



Team 12  
Evenia  
Roberto  
Dennis  
Paulina  
Berk



Storyboard



Prototype



Business  
Model  
Canvas

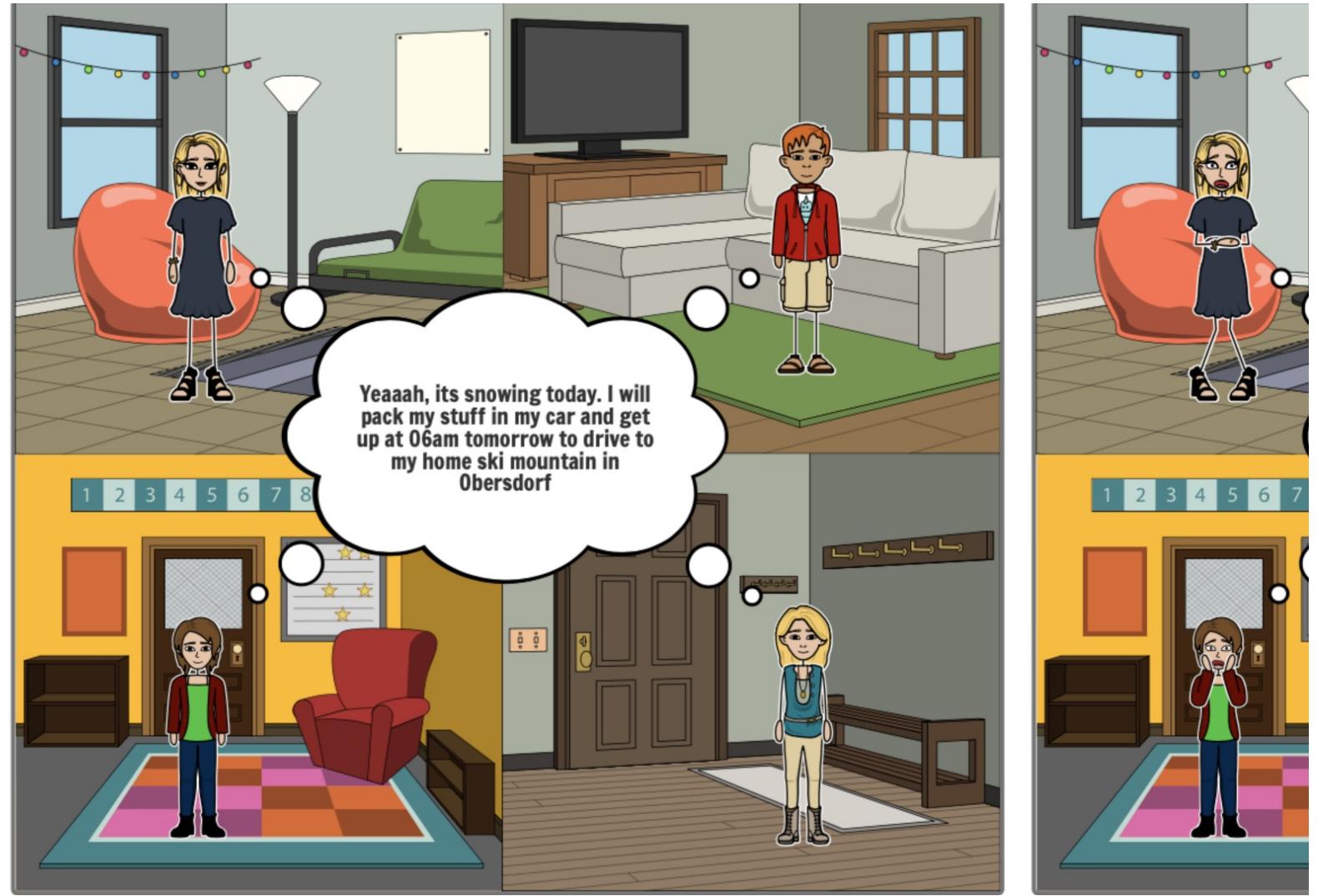


