

Week 3 Presentation

Team 3 - AntivirUS

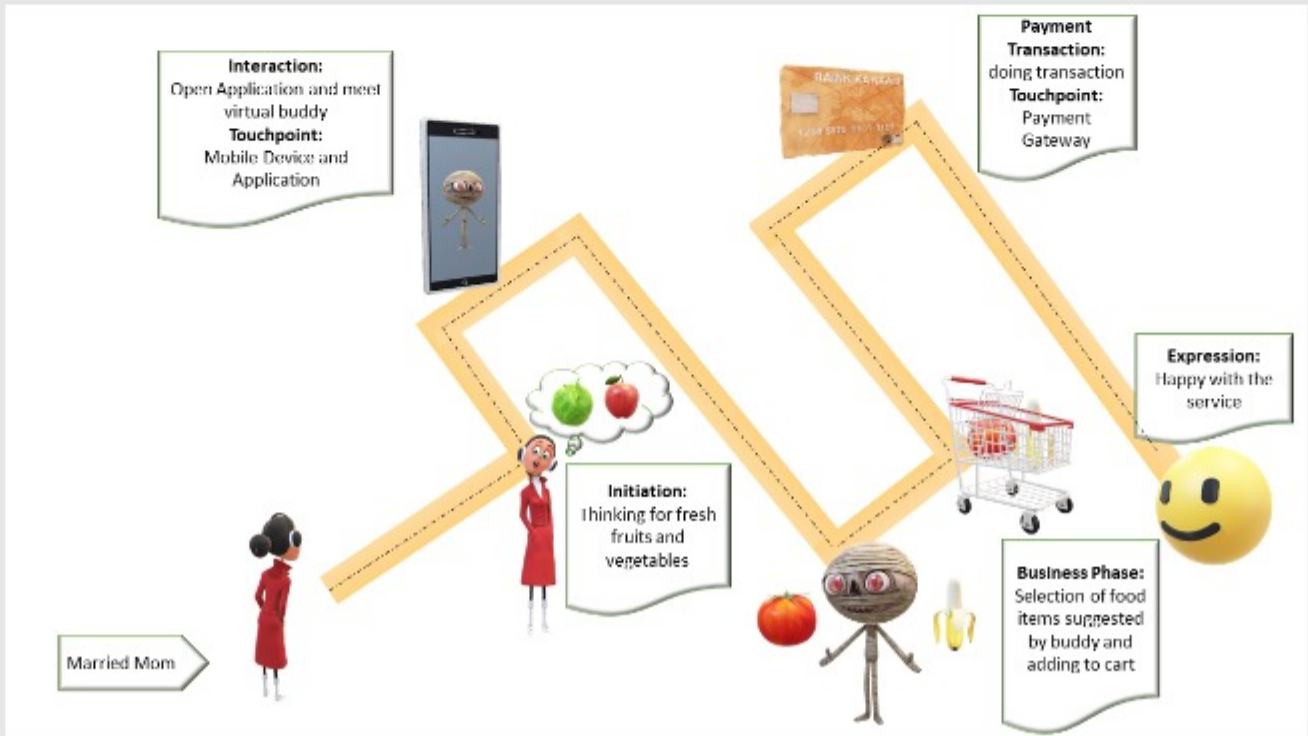
Challenge #C14

