



BUSINESS MODEL CANVAS - jouw oplossing uitgewerkt!

In dit document werk je jullie teamoplossing concreet uit. Je mailt dit document ten laatste om 4u 's ochtends naar NVDOS@thomasmore.be. Je geeft het de naam van jouw team, voorafgegaan door de halve finale waar je bent in ingedeeld, dus bvb HF1_naamteam.doc.

Aarzel niet om coaches aan te spreken voor feedback, aftoetsing van ideeën...

Begin het document met de details van jouw team hieronder te vermelden:

NAAM TEAM: The Wall

HALVE FINALE: 1—2 – 3 – 4 (schrappen wat niet past)

TEAMLEDEN: Dries, Laurens, Wout, Jens, Vadim

TEAMCONTACT (naam + gsmnummer): Wout +32491/247136

Om de oplossing van je groep op de challenge van Torfs goed te kunnen uitwerken en voorstellen, kan het business model canvas jullie een hulp bieden. Denk goed na over de vragen die je in de 9 velden van het model vindt.

We verwachten van jullie dat je het antwoord op de vragen uit de volgende onderdelen wat meer aandacht geeft, omdat ze voor Torfs het belangrijkste zijn in de zoektocht naar een goede oplossing.

- 1) Customer segments: beschrijf uitgebreid wie de gebruikers van jouw oplossing (product, dienst, service...) zijn?
- 2) Value Proposition: beschrijf uitgebreid wat de meerwaarde is voor de gebruiker van je oplossing?
- 3) Customer relationships: beschrijf uitgebreid op welke manier je de gebruikers zal overtuigen van je oplossing, en hoe er zal je voor zorgen dat ze jouw oplossing blijven gebruiken?
- 4) Channels: beschrijf uitgebreid op welke manier je je gebruikers zal bereiken?

Daarnaast geven de andere 5 domeinen met hun bijhorende vragen je oplossing verder vorm. Denk dus ook na over:

- 5) Revenue streams: wat is de profit voor Torfs (en de samenleving)? Profit is niet altijd zuiver financieel te begrijpen.
- 6) Key activities: Wat zal je moeten doen om je oplossing te realiseren?
- 7) Key Partners: Welke partners heb je nodig om je oplossing te realiseren?
- 8) Key Resources: welke middelen/mensen/expertise/... heb je nodig om je oplossing te realiseren?
- 9) Cost structure: Wat zijn de voornaamste kosten op je oplossing te realiseren? Dat kan een algemene indicatie zijn, maar misschien ook een kostprijs per gebruiker.

THE BUSINESS MODEL CANVAS

DESIGNED FOR **TORF'S**

DESIGNED BY **THE WALL**

DATE **6-2/12**

VERSION **1**

KEY PARTNERS

- SCHOOL COMMUNITIES
- SPORT'S STORE
- EVENTS ORGANIZER
- ADVERTISEMENT AGENCY

KEY ACTIVITIES

SPORT
CONTESTS
HIGHLAND GAMES: SCHOOL edition

KEY RESOURCES

- INFRASTRUCTURE
- SPORT EQUIPMENT
- MONEY

VALUE PROPOSITIONS

MAKING STUDENTS
• MORE ACTIVE
• HEALTHIER
ORGANIZING SPORT EVENTS
ASSISTING SCHOOLS
BRINGING PEOPLE TOGETHER THROUGH SPORT EVENTS
EDUCATING STUDENTS IN A NON-TRADITIONAL WAY

CUSTOMER RELATIONSHIPS

UNIQUE EXPERIENCE TO MAKE A LASTING IMPRESSION

CHANNELS

- + SOCIAL MEDIA
- + RADIO
- + E-MAIL
- + PERSONAL Contact

CUSTOMER SEGMENTS

PROFILE:
★ STUDENTS
AGE
16 - 17
★ SCHOOLS

COST STRUCTURE

- EQUIPMENT < SPORT TECHNICAL
- PERSONEL
- ADVERTISEMENT

REVENUE STREAMS

- BRAND RECOGNITION ★;
- COMMUNITY;



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ONZE OPLOSSING:

- 1) Customer segments:** Our idea will target 5th grade students. The age of the target group is between 16 and 17 years old.
- 2) Value proposition:** Our idea will bring people together through sports events. With these sports events the students will learn about new cultures and traditions in a whole new, non-traditional way. It also promotes a more active and healthier way of living for the students themselves.
- 3) Customer relationships:** We're trying to create a unique experience for the students that will make a lasting impression on them. This will create a lasting bond to make them remember our commitments to the community.
- 4) Channels:** First of all we will use emails to contact the schools and teachers. We will also go their schools to pitch our idea. Secondly we will use social media to present our idea briefly and powerfully to the youth and make them interested in it. This will also create a hype that will boost the chances on a lasting experience.
- 5) Revenue streams:** The profit of our idea won't be related to money. Through the sports events organised by Torfs the students and teacher will get to know the brand and share their knowledge about the brand itself. This will result in more oral advertisement which will make the brand more popular to a broader audience. A second part of revenue is the community creation. The events will create a strong bond between the students of each school, even between schools too. This will be related to Torfs since they're the ones organising the events and host it in their name.
- 6) Key activities:** Our idea will be a sports event, called the Torfs Games, that will be hosted once a year. An example of this will be a school edition of the Highland Games. In these games schools will compete against each other in different categories of sports. Each school will have a charity that they choose and the charity of the winning school will get €5000 donated.
- 7) Key partners:** First of all and the most important partners will be the school communities since they are the ones participating in the event. Secondly we'll need a sports store that will supply in the sports equipment we'll need for the event. Thirdly there's going to be an event organiser who will take care of the general coordination of the entire event. Lastly an advertisement agency is needed to take care of the emails, personal meetings and the advertisement on social media.
- 8) Key resources:** Firstly we will need infrastructure. This could be a sports field or a sports hall where we would host the event depending on which specific sports/game it will be. Secondly we'll need sports equipment for all the different sports which will be supplied by the sports store. Lastly we'll need a funding that will provide the prize money for the winning school's charity.
- 9) Cost structure:** The main cost of our solution will be the sports and technical equipment. This will depend on the different kinds of sports that will be in the Torfs Games. A second cost will be the personnel that will supervise and organise the Games. The last cost would be advertisements on social media and the personal meetings.