

Group Name Students	Group 4 5646570 5632721 5575038 5626281 5651319
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Question Attempted	Feasibility Study
Have you used Artificial Intelligence (AI) in any part of this assignment?	Yes

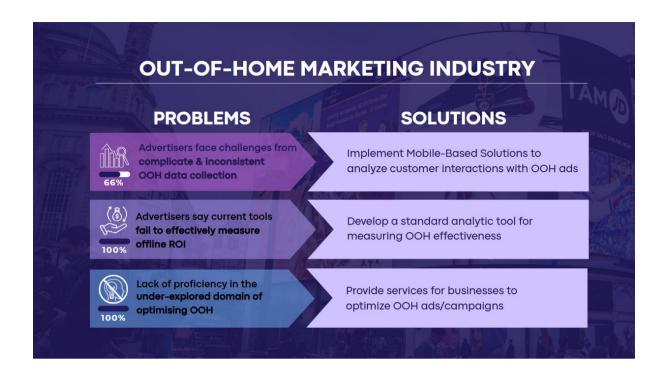
If you have ticked "Yes" above, please briefly outline below which Al tool you have used, and what you have used it for. Please note, you must also reference the use of generative Al correctly within your assessment, in line with the guidance provided in your student handbook.

ChatGPT is used for benchmark analysis. The idea is original.



SLIDE 0 - OPENING

We are a purpose-driven team on a mission to transform how Out-of-Home (OOH) advertising is measured by bridging the gap between brands and real audience engagement. Our goal is to modernize OOH marketing through tools that enhance data collection, optimize ad placement, and clearly demonstrate ROI. We co-create solutions with our users—focusing on accessibility, actionable insights, and performance. With user experience at the core of our design, we continuously innovate to deliver smarter, more impactful OOH campaigns. Our strength lies in unlocking value from underexplored areas of OOH measurement and building expertise that drives industry change.



SLIDE 1 - PROBLEMS & SOLUTIONS

In the Out-of-Home industry, key pain points emerged through our in-depth interviews with marketers. Firstly, 66% struggle with inconsistent, manual data collection, while all respondents reported that current tools fail to effectively measure ROI, making it hard to justify ad spend. There is also a notable skills gap in leveraging data to optimize OOH campaigns, an area that is still underdeveloped compared to digital marketing. To address these issues, we propose mobile-based tracking for real-time engagement, a standardized analytics dashboard for reach and conversions, and consultative services to help brands strategically analyze and improve campaign performance using actionable, data-driven insights.



SLIDE 2 - BUSINESS OPPORTUNITY

OOHive offers a disruptive dual-platform model that redefines out-of-home advertising. Through its consumer-facing app, OOHunt, users are incentivized to interact with physical billboards—uploading photos in exchange for rewards. These interactions create a stream of engagement data, which flows into the OOHive platform, delivering real-time insights and metrics to brands. With over 80% of users more likely to engage with reward-based ads and 71% valuing attention-driven experiences, OOHive meets this demand. The business model includes SaaS subscriptions, reward sponsorships, data licensing, and white-labeled B2C activations—positioning OOHive at the forefront of measurable, gamified outdoor advertising.

brand interactions

SLIDE 3 - MARKET VALIDATION

rewards, and challenges

This slide outlines OOHive's market opportunity and key target segments. The Total Addressable Market (TAM) for global OOH advertising is \$45B, with a \$12B Serviceable Available Market (SAM) focused on digital and interactive campaigns. The Serviceable Obtainable Market (SOM) is estimated at \$150M, representing engagement-based reward campaign spending. OOHive targets three core groups: ad agencies and brands running outdoor campaigns, B2B clients in FMCG, retail, travel, and events, and university brands, startups, and event sponsors. Market segmentation is defined by behavioral (reward/challenge-driven), geographic (high OOH footfall areas), psychographic (experience-focused), and demographic traits (ages 18-50).

