| BUSINESS MODEL CANVAS |
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## MARKET TYPE:

Our team's idea fits into the "resegmented" market type. While our idea fits into the existing market of event browsing applications such as EventBrite, we have a different value proposition. We are going to provide a better product-market fit for college students that are looking for a personal, customizable, on-campus event guide. **Our goal is to foster a strong community of college students who want to have fun and get together through local events that interest them. Our customers are known and we have virtually very little competition in the resegmented market we are going into.**

## BUSINESS MODEL TYPE:

Our idea will rely on two business models: multi-sided and free. Our idea will have two separate customer segments that will both provide value for each other. We have the student that will attend events and benefit the event organizer, allowing them to grow their event. The event organizer will reciprocate this benefit to the student with the valuable, interesting, and engaging information presented. Our idea also relies on the free business model because the application will be free. Revenue will be generated from both advertisements and payments we receive from event organizers who want to advertise their event and ensure that every student using the app will see their listing first.

**BUSINESS MODEL CANVAS:** (Found on the next few pages)

| KP: Key Partners | KA: Key Activities | VP: Value Proposition | CR: Customer Relationships | CS: Customer Segments |
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| Strategic alliances:<br>- Work with local newspapers such as The Daily Collegian to raise awareness.<br>- Work with THON to improve branding.<br>- Work with local transportation service such as CATA bus. This allows students to get to every event faster and easier.<br>Coopetition<br>- Work with Facebook or other social media apps by sharing and exchanging data. | - Creating an MVP to test our assumptions.<br><br>- Analyzing customer data in a more in-depth fashion.<br><br>- Fetching event list and data.<br><br>- Attracting users through creative marketing methods.<br><br>-Refining the app to better meet customer's preferences | Pain:<br>Students are not aware of what is going on around campus and event planners are struggling to attract more students to attend events.<br><br>Gain:<br>The app will help students locate relevant, up-to-date and interesting events going on around campus. It also provides a platform for event organizers to list and promote their events.<br><br>What:<br>Our app (initially) serves the Penn State community. We give | Self-service:<br>Mainly we will be using automated self service, but we will also have a support staff in the future.<br><br>Collaboration:<br>Our app heavily revolves around event organizers that will be keeping the app alive. It is very important to listen to feedback from students and event organizers to address pain points. The community aspect of the application is incredibly important and will include co-creation, among other things.<br><br>Get:<br>- Using flyers, posters, and social media platform to get more attention around campus. | College students:<br>College students who are trying to get a better idea of events happening on campus and are also looking for different cheap ways of getting good food.<br>The name of college student in the personas section is Sarah Diaz.<br><br><br>Event organizers:<br>Event organizers that are hosting events and are looking to attract as many people as possible to their events.<br>The name of event organizer in the personas section is Zheng Huang. |

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| | | students the tools to filter and search for events according to their interests and allow event organizers to accurately tailor their event to target students with specific interests.<br><br>Why:<br>Our competitors focus on ticket sales and the events themselves whereas we focus on creating a community of students specific to campuses. Our aim is to create a more personal and customizable experience to the student and event organizer. | - Paid advertising such as ads on local newspapers (The Daily Collegian), Snapchat and Instagram to raise awareness.<br>- Partner up with THON and other campus organizations to boost branding<br><br>Keep:<br>- A point system will be used. By attending events, students can earn certain points and these points will be our means of gamification. We will have leaderboards for students and give out titles according to the number of points that a student has.<br>- Up-to-date event information is crucial.<br>- A well maintained and reliable system to make sure the app doesn't crash or slow down. | |

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| | | | Grow:<br>- Referral system. Get more popularity points if students refer others and get a temporary free privileged event placement for referring 2 students<br>- More features such as purchasing tickets or event photo sharing. | |
| | **KR: Key Resources**<br><br>Physical:<br>- Facilities: Penn State Campus and Launchbox both offer free working space.<br>- Products and services: Company laptops to ensure security. Penn | | **CH: Channels**<br><br>Awareness:<br>Using physical means such as flyers and poster to make sure that the app is presented and referenced around campus and virtual means to advertise the app on social media.<br><br>Evaluation: (Virtual)<br>Survey, comments and reviews. | |