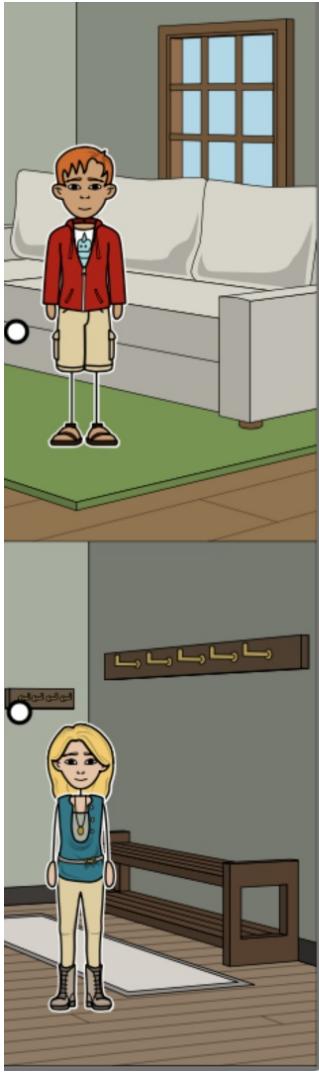
Challenge  
Contribution  
Value

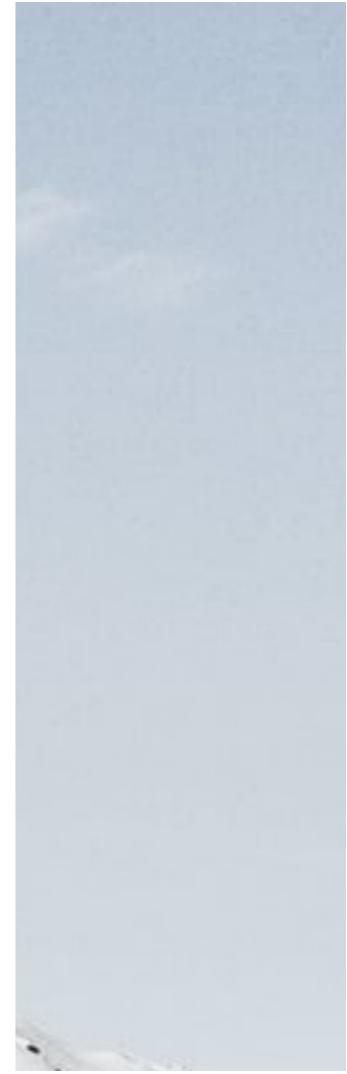
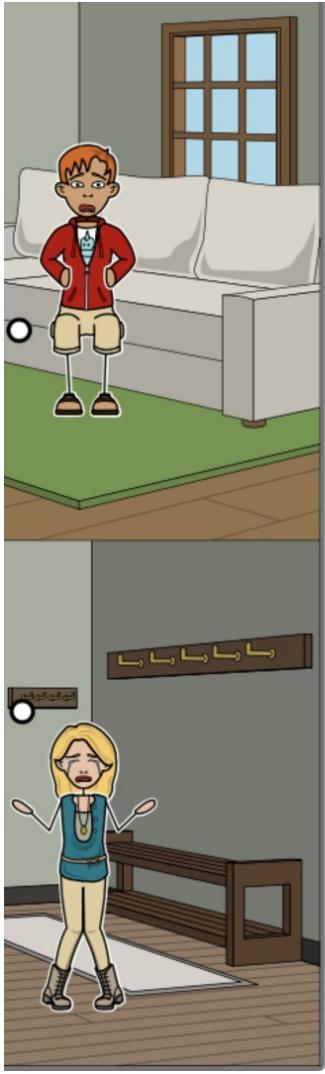