User Journey

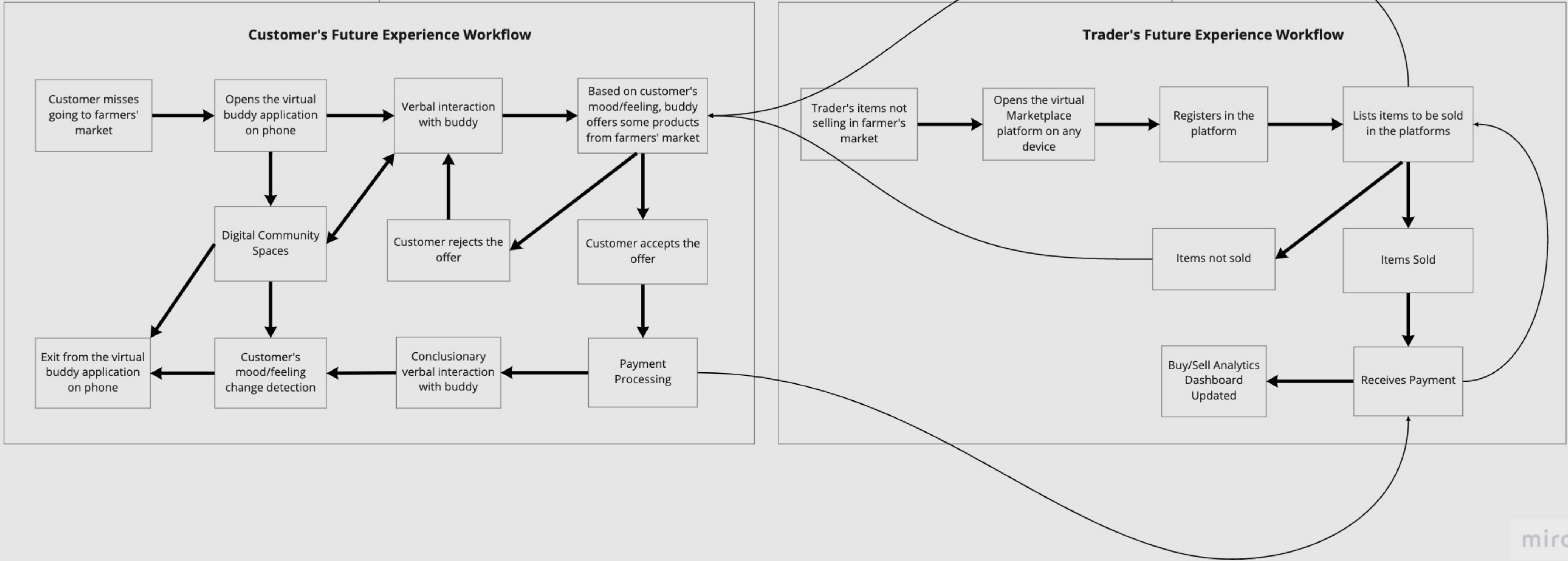
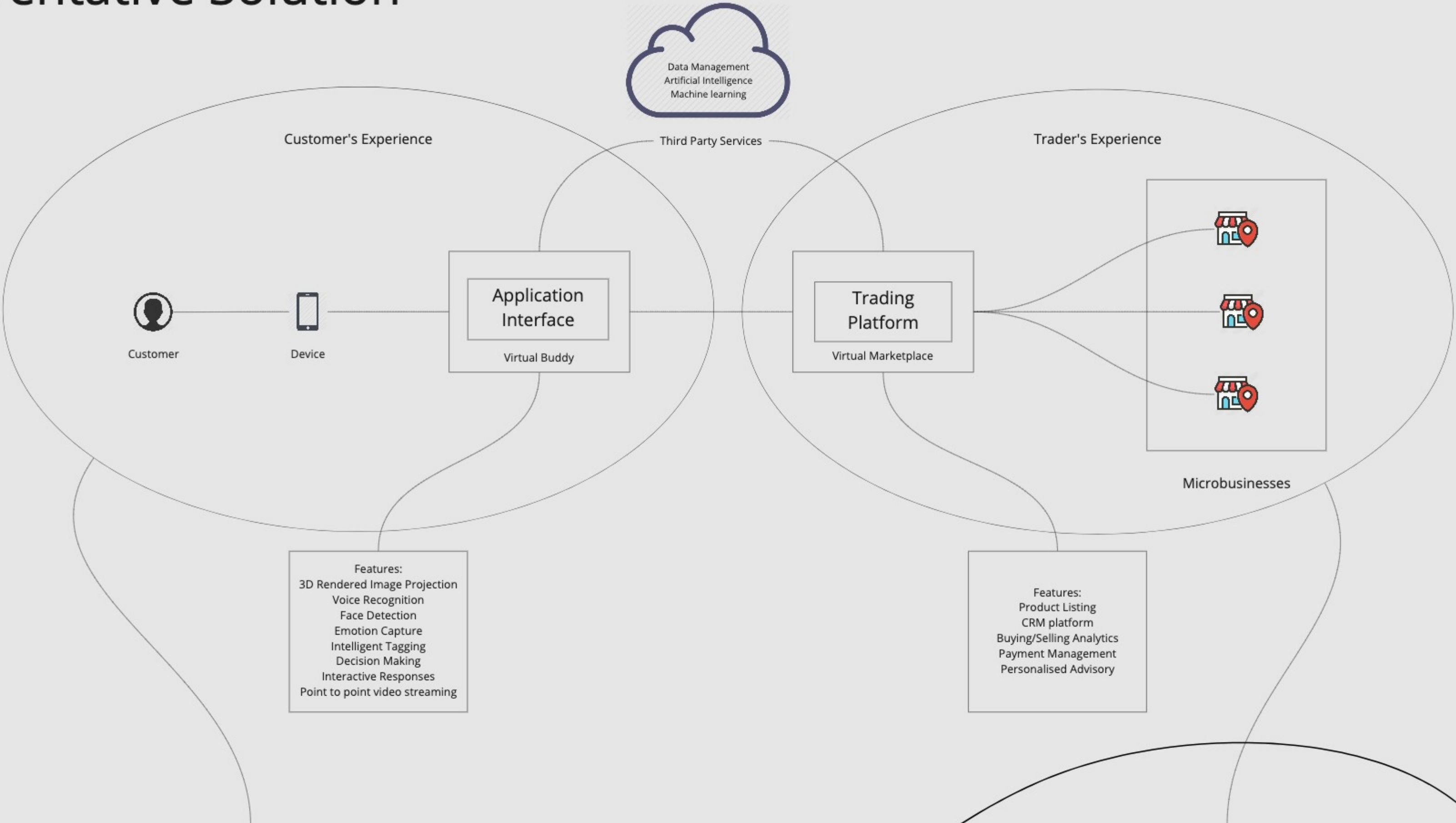
Earlier