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| | State printers and paper.<br>- Server space in cloud.<br><br>Financial:<br>- Our own money, including a small amount of money from friends and family<br>Human:<br>- Part-time internship for developers and marketers.<br>- Launchbox advisors and mentors.<br>Intellectual:<br>- Trademark for logos and copyright for software code. | | Purchase: (Virtual)<br>The app is free.<br>Debit/Credit Card, Amazon Pay<br>Free. Event organizers can boost their events by a paying small promotion fee.<br><br>Delivery: (VIrtual)<br>Download from Apple store, Google play store.<br><br>After Sales:<br>Provide customer support through website. App users will be redirected to that website with a link. Website will have a FAQ and a form to ask questions. | |

| C$: Cost Structure | R$: Revenue Stream |
|---|---|
| Application development:<br>- Server space: Amazon Web Service or Microsoft Azure. | Free model:<br>No cost to download and post events on this app. |

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| - Human capital: App needs to be maintained, developed and marketed by an engineering team and marketing/sales team.<br><br>Paid demand creation:<br>Raise awareness of our app and get more customers. Examples could be paid advertising on local newspaper or magazines, or paid social media ads. | Promotion fee:<br>Event organizers can pay a small fee to promote their events. These events will be shown on the top of every relevant page and on a privileged event list that the students can access.<br><br>Ads revenue:<br>The ad revenue will depend on the total time students and event organizers actually spend engaging in this app. These active users will generate impressions and actions that lead to ad revenue. |

**CUSTOMER RELATIONSHIPS:**

Get: We will attract the initial customers in several different ways. There would be several advertisements using SNS services such as Facebook, Instagram or snapchat. We will also use some traditional promotion tools, such as posters, leaflets or promotion booth. We can use newspaper advertisements too.
I think that it would be effective to make an interactive poster with a QR code on it. It would say "Looking for exciting events?" and there would be a down arrow(↓) below the copy. Below the arrow, there would be a QR code that leads to the application itself or our website.

Keep: The best way to keep customers is to make the application useful enough. If the application is useful and helps students out, customers would simply keep using it. However, of course, we also need other strategies to keep our customers. A point system will be used. By attending events, students can earn certain points and these points will be our means of gamification. We will have leaderboards for students and give out titles according to the number of points that a student has. Most importantly, we have to focus on getting up-to-date event information as it is  crucial for the success of the app. And finally, a well maintained and reliable system is necessary to make sure the app doesn't crash or slow down.

Grow:   One of the PR tools which is mainstream these days is a viral marketing. This is a marketing tool that makes customers advertise the product themselves also known as referral system. Students and event organizers will get more popularity points if they refer others. They also get a temporary free privileged event placement for referring 2 students. In the future, adding more features such as purchasing tickets or event photo sharing will really make the app blow up if it has a modest user base.

**CHANNELS:**

Awareness:
We will use physical and virtual methods to spread word of the app and generate awareness. Physical means include posers hung-up and distributed in person. Virtual means include ads on social media and newsletters.

Evaluation:
There will be a survey on the website and the application that will allow customers to evaluate our idea. We can also take a look at comments talking about the app on social media platforms and most importantly reviews that will be the prime source of feedback.

Purchase:
Purchasing the app is free. Event organizers can boost their events by a paying small promotion fee and that will all be handled on the app.

Delivery:
The app can be downloaded from the Apple store and Google play store, the two biggest mobile app stores on the market.

After Sales:
We will provide customer support through our website. App users will be redirected to that website with a link. Website will have a FAQ and a form to ask questions. We will ultimately have a team that will handle customer support or we may implement a chatbot to handle inquiries.