Reflection













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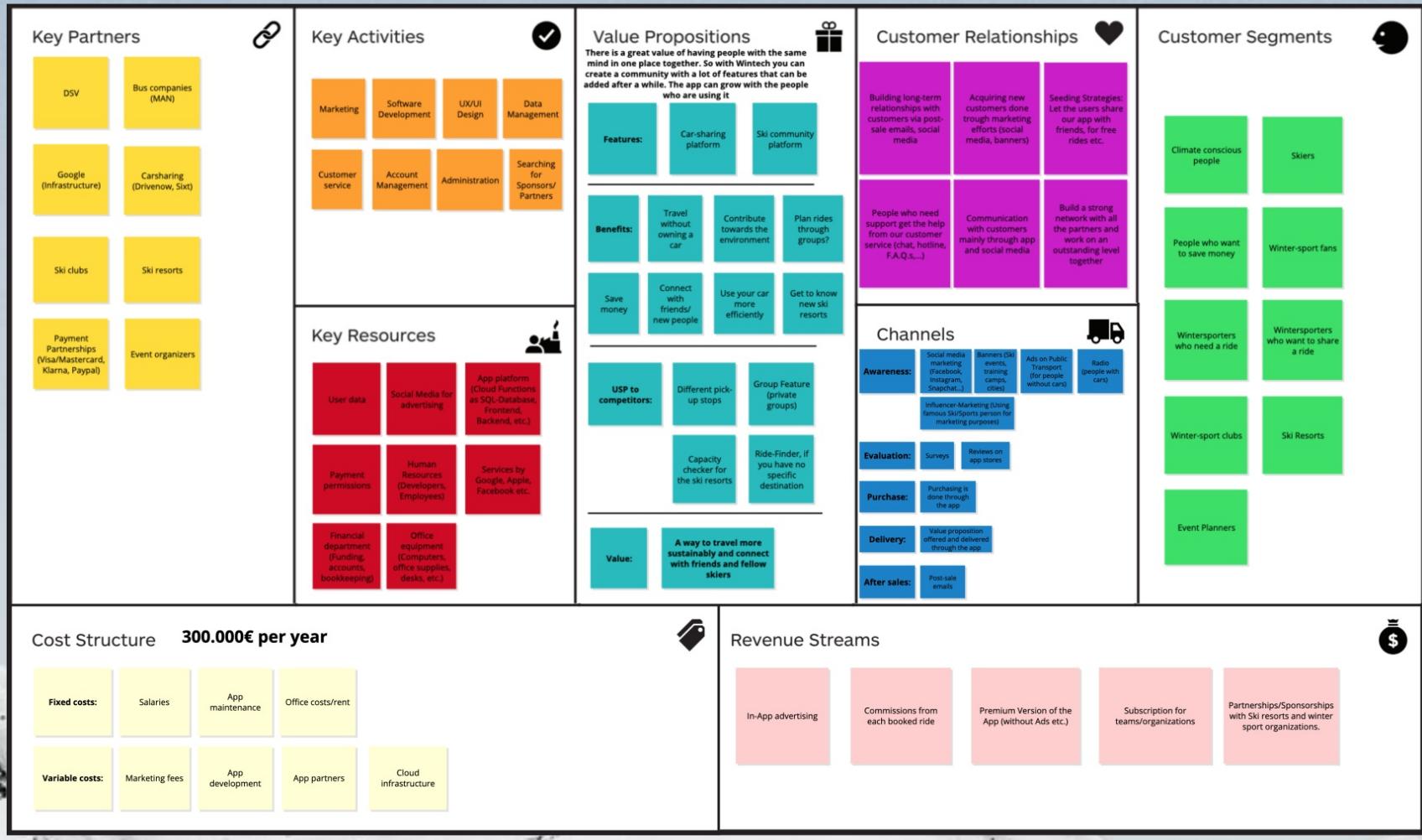
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Reflection



more  
efficiently

new ski  
resorts

k-  
Group Feature  
(private  
groups)

ts  
Ride-Finder, if  
you have no  
specific  
destination

vel more  
and connect  
and fellow  
's

## Channels



### Awareness:

Social media  
marketing  
(Facebook,  
Instagram,  
Snapchat...)

Banners (Ski  
events,  
training  
camps,  
cities)

Ads on Public  
Transport  
(for people  
without cars)

Radio  
(people with  
cars)

Influencer-Marketing (Using  
famous Ski/Sports person for  
marketing purposes)

### Evaluation:

Surveys

Reviews on  
app stores

### Purchase:

Purchasing is  
done through  
the app

### Delivery:

Value proposition  
offered and delivered  
through the app

### After sales:

Post-sale  
emails

Wintersporters  
who need a ride

Winter-sport clubs

Event Planners

Travel more  
and connect  
with friends and fellow  
travelers

**Delivery:**

Value proposition  
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through the app

**After sales:**

Post-sale  
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Event Planners

## Revenue Streams



In-App advertising

Commissions from  
each booked ride

Premium Version of the  
App (without Ads etc.)

Subscription for  
teams/organizations

Partnerships/Sponsorships  
with Ski resorts and winter  
sport organizations.



Financial department  
(Funding, accounts, bookkeeping)

Office equipment  
(Computers, office supplies, desks, etc.)