THE RIGHT MIX OF PASSION AND EXPERIENCE



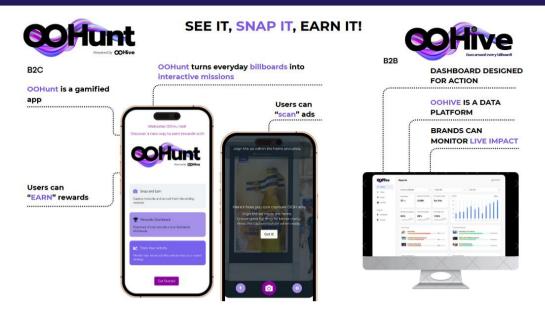
Leveraging Proven Expertise to Drive Innovation, Strategy, and Scalable Impact



SLIDE 4 - TEAM CAPABILITY

This slide introduces the OOHive founding team, showcasing a balanced mix of product leadership, tech expertise, and marketing strategy. With backgrounds in companies like eFishery, EY, Samsung, Zilingo, and OVO, the team brings proven execution in digital innovation, automation, and growth marketing. Romi (CEO) leads product direction; Nalin (CMO) drives campaign and brand growth; Devisha (COO) ensures workflow and operations efficiency; Aarushi (CTO) handles data and automation strategy; and Rahul (CPO) focuses on lifecycle innovation and ROI-driven scaling. Together, they offer a compelling blend of execution, strategic thinking, and measurable impact to scale OOHive.

PRODUCT



SLIDE 5 - PRODUCT

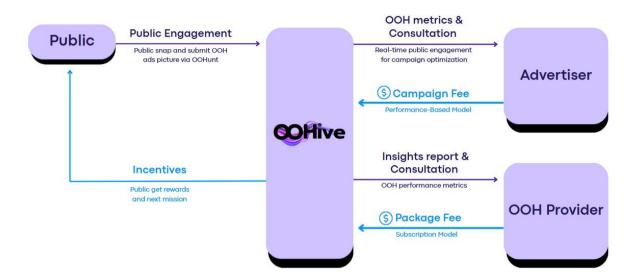
The Power of OOHunt and OOHive: A Dual-Sided Platform

- On the left: OOHunt transforms the public into active participants. Users scan ads in real-time, verify impressions, and earn tangible rewards.
- On the right: OOHive converts that engagement into valuable data. Brands receive campaign insights, audience verification, and optimization tools—all within a single dashboard.

This is where offline engagement seamlessly intersects with online presence, turning storytelling into strategic action. Together, these two products make Out-of-Home (OOH) advertising measurable, captivating, and ultimately actionable, creating a flywheel that rewards users and empowers advertisers alike.

BUSINESS MODEL





SLIDE 6 - BUSINESS MODEL

Our business model illustrates how OOHive creates value across the out-of-home advertising ecosystem. It starts with public engagement, where individuals snap and submit ad photos via our gamified platform, OOHunt. This data is converted into real-time insights for advertisers, who pay a performance-based campaign fee tied to actual engagement. At the same time, OOH providers receive ongoing performance reports through a subscription model to help optimize their placement and inventory. Revenue from both advertisers and providers is reinvested to incentivize public participation through rewards and missions, creating a sustainable loop of engagement and a reliable network of real-time field contributors.

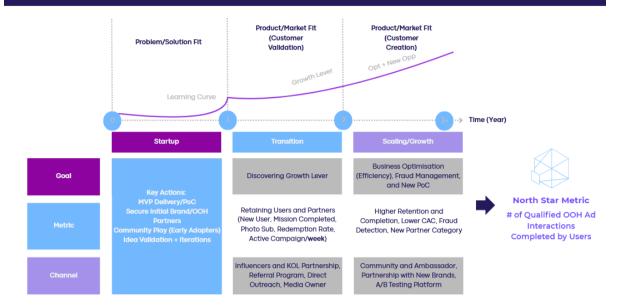


SLIDE 7 - PROOF OF CONCEPT

This slide showcases results from OOHive's pilot campaign, offering strong validation for its gamified ad model. 80% of respondents willingly shared their name, email, and age in exchange for rewards, confirming high engagement and interest. However, 20% voiced concerns about data privacy and reward availability, highlighting areas for improvement. The campaign was run across university sites (FAB, SU, WBS), confirming appeal among young, tech-aware users. These findings demonstrate strong user traction while informing next steps to strengthen trust and optimize reward delivery.