**REVENUE STREAMS:**

Our app, Nutshell is basically a free app(Freemium). Users can use most of the functions free of charge. Therefore, we needed to find ways to make money to maintain the app.

The first revenue method is promotion services. A small minimum fee can be charged each day to event organizers and their event will be listed on the top of the page relevant to the requested search results and in a privileged list of events that students can access. Event organizers can pay higher than their competitors in a pay more/appear more system. Keep in mind that one of our main goals is not to damage the experience of freemium users as they are our core customers. Once the event organizers stop paying (they can anytime), their events fall back to regular status. According to our survey, 42.9% of the respondents said that they are ready to pay $2~4.9 for this service.
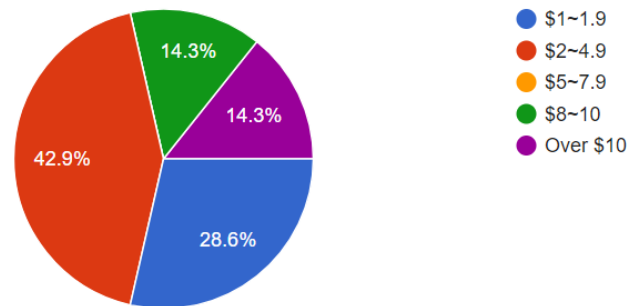


If the app becomes big enough and lots of users use the app, we can make additional revenue by advertisements. Many modern applications use ads to promote other apps and earn money. We don't expect it as our primary revenue but it could work as supplementary profit.

**KEY ACTIVITIES:**

MVP:
We need to create an MVP (explained further on in the report) to test our assumptions and assess the flexibility of the application's core value, which is helping students find relevant, interesting and up-to-date events going on around campus

Analyzing customer data:
After the prototyping phase, we should analyze the all of the gathered data and see how we can modify our value proposition and decided if we need a small iteration or a big pivot. We actually removed the "partnership with restaurants" part of George's first idea of "Meet and Eat' after analyzing customer data. We decided to concentrate on the main feature- campus events.

Fetching event list and data:

We need to find a reliable method that guarantees fetching of accurate and up-to-date event information. PSU resources and the Facebook API should be valid sources. When testing the MVP, we will be evaluating methods that can be used to source events.

Attracting attention- As the app targets university students, we need to get their attention about this app. We need to do marketing events of this app around the campus and use the promotion methods as mentioned in the "Customer relationship-Get" part. We may also give out bonus point to the initial users to encourage more people to download and use this app.
Refining the app:
This will be one of the most important activities we will consistently do. We recognize the fact that our initial app will be far from perfect, and we will rely heavily on feedback from users on how to make the app more attractive.

**KEY RESOURCES:**

Physical:
-   Facilities: Penn State Campus and Launchbox both offer free working space.
-   Products and services: Several testing phones. We are able to use Penn State printers and paper.
Financial:
-   Small amount of money from friends and family
Human:
-   Part-time that will offer customer help.
-   Launchbox has many advisors and mentors.
-   Marketing intern
-   Software Development intern
Intellectual:
-   Both branding and creative work, including logos and software code to develop the app.

**KEY PARTNERSHIPS:**

There are partnerships that can be really helpful for Nutshell. We mainly seeked strategic alliances that can promote our application. We can work with local newspapers such as The Daily Collegian to raise awareness. We can also work with local transportation services such as CATA

bus, as most of the Penn State students use CATA bus. Also, there will be ways to partner with THON, which is the biggest campus event of Penn State. If we could make a partnership with the THON, it would be great for our branding. SNS services such as Facebook may be one of our competitors. However, as they are powerful marketing tools and one of the sources for our events, we should partner up with them.

**COST STRUCTURE:**

Application development
- Server such as Amazon Web Service or Microsoft Azure.
- Maintenance: App needs to be maintained by an engineering team.

