eye Application

Project team

Public authorities

Users

Urban Eye : Business Model Canvas

Key Partners	Key Activities	Value Propositions
Partners: • Restaurants / Cafés • Brands • Museums • Town hall • Association *Suppliers :* • Internet sources (Wikipedia etc.)	• 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 •	• Personalization • Authenticity • Newness • Practical
	Key Resources • Human resources (employees) • Data (geolocalisation, streets, monuments)	

Urban Eye : Business Model Canvas

Customer Relationship	Customer Segments
Community & interaction (add, propose places, chat)	Mass market as our app affects : • Anyone using a smartphone • Any tourist • Any local
Channels • App Store • Google Play Store	

Cost Structure	Revenue Streams
• Promotion of application (ads) • Development & Maintenance	• Sponsors • Advertisements

Urban Eye : Potential revenues

Revenues:

Data valorization:

Collaboration with other apps: redirecting

Sponsoring: restaurants, brands, museums, professionals

Subsidies from the government

Licencing: professional guides with extra features.

Ad: pop-up ads

Selling

Thank you for your attention