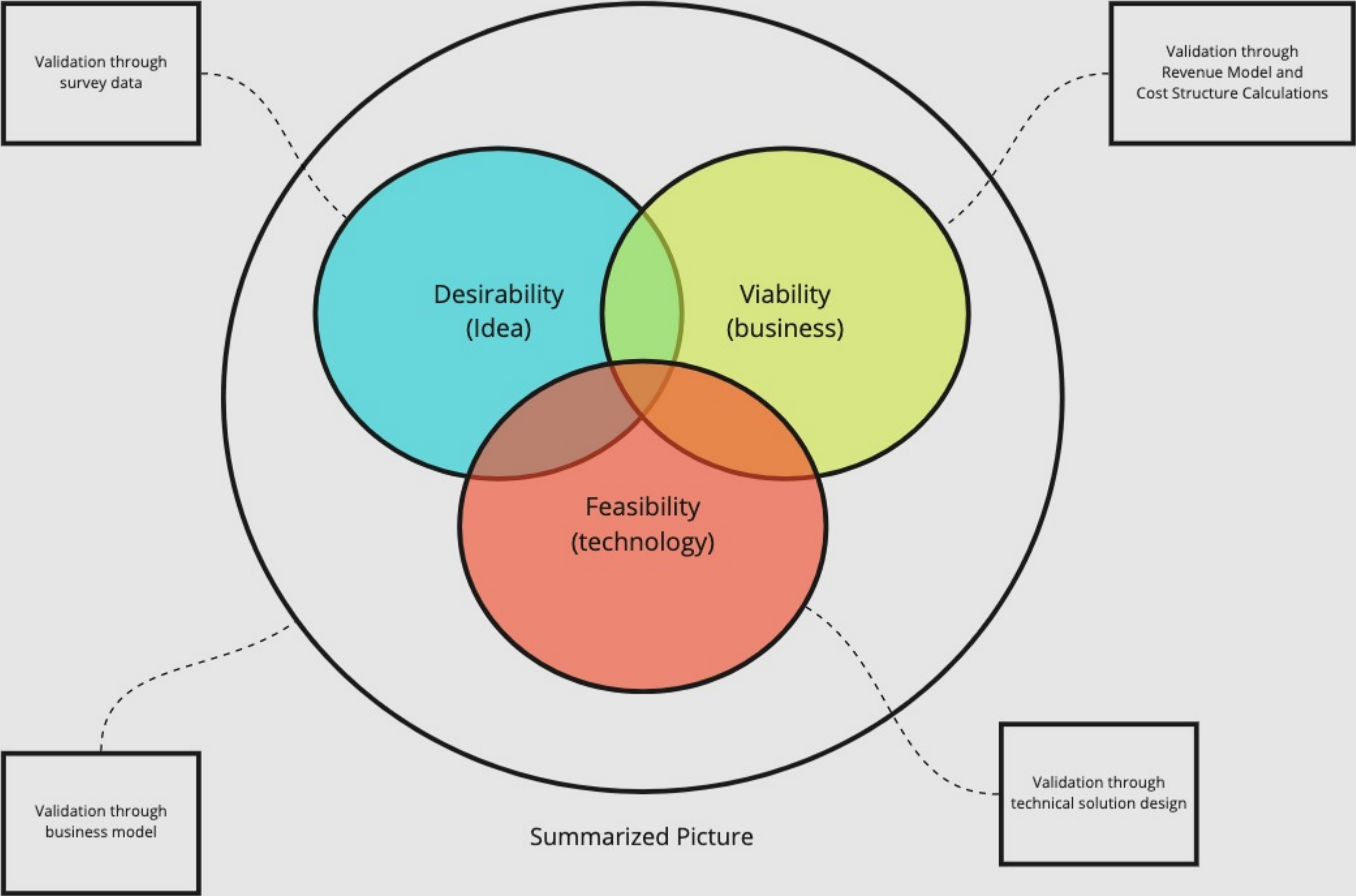
Future



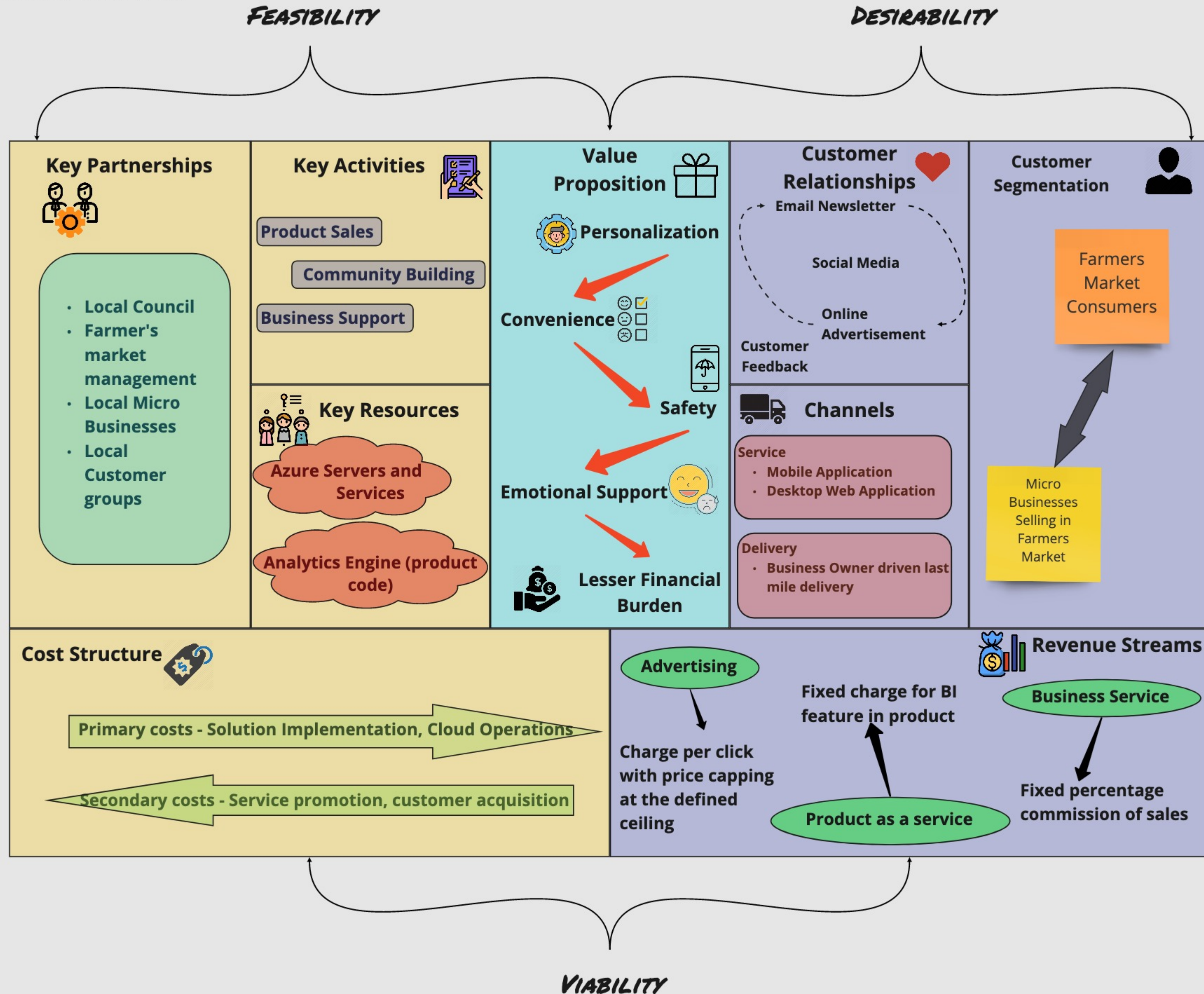
Earlier Tentative Solution



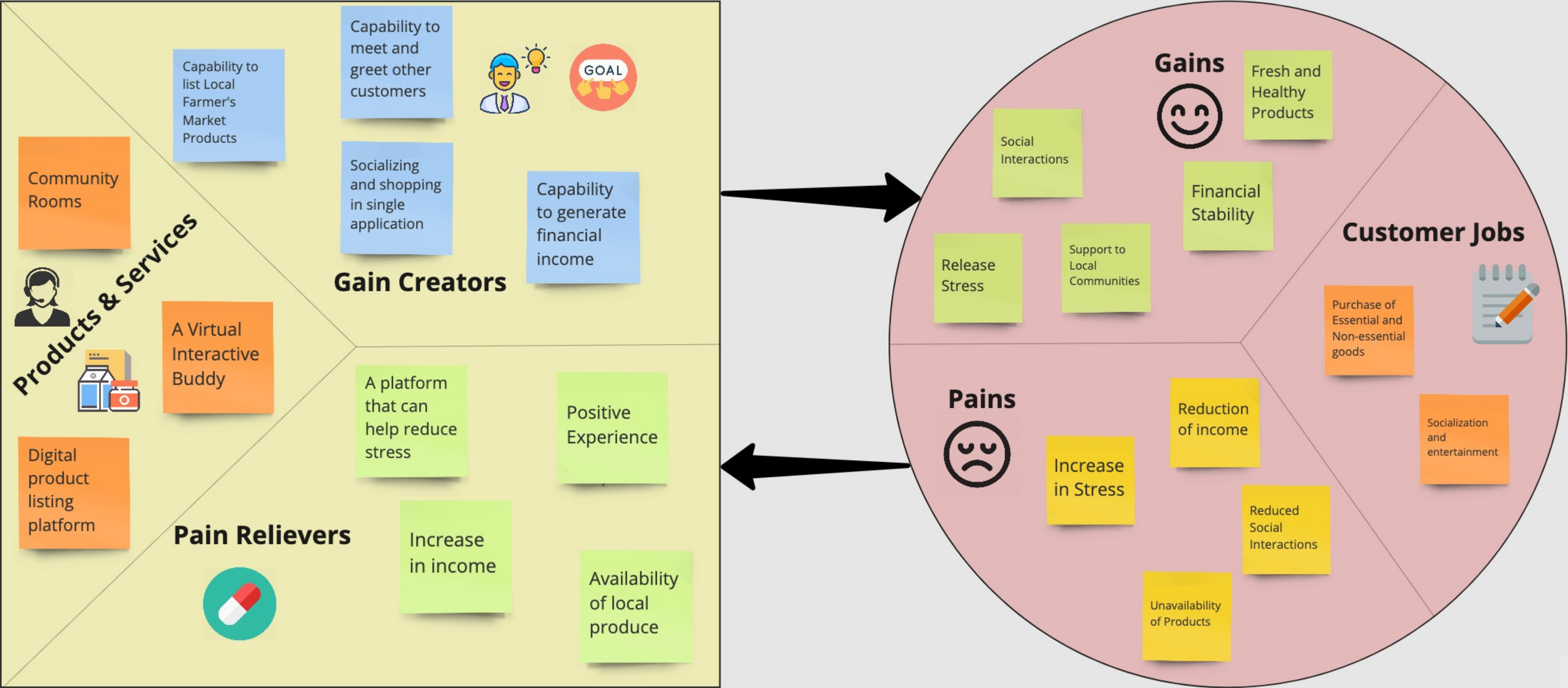