Value:

A way to travel sustainably with friends and family

## Cost Structure **300.000€ per year**

**Fixed costs:**

Salaries

App maintenance

Office costs/rent

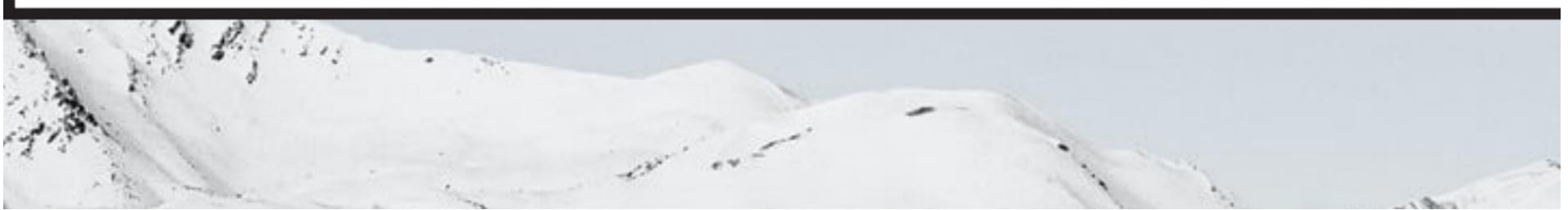
**Variable costs:**

Marketing fees

App development

App partners

Cloud infrastructure





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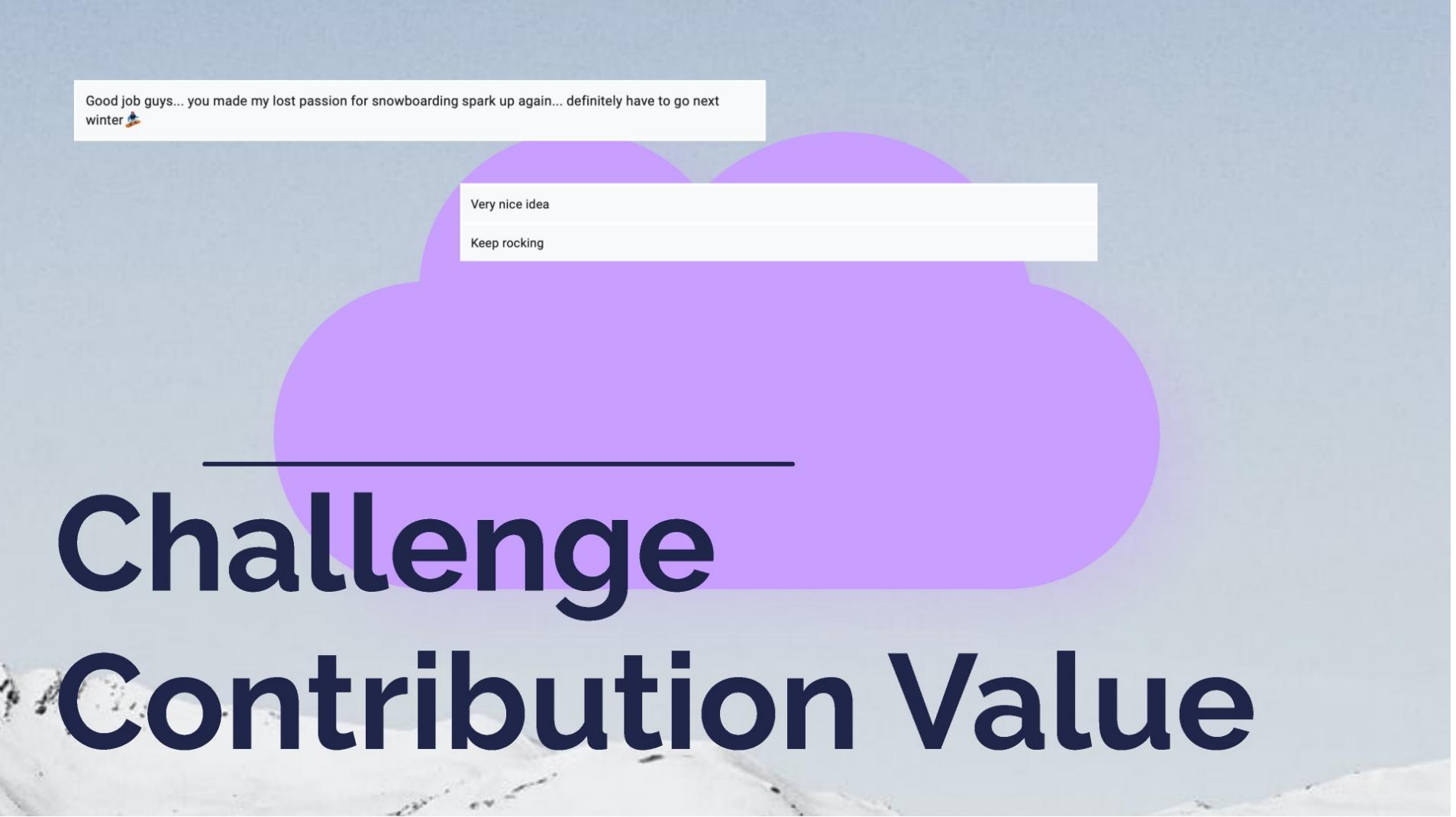
# **Challenge Contribution Value**