Paid demand creation to raise awareness of our app and get more customers. Examples could be paid advertising on local newspaper or magazines, or paid social media ads. As Nutshell is an application, the initial cost is not as large as other businesses. Using this assumption, we calculated yearly cost of the Nutshell.

**Approximate Yearly Costs($)**
Part time/Intern programmers(x1): 1,000*12(months)= $12,000
Part time/Intern designer(x1): 1,000*12= $12,000
Part time/Intern marketer(x1): 1,000*12= $12,000
Server(Amazon Web Server): 100*12= $1,200
Promotion(Offline):100*12= $1,200
Promotion(Online):50*12= $600

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       Total:   $39,000

| PERSONAS |
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**PRIMARY CUSTOMER SEGMENTS:**

There are two primary customer segments that we will be focusing on initially:
- The first customer segment consists of college students who are trying to get a better idea of events happening on campus and are also looking for unique, cheap ways of getting good food.
- The second customer segment consists of event organizers that are hosting events and are looking to attract as many people as possible to their events.

**CUSTOMER DISCOVERY PROCESS:**

We used surveys and interviews to gather data.

We sent out the survey to our two different customer segments. We used Google survey to get responses and analyze it.
Link to the survey: https://goo.gl/forms/1yoxTmS8Ix58JP7A3

1- Interview questions

A.) To an event organizer:
- Are you satisfied with the amount of students that attend your events?
- How often do you host events for this club/organization?
- Would you be interested in a way to get more students to attend your events?
  (*explain our app concept)
- How likely would you be to enter your event on our app?
- What do you like about the idea?
- What is a limiting factor that might make you not want to sign up?

- What suggestions/advice do you have for us moving forward?

B.) To a student
- How involved are you with campus events?
- Do you attend campus events/ club meetings often?
- How do you normally hear about these events?
- Would you be open to having access to campus events if it were organized on a single app?
- Would having discounts to your favorite local restaurants incentivize you to sign in to an event?

2- Survey questions:
1) Are you a student at Penn State?
2) Have you ever organized/hosted a student event?
3) Are you an active event organizer/host? (Have you hosted an event this semester?)

A.) Event organizers:
1) How satisfied were you with the number of participation of the event? (Scale from 1 to 5)
2) What kind of advertising methods did you use to raise awareness of your event (leaflets, facebook, student services, posters, etc.)
3) How effective were the methods you used on a scale from 1 to 5
4) Did you provide an incentives to the students? (Food)

(Explanation of the application: shows all events happening on campus and rewards students who attend these events with points that they can redeem at participating food stores.)

5) Would you be willing to use this app?
6)  Would you be willing to pay for a small fee to promote your event and make it appear easier in the application.
7) How much are you willing to spend to promote your event through the app?

B.) Event participants:
1) Where do you find campus event information when looking for events?
2) How many events do you attend per week on average?
3) On a scale from 1 to 5, how useful would you find an application that shows all  events happening on campus?
4) Are you currently using any event applications?

5) If so, please name it:
6) On a scale of 1 to 5, how valuable is it for you to receive points in events that you can use to get free food?

Market research:

Three major competitors that we researched are Facebook events, Whatspoppin, and Eventbrite. Facebook events allow people to create events through pages. However, it is not an app, and the target audience leans towards event organizers. Whatspoppin is a local competitor created by a Penn State student. It has not gained much popularity since it was created and viewing its low download count on google play store supports that notion. Eventbrite is also another big competitor. It is a platform that allows people to create, promote, and sell tickets. Eventbrite does charge 2.5% of service fee for each ticket and 99 cents for every ticket sold. This is how it makes money. Therefore, selling tickets is a huge part of Eventbrite. We on the other hand want our app to be different. Nutshell uniquely serves the Penn State Community (and other college communities in the future). We want to connect everyone and bring the community closer. Our app is free to download, and event organizers can create and share events for free.