Validation Methods



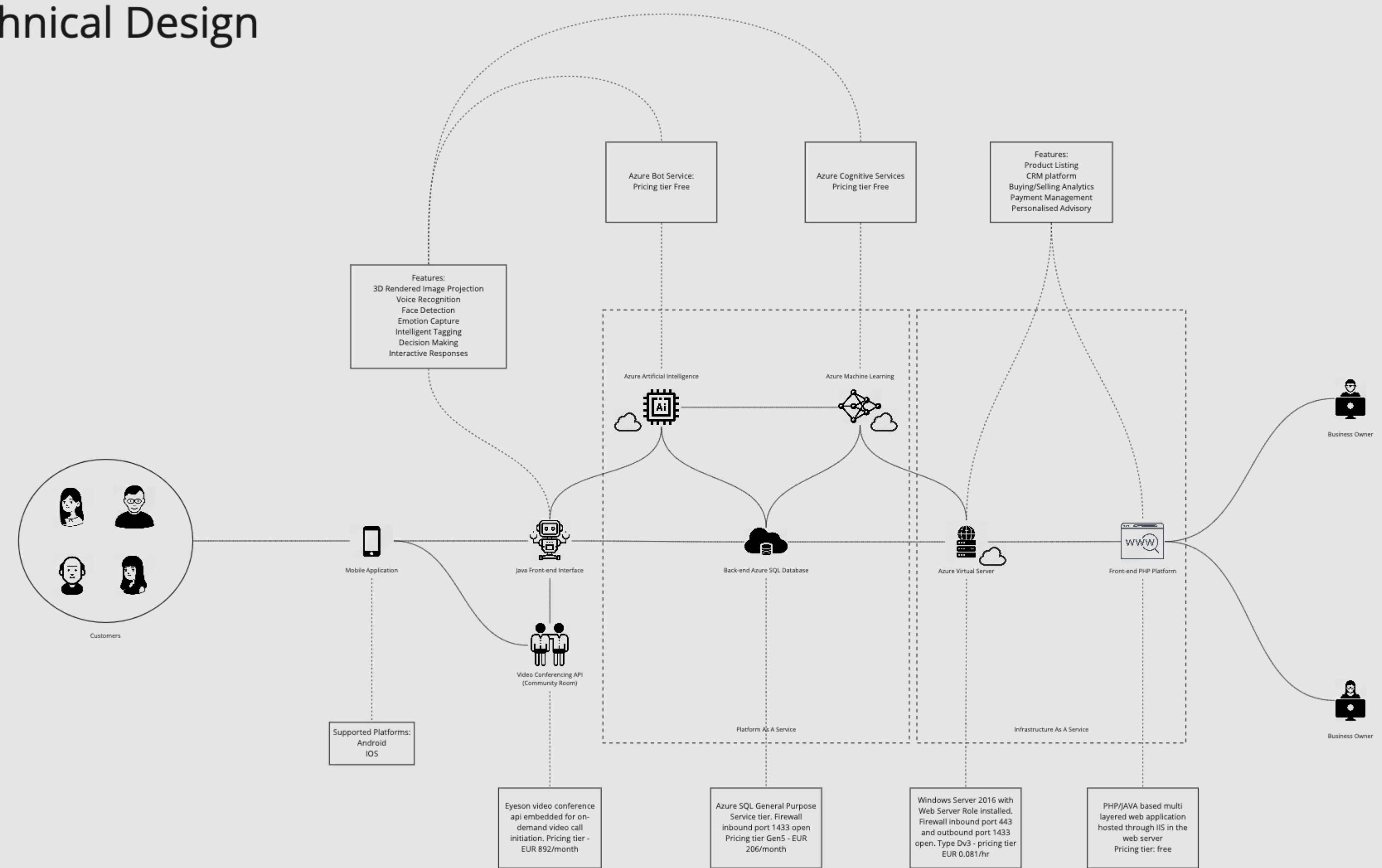
Business Model



Value Proposition Map

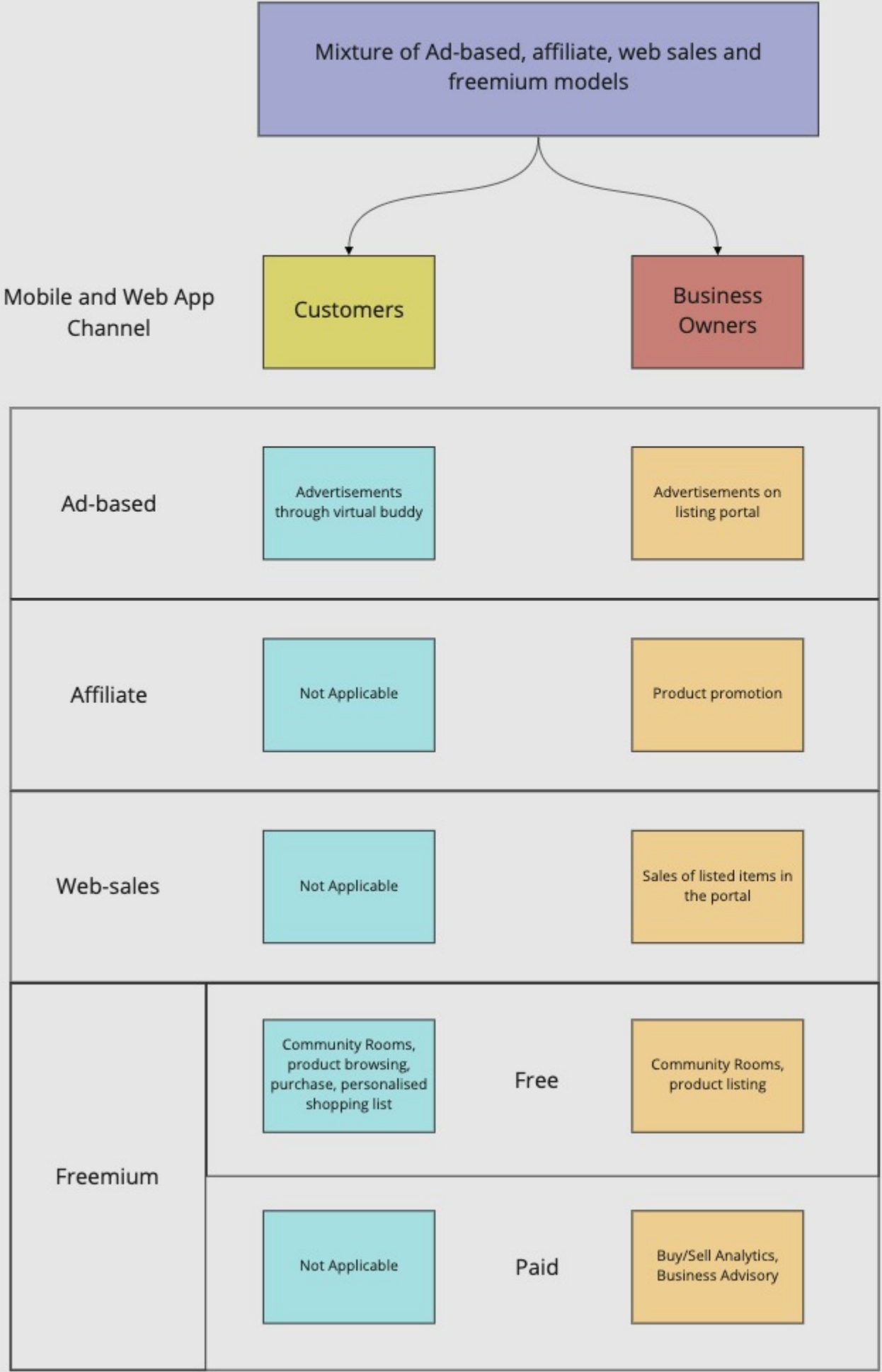