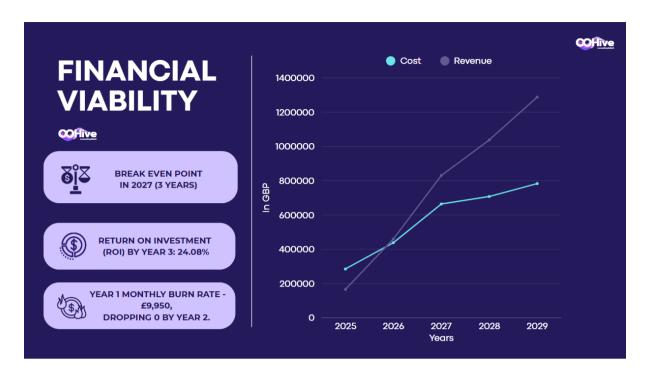
KEY ACTIONS AND GROWTH PLAN

60Hive



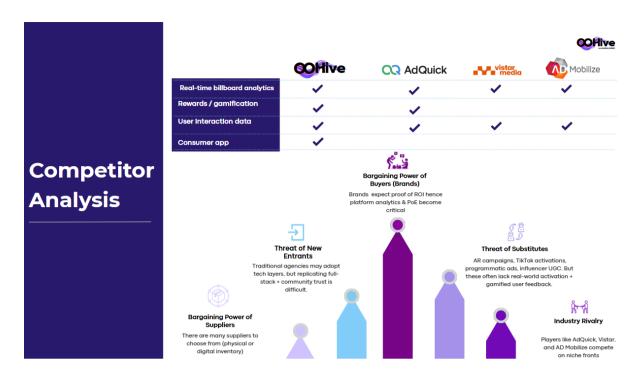
SLIDE 8 - EXECUTION PLAN

This slide presents OOHive's phased growth plan over three+ years, progressing from Startup to Transition, then Scaling. In the Startup phase, the focus is on MVP delivery, securing early OOH brand partnerships, and validating the idea through community-driven iterations. The Transition phase targets discovering growth levers by improving user and partner retention, boosting campaign activity, and enhancing engagement metrics. In the Scaling phase, the emphasis shifts to business optimization, and expansion into new categories and partnerships. Each phase is supported by tailored channels such as KOLs. Success is measured by the number of qualified OOH ad interactions completed by users



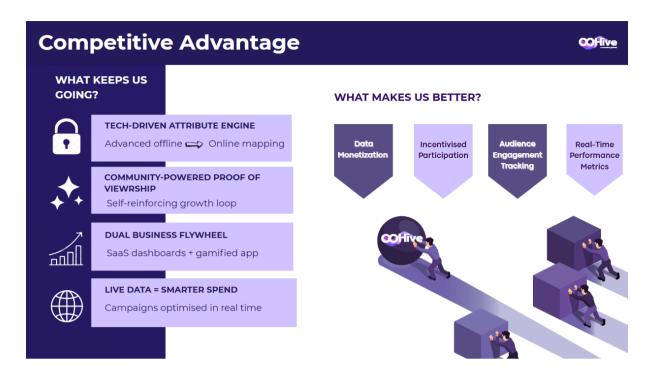
SLIDE 9 - FINANCIAL VIABILITY

This slide highlights OOHive's financial viability, projecting a break-even point in 2027, within three years. By that time, the platform is expected to deliver a 24.08% return on investment (ROI), reflecting sustainable revenue growth against controlled costs. The financial model shows a monthly burn rate of £9,950 in Year 1, which drops to £0 by Year 2, indicating strong cost management and early operational efficiency. The line graph illustrates a consistent increase in revenue that surpasses costs by Year 3, reinforcing confidence in OOHive's scalable and profitable trajectory.



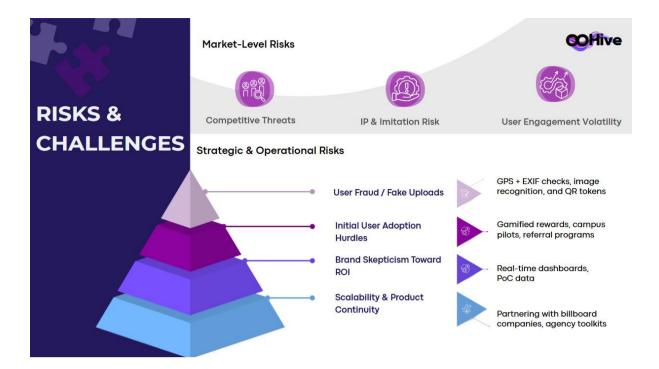
SLIDE 10 - COMPETITORS

OOHive sets itself apart by seamlessly combining rich, real-time analytics with gamified audience engagement, something most competitors lack. While platforms like AdQuick focus on data without interactivity, and Lumen emphasizes gamification with limited insights, OOHive delivers both through its integrated B2B dashboard and B2C app. Traditional out-of-home (OOH) agencies often remain largely passive, providing shallow metrics. In a competitive landscape shaped by high buyer power, strong substitute threats, and moderate-to-high risk of new entrants, OOHive's approach is both innovative and defensible. This positioning enables brands to track campaign performance with precision while boosting participation through rewarding, interactive missions.



