

Task 10 - Business - Potential revenues

List (and study later on in the project) the different possibilities for the generation of revenues (licencing, open source, services, packages (hardware, software, services), traffic/data valorisation, ads, sponsoring, subsidies, calls for projects...).

• Revenues:

- **Collaboration** with other apps: we could redirect the user to the RATP app for example.
- **Licencing**: we could sell our app to professional guides with extra features.

• Data valorization:

- **Sponsoring**: restaurants, brands, museum, professionnels could be featured in our app. We could promote their business by suggesting them to the user with our notifications .
- **Ad**: pop-up ads could be displayed.
- **Subsidies**: from the government because we promote French culture/heritage.
- **Selling**: we could sell user's data.