Technical Design

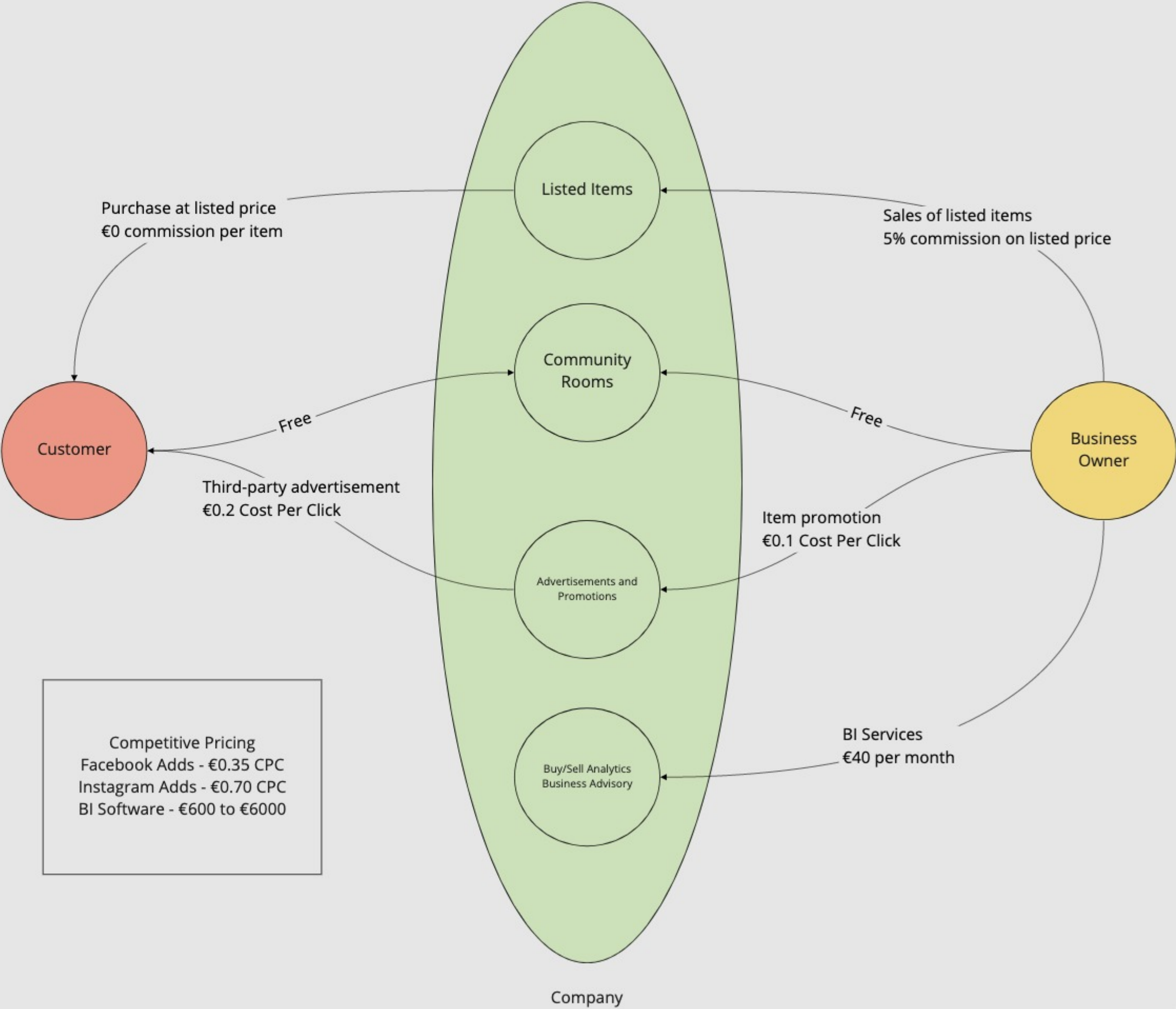


Revenue Model

Revenue Strategy



Pricing Tactic



Cost Structure

Solution Components	Monthly Cost (€)
Azure Virtual Web Server	60
Azure SQL Database	206
Azure Cognitive Service	0
Azure Bot Service	0
Eyeson Video Conferencing API	892