SLIDE 11 - COMPETITIVE ADVANTAGE

This slide explains why OOHive stands out and how it sustains momentum. OOHive delivers live performance dashboards, snap-based ad proof, and real-time audience tracking, ensuring visibility, verified engagement, and data monetization. With OOHunt driving incentivized participation, brands gain accurate insights instead of guesswork. What powers this system is a tech-driven attribute engine, a community-powered proof-of-viewership loop, and a dual business flywheel combining SaaS dashboards and a gamified app. Ultimately, live data enables smarter spend, allowing campaigns to be optimized in real time.



SLIDE 12 - RISKS & CHALLENGES

While OOHive presents strong potential for innovation in Out-of-Home marketing, we recognize key risks. At the macro level, challenges include competition from established players, IP imitation, and user engagement volatility. Operationally, risks such as user fraud, adoption hurdles, brand skepticism toward ROI, and scalability concerns are addressed through metadata checks, gamified rewards and pilot programs, real-time dashboards with proof-of-concept data, and partnerships with billboard operators and agency toolkits. By identifying these risks early and embedding mitigation strategies into our model, OOHive is well-positioned for long-term resilience, credibility, and sustainable growth in the Out-of-Home advertising space.

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HOW TRADITIONAL OOH ADVERTISERS TRACK ENGAGEMENT

Method	What It Measures	How it Works	Limitation
Search Lift Analysis	Increase in branded keyword searches	Monitors organic search volume after ad exposure	Indirect — doesn't confirm user saw or acted on the ad
Foot Traffic Attribution	Physical visits to a store/location	Uses location data from mobile providers to detect movement post-ad	Privacy concerns: attribution often relies on probabilistic models
Causal Lift Analysis	ROI comparison (before vs. after campaign)	Compares key performance metrics pre/post exposure	May be influenced by external factors unrelated to the campaign
Sales Lift Measurement	Product purchases or conversions	Matches ad exposure with purchase data (e.g., via Catalina)	Requires integration with retailers or third-party datasets
Brand Lift Studies	Awareness, recall, favorability, and intent	Conducts surveys of exposed vs. non-exposed consumers	Self-reported: less accurate and time-delayed
QR Codes & Short Links	Clicks, scans, direct interactions	Tracks digital interactions via links or scannable elements on ads	Requires active user engagement: not always visually appealing on OOH



Financial Statement

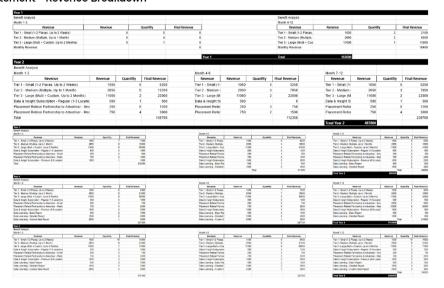
		Fi	nancial Projection			
Year	2025	2026	2027	2028	2029	
Discount Rate (%)	0.03	0.03	0.03	0.03	0.03	
Discount factor (1/(1+discount rate)^n)	1	0.9708737864	0.9425959091	0.9151416594	0.8884870479	
Cost Analysis						
Initial Investment Costs						
		Rp0.00	Rp0	Rp0	Rp0	
Total Investment Costs		Rp0.00	Rp0	Rp0	Rp0	
Operational Cost	-£3,600.00	-£27,600.00	£27,600.00	-£27,600.00	-£27,600.00	
Manpower Cost	-£86,400.00	-£148,800.00	-£172,800.00	£259,200.00	-£259,200.00	
Outsource Cost	-£120,000.00	-£162,000.00	-£276,000.00	£300,000.00	£360,000.00	
Subscription Cost	-£42,000.00	-£44,400.00	-£48,000.00	-£54,600.00	-£54,600.00	
Partnership and Marketing Cost	-£33,000.00	-£68,400.00	-£180,000.00	-£132,000.00	-£180,000.00	
			£0.40	£0.40	£0.40	
Total Operation Costs	-£252,000.00	-£382,800.00	-£524,400.00	-£641,400.00	-£701,400.00	
Total Costs	-£285,000.00	-£451,200.00	-£704,400.00	-£773,400.00	-£881,400.00	
Cost Value (Present Value)	-£285,000.00	-£438,058.25	-£663,964.56	-£707,770.56	-£783,112.48	
Benefit Analysis						
Total Revenue Year 1	£165,600.00					
Total Revenue Year 2		£487,800.00				
Total Revenue Year 3			£880,800.00			
Total Revenue Year 4				£1,134,000.00		
Total Revenue Year 5					£1,449,600.00	
Total Benefits	£165,600.00	£473,592.23	£880,800.00	£1,134,000.00	£1,449,600.00	
Benefit Value (Present Value)	£165,600.00	£459,798.28	£830,238.48	£1,037,770.64	£1,287,950.82	
Net Present Value	-£119,400.00	£21,740.03	£166,273.92	£330,000.08	£504,838.34	
Cummulative Net Present Value	-£119,400.00	£97,659.97	£68.613.95	£398,614.03	£903,452.37	