We interviewed 4 people. We surveyed 32 people. 84.4% of them were Penn State students. 37.5% of them have organized an event in the past. 15.6% of them are active event organizers.
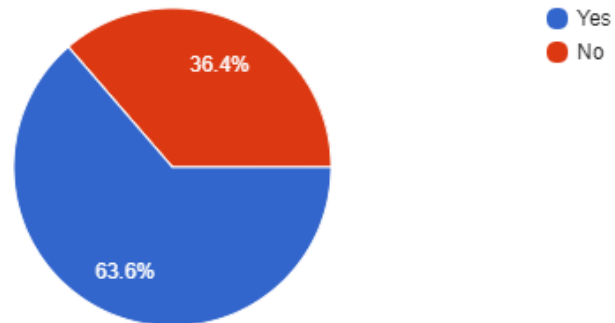
Important event organizer statistics:

(Please read the description below before answering this question) Would you be interested in using this app?
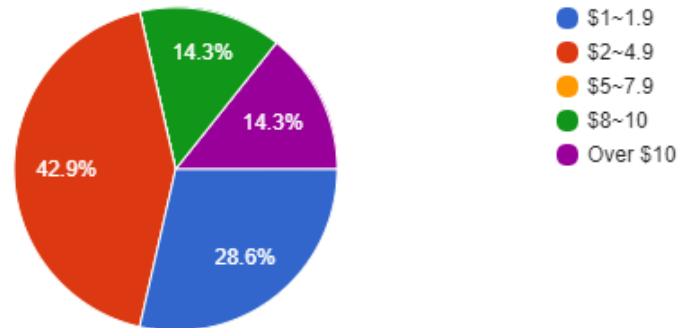
11 responses
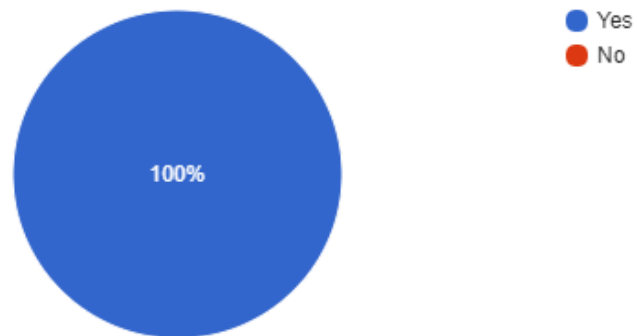
Would you be willing to pay a small fee to promote your event and make it appear higher on the list in the application?

11 responses

## How much are you willing to spend to promote your event through the app?
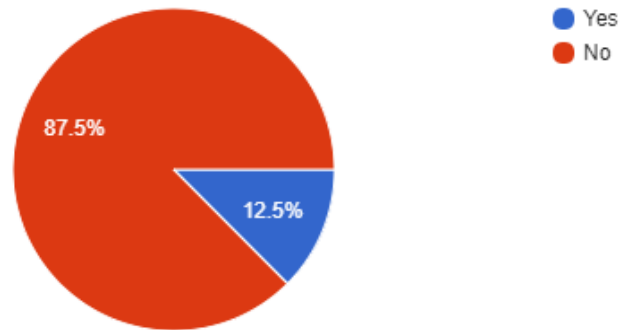7 responses



- $1~1.9
- $2~4.9
- $5~7.9
- $8~10
- Over $10

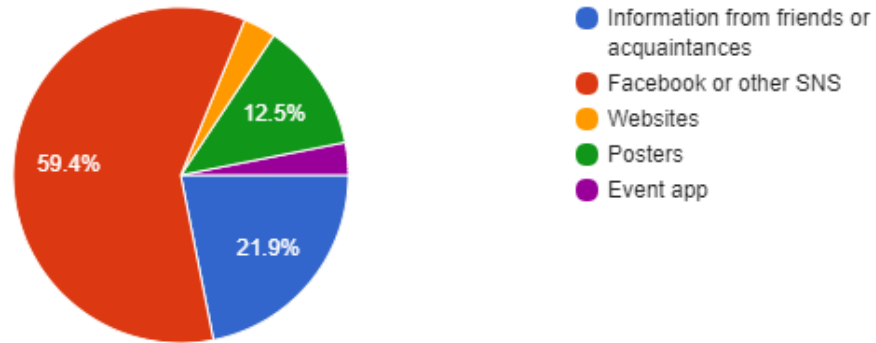14.3%
14.3%
42.9%
28.6%

Important student statistics:

## Are you currently using any event applications?
32 responses

## Where do you find campus event information when looking for events?
32 responses



- Information from friends or acquaintances
- Facebook or other SNS
- Websites
- Posters
- Event app

59.4%
12.5%
21.9%

## How useful would you find an application that shows all events happening on campus?

32 responses
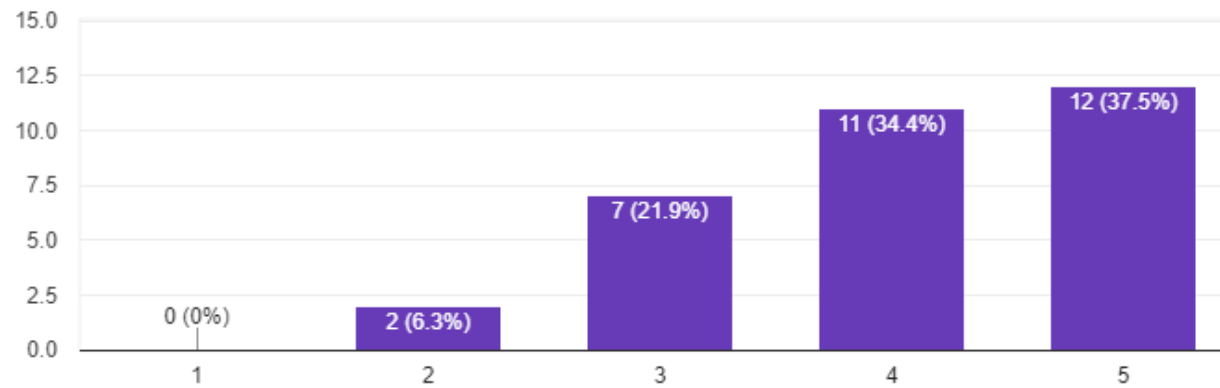


We had 4 key findings in our data:
- Most students are not currently using an events application
- Most students find useful an application that shows all events happening around campus
- Most event organizers are willing to pay a small fee to advertise their event through the app
- Most event organizers are willing to pay 1$ to 5$ to advertise their event

**PERSONA #1:**

# Zheng Huang

## BIOGRAPHY

Zheng is a junior at Penn State. He is driven by his insatiable appetite for continuous improvement in every aspect imaginable in the pursuit of success. Zheng believes in himself as a motivator, creator, and innovator. Through his personal financial ventures, he has gained copious amounts of experience in solving problems and capitalizing on inefficiencies. He lives his life by the credo "If opportunity doesn't knock, build a door". After coming to the realization that the majority of students aren't capable of starting businesses on their own, Zheng built his door and founded an entrepreneurship club that focuses on bringing students together to start new businesses. Zheng wants more driven students to join his club so the current members have a broader range of students to choose from for their ventures. Zheng took several entrepreneurship classes at Penn State, but has been underwhelmed by the lack of motivation from fellow classmates and group members. So far, Zheng has been impressed with the ambitious students that have joined his club. He figures if students are willing to attend an entrepreneurship club outside of class, they must be serious about it.

"I wish there was a way for me to advertise my club to students. I know there are more students who would be interested in joining, I just can't simply can't get the word out to enough people!"

