

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



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

Discover places

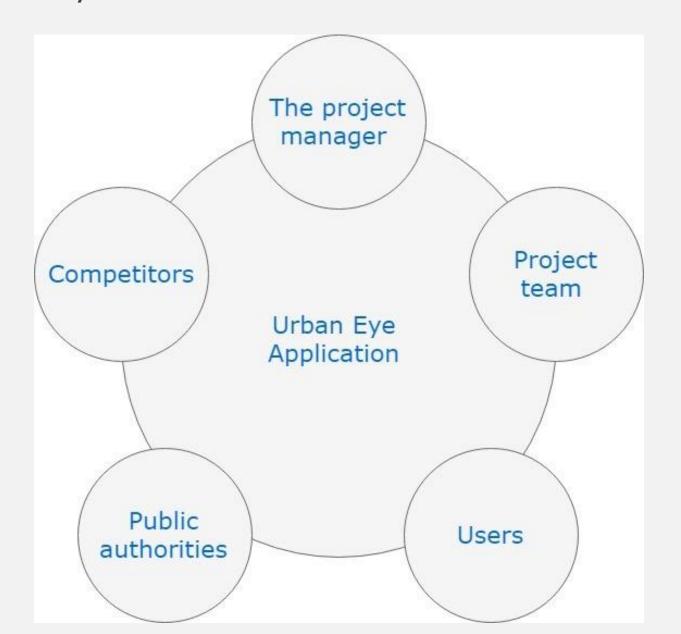
 The user can look for less known, less busy (but worth the discovery) restaurants, activites, streets etc.



Join a new community

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

Urban Eye : Ecosystem





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

Urban Eye: Business Model Canvas

Customer Relationship Community & interaction (add, propose places, chat) Channels	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 StreamsSponsorsAdvertisements

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