Financial Statement - OOHive

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Financial Statement - Revenue Breakdown



Financial Statement - OOHive

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Financial Statement - Cost Breakdown

fear 1			Near 2			Vear 3				Year 4				Year 5		
Cost Category	Description	Entirented Morethly Cost (E)	Marpower	Motate Developer	520					Manpower	Mobile Develops		7800	Marpower	Mobile Develop	pi 7800
Angewer	Mobile Developer	2600	Marpower	ULFITE Designer	200					Manpower	UI/UX Designer		6000	Margower	Utifux Designer	6000
Asspower	UVUK Designer	2000	Marpower	Al Engineer	520					Manpower	Al Engineer		7800	Marpower	Al Engineer	7800
Ampower	Al Engineer	2600	Dutsource	NOts and Ads	750					Outsource	KOSs and Ads		5000	Outsource	KOSs and Ads	20000
National	6Dis and Ads	5000	Dutnource	Legal & Compliance	150											
Arseurce	Legal & Compliance	1500	Cutsource	Image Processing R&D						Outsource	Legal & Complia		1500	Outsource	Legal & Compli	
Arbeirer	Irrage Processing RSD	2000	Dutaouros	All Image Labeling Servi						Outsource	Image Processin		2500	Outsource	Image Processi	in 2500
Autocorte	Al Image Labeling Service	2500	Subsorigitions	Cloud Services (AAIS)	270					Outsource	Al Image Labelin		7000	Outsource	Al Image Label	in 7000
ubscriptions	Cloud Services (KMS)	2500	Subscriptions	App Store + Domain	20					Subscriptions	Cloud Services (r		3000	Subscriptions	Cloud Services	6 3000
Absoriptions	App Store + Domein	200	Subscriptions	Besign Tools (Figms), Co						Subscriptions	App Store + Don		200	Subscriptions	App Store + Do	m 200
Abscriptions	Design Tools (Figme, Canva)	500	Subscriptions	Communication Tools	20					Subscriptions	Design Tools (Fig.		1000	Subscriptions	Design Tools (F	
Abscriptions	Communication Tools	200	Subscriptions	Productivity Tools	30		ons Productiv			Subscriptions	Communication		200		Communication	
Atsoriptions	Productivity Tools	100	Partnership/Marketing	User Rewards	400		p/Mar Utier Row									
termentiq/Marketing	User Rewards	2000	Operational	Payment Gateway Fees			al Payment				Productivity Too		150			
Operational	Payment Guternay Fees	300	Partnership/Marketing	Customer Activation Fe			pyMar Customer			Partnership/Ma	User Rewards		8000	Partnership/Mo	u User Rewards	10000
formenhip/Marketing	Customer Activation Fees	750	Operational	Water, internet, etc.	50			omet, r		Operational	Payment Gatewo		300	Operational	Payment Gates	mi 300
			Operational	Office	150	Operation	of Office			Partnership/Ms	Customer Active		3000	Partnership/Mo	Customer Activ	ra 5000
Apethly Cost Total	212	50								Operational	Water, internet, c		500	Operational	Water, internet	500
										Operational	Office		1500	Operational	Office	1500
Cent List	Monthly	Year 1	Year 2	Monthly	Year 2	Year 3	Monthly	Year 3		Орения				cymatona		
Aarpower	72	0 86400	Manpower	124	00) 14880	Marpows		14400	10							
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PartnershipMarketing	27		Partnership/Workering	67				15000	97	Manpower	21900		9290	Manpewer	2160	
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		296000			49120				71	Subscriptions	4550		4600	Subscriptions	455	
													2000			
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												77	3400			881400

Financial Statement - OOHive

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