**Age: 20**

**LOCATION: State College, PA**

**OCCUPATION: CEO of innovative cookware business**

**SALARY:$40k**

## GOALS

1) To grow the size of his entrepreneurship club.

2) To facilitate the development of student start-ups.

3) To network with other bright minds in his club.

## FRUSTRATIONS

1) There doesn't seem to be an easy way to garner interest in his club across campus that doesn't involve bulletin posts and facebook events.

2) Knowing that there are students out there that would thrive in his club, if only they knew about it.

**PERSONA #2:**

## Sarah Diaz

**BIOGRAPHY**

Sarah is freshman at Penn State in the College of Education. Her major is education and public policy with a minor in special education. She is keen to immerse herself in a variety of academic, social, and cultural activities. Sarah works part-time, but she relies mainly on student loans for financial support. She tries to be frugal with her spending, so she enjoys attending club meetings rather than going out and spending a lot of money. However, as a Freshman, sometimes she doesn't know what events are happening and whether or not she would fit in with the club. She really wants to connect with other students that have similar interests, but she simply doesn't know where to start.

"I really want to attend different events and meet new people, but I'm just having a hard time finding events on campus. "

**Age:** 18

**Location:** State College, PA

**Occupation:** College Student

**Salary:** $3000/year

**GOALS**

1) Know where campus events are happening with detailed information and map.

2) Meet new people with similar interests.

3) To have a sense of belonging within a club.

**FRUSTRATIONS**

1) As a freshman, she is having a hard time discovering campus events.

2) She is not very familiar with the campus, sometimes it is difficult to find the location of the events.

**PROTOTYPE**

**PROTOTYPE SCENARIO:**
1) Sarah opens up the application and logs in to her personalized profile

2) She browses events happening around campus and filters events she is interested in

3) She adds these events to her own personalized list of interesting events

4) She arrives to the event, checks in and has fun (check-in methods may vary)

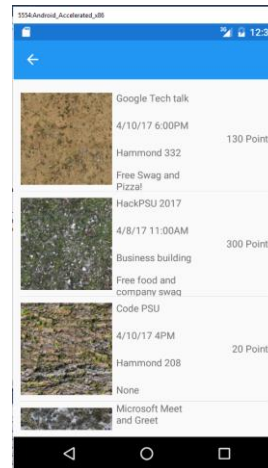5) Once she decides to leave, she checks out of the event and goes back home (check-out methods may vary)
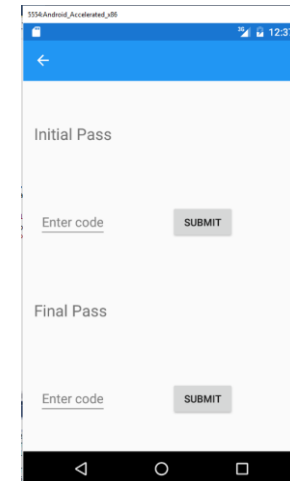
**PROTOTYPE:**

This prototype is for our initial application; However, all functionalities still apply to our current idea. Only the name has changed to Nutshell.
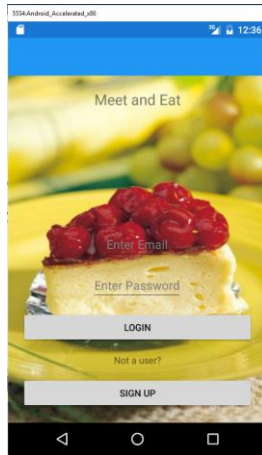


Login Page (Profile for every user)
out



Event Browsing page (Location, date,

title, description, popularity points)



Event check-in/check-

(Simplest method)

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**MINIMAL VIABLE PRODUCT (MVP)**

**ASSUMPTIONS:**

- Students are interested in having a specific campus app that shows events happening around campus
- Students are willing to go to events that interest them
- Event planners are willing to take the time to list their event on the app
- Events will be accurate and up to date
- Students are willing to download an app from the app store in order to see events

**MVP PLAN:**

Business: An app that allows Penn State students to search for events, places and activities. It also allows event organizers to list and promote their events on the app.