Fixed Cost: € 1158

Items	Monthly Cost (€)
Advertisement	12992

Variable Cost: € 12992

P&L Items	
Revenue	14680
—	
Expense	14150
=	
Pre Tax Profit	530

Fixed Revenue Items	Monthly Cost (€)
BI Services	9120

Fixed Revenue: € 9120

Variable Revenue Items	Monthly Cost (€)
Promotion	147
Third-party Advertisement	4410
Commission	1003

Variable Revenue: € 5560

Data

Population and Migration Estimates

April 2019

	Year ending	
	April 2018	April 2019
Immigration	90,300	88,600
Emigration	56,300	54,900
Net migration	34,000	33,700
<i>of which Irish nationals</i>	<i>100</i>	<i>-2,100</i>
Natural increase	30,500	30,800
Population change	64,500	64,500
Population	4,857,000	4,921,500



This statistic shows Facebook's average revenue per user from 2012 to 2019. In 2019, Facebook's average advertising revenue per user was 29.25 U.S. dollars. The social network's advertising revenue in 2019 was **69.7 billion U.S. dollars**.

Farmer's market customers = 30% of 4921500 = 1476450
Our customers (1% - 10 Rule):
1% customers targeted for adverts = 14764
10% expected customer acquisitions = 10% of 14764 = 1476

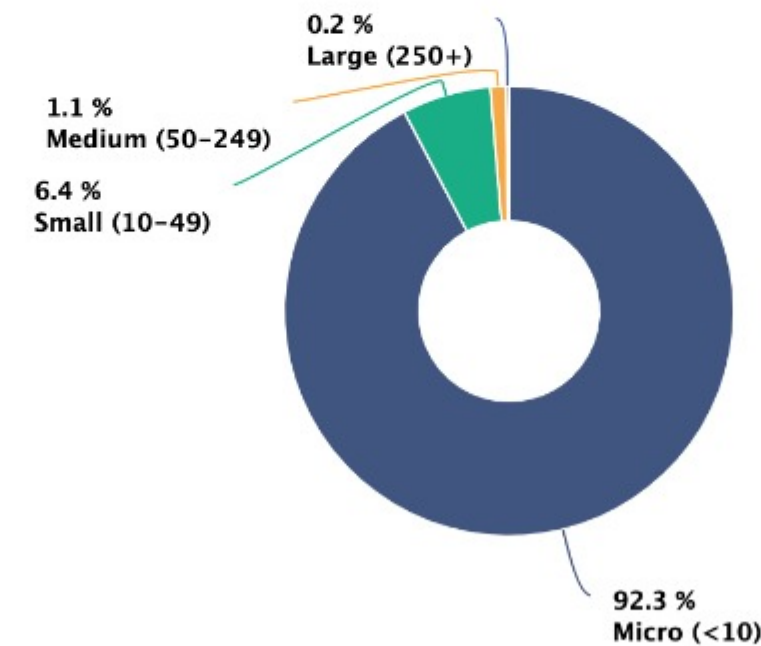
Advertisement Expense (Marketing):
Avg CPC for online adverts is 0.88 EUR
Therefore advert cost for targeted customers = $0.88 \times 14764 = 12992$

Promotion Revenue:
0.1% CPC of expected customers = $0.1 \times 1476 = 147$ EUR/mo

Third-party Advertisement Revenue:
FB's avg advertising revenue per user = 29.25 EUR
10% of target advertising revenue per user = 3 EUR approx
Total advertising revenue = $1476 \times 3 = 4410$ EUR/mo

According to the latest figures from the Central Statistics Office (CSO), there are **248,344** Small Medium & Enterprises active in Ireland.