Core Value: Browse events and things to do by category for Penn State Students.

MVP:

1) Our team will fetch the list of events happening on campus in a busy weekend with internal PSU resources or Facebook etc.
2) We will market the list of events around campus by posters and flyers hung up in different locations or distributed in person. In addition, we send out emails and use online social media platform to raise awareness and ask users to check out the list.
3) On the list of events will be a link to a very small survey that they can fill out to support our initiative.
4) After receiving survey responses, we can analyze our data and reiterate on the process for a better experience

Our MVP provides not just one single event on flyer or poster, but a list of events that people have to choose. This offers variety, and mimics how events will look on the actual app. It is also very easy to achieve with very little effort. This activity truly captures the core value of the app and can be repeated multiple times for more accurate data. The MVP tests our assumptions 1 and 2. When students choose to receive the list or fill up the survey, we know there is a need for an app that can offer both search and browse functions to find events, places and things to do around campus. From the survey, we will know if students are truly willing to go to events that interest them.

**MEASUREMENTS OF SUCCESS OR FAILURE:**

- **Students are interested in having a specific campus app that shows events happening around campus.**

We will measure this by checking the number of responses for our survey and the number of flyers distributed. We can also take into account the number of likes/comments our event list gets once posted on social media platforms and groups. Getting more than 50 engagements means there definitely is interest in events and having more than 100 means there is a significant demand.

- **Students are willing to go to events that interest them.**
- We will measure this specifically through our survey. If people are willing to fill out a survey, that by itself means that they are willing to go to events that interest them. On top of that, we will have a question is the survey that reaffirms this assumption. Having more than 60% of survey responds indicate that they are willing to go to events that interest them is a sign of success.

- **Event planners are willing to take the time to list their event on the app.**

This assumption will solely be answered in the survey as we can gauge how many people are interested and willing to create and list their events. If 15% of people are willing, than this is a good sign. Having more than 30% of people indicate that they are willing to list their event is outstanding.

- **Events will be accurate and up to date.**

This assumption can be tested throughout the process of creating the MVP. When creating the event list, we will be experiencing the difficulty of fetching accurate events. We expect it to be moderately difficult. We can create a ratio of up to date accurate events versus outdated inaccurate events. If the ratio is higher than 90%, event fetching will not pose big problems, but rather, will be a minor occurrence that we will have to monitor. Anything less than 90% will seriously affect the usability of the app, as students will not use an app with wrong event information.

- **Students are willing to download an app from the app store.**

This assumption can be tested by actually launching our app. App stores allow developers to see their conversion rate, which is the percentage of people that actually download the app after clicking on the page. If the app has a conversion rate that is high enough for our standards, then we will continue using the current version. If our conversion rate is too low, it may be a sign that we have to make changes to the app viewing screen to better display its value proposition for potential users.

| CONTRIBUTION MATRIX |
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| TEAMMATE NAMES | 1-PAGER | PITCH PREP | CUSTOMER DISCOVERY DATA | PERSONA CREATION | PROTOTYPE CREATION | MVP PLAN | TEAM MEETINGS | REPORT EDITING AND FORMATTING |
|---|---|---|---|---|---|---|---|---|
| Brendan Brosnan | X | X | X | X | | X | X | X |
| Chann Lee | X | | X | | | X | X | X |
| Georges Junior Naddaf | X | X | X | | X | X | X | X |
| Jinyi Wei | X | | X | X | | X | X | X |

**COMMENTS:**

"Our team was excellent and everyone contributed significantly." - Georges

"It was a pleasure to work with my team. Every member brought a unique perspective that added value to the team." - Brendan

"This is the best team that I have worked with. Everyone is very encouraging and supportive."-Jinyi

"Great teamwork, great performance. All of us were positive and enthusiastic."-Chan