Figure 3.2 Number of active enterprises by size class for all sectors, 2014

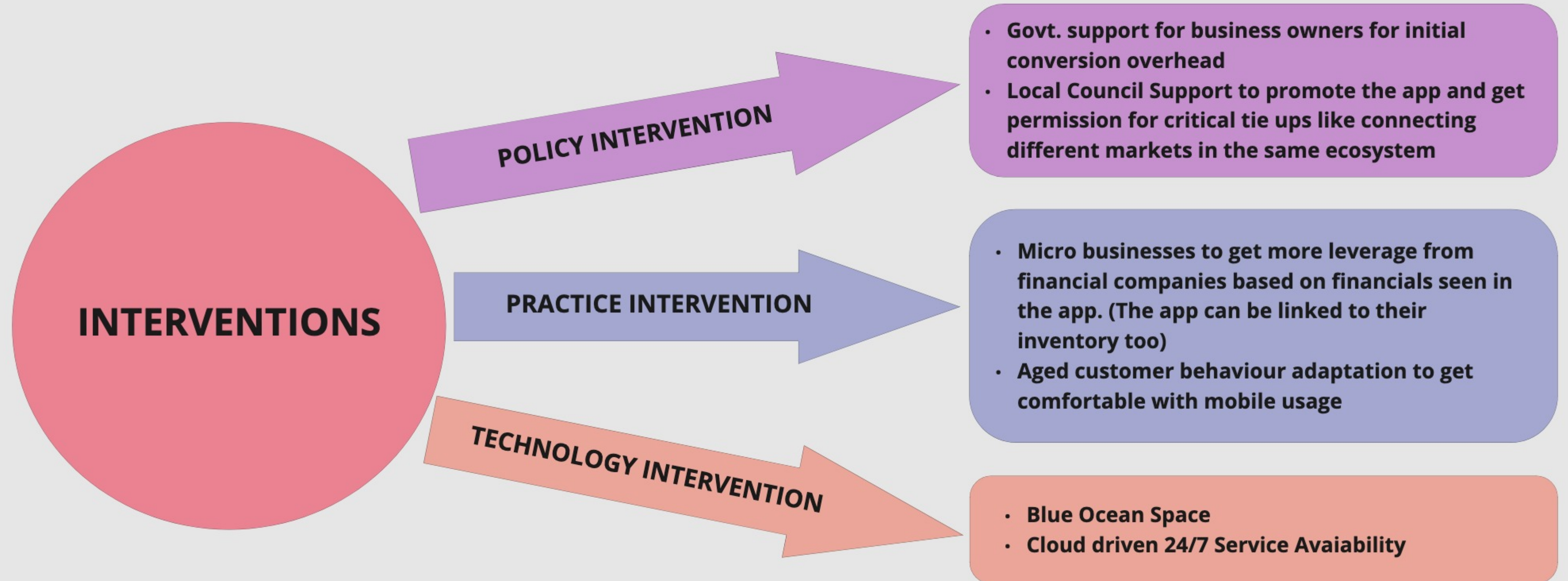


Source: CSO Ireland

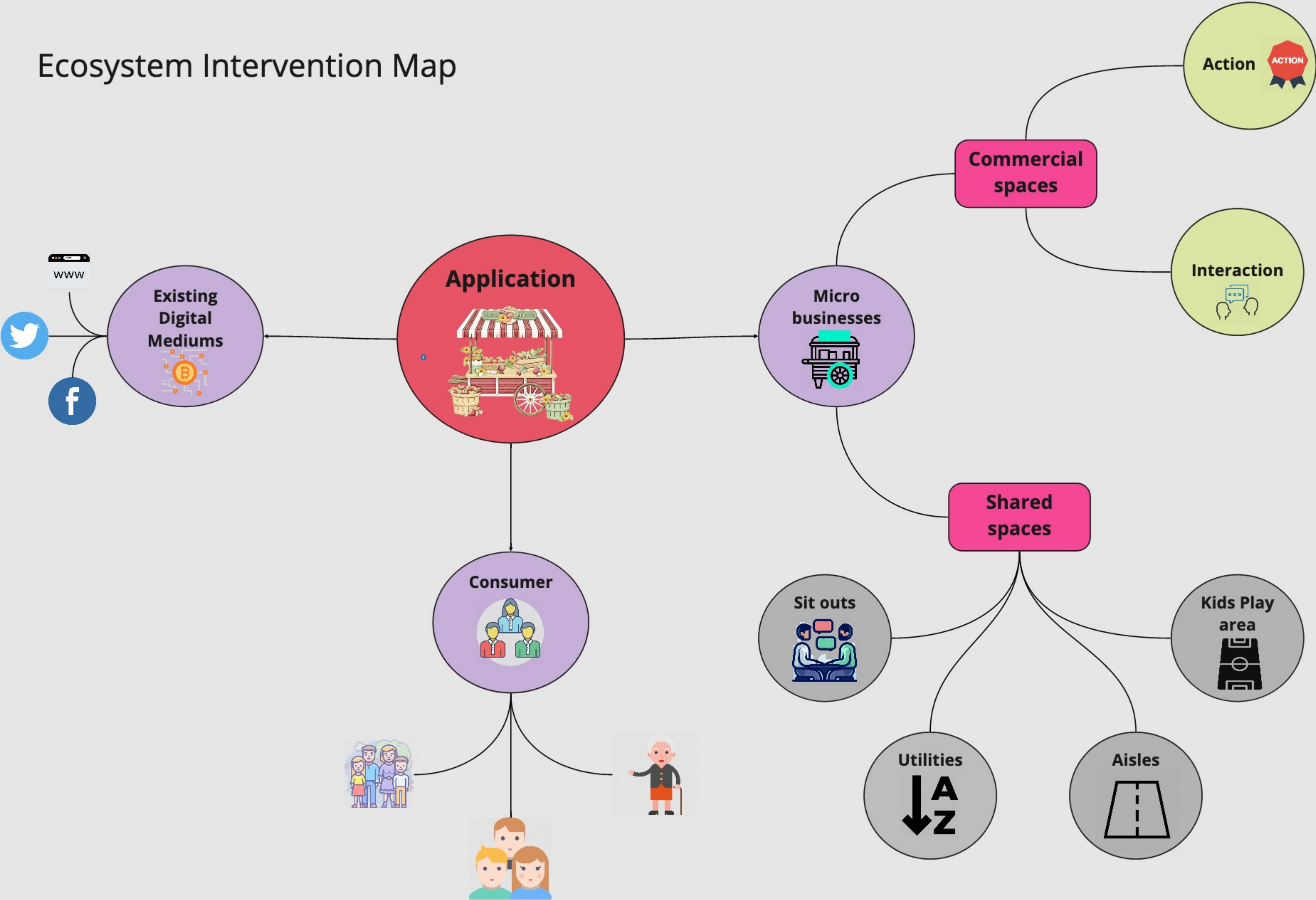
BI Revenue (1% - 10% Rule):
Total microbusinesses = 228436
1% of total = 2284 (target businesses)
10% of target businesses = 228 (expected conversion to our platform)
Considering the converted businesses will go for BI services, BI revenue is $228 \times 40 = 9120$

Commission Revenue:
Avg. Amazon seller revenue = 882 EUR/month
Our target seller revenue = 10% of 882 EUR/mo or 88 EUR/mo
Total seller revenue per month = 228×88 or 20064 EUR/mo
Our commission = 5% of 20064 or 1003 EUR/mo

Intervention Steps



Ecosystem Intervention Map



Thank You