Good job guys... you made my lost passion for snowboarding spark up again... definitely have to go next winter! 🎿

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# Challenge Contribution Value



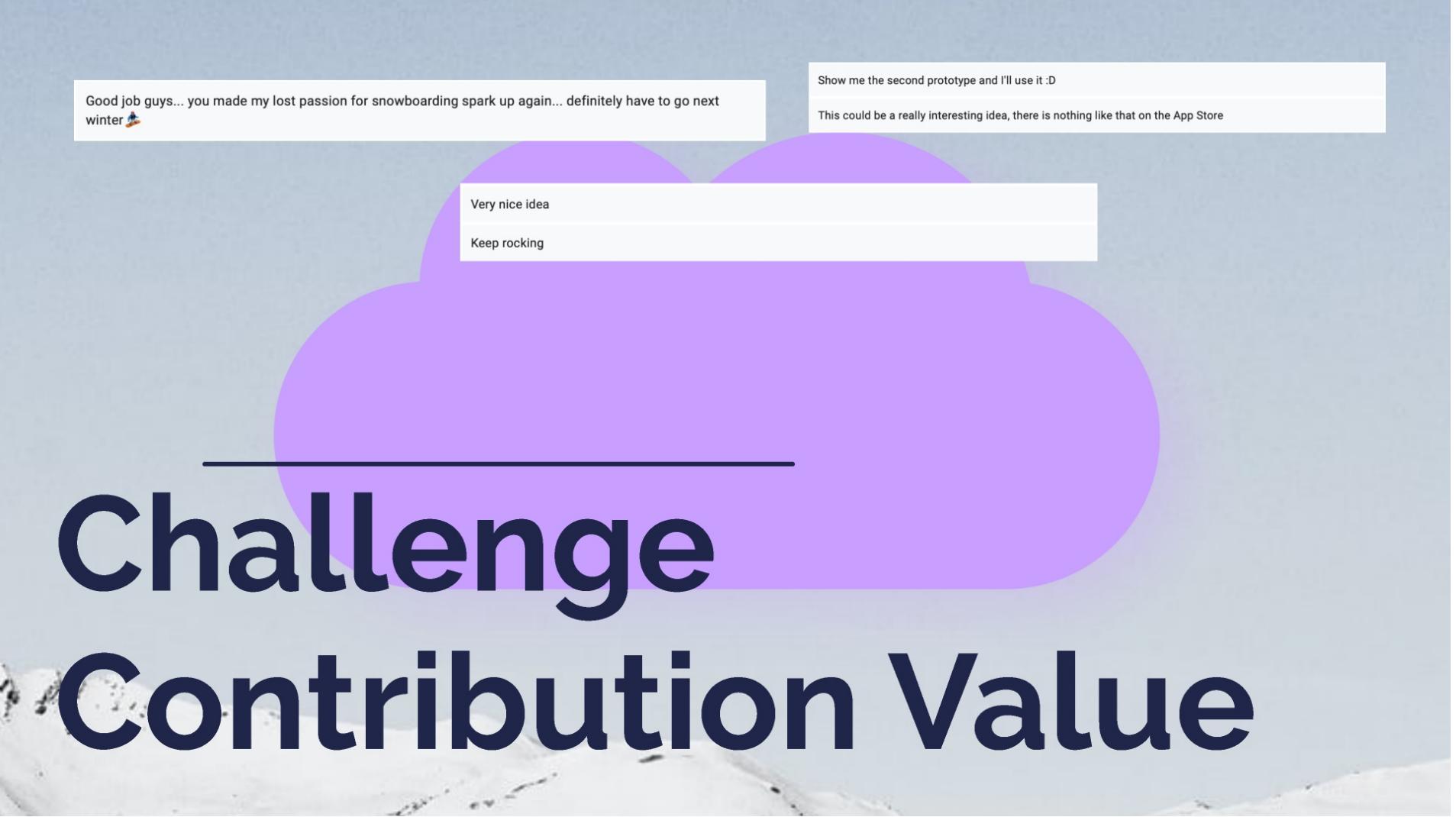
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Very nice idea

Keep rocking

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Show me the second prototype and I'll use it :D

This could be a really interesting idea, there is nothing like that on the App Store

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I truly like the idea of sustainable transportation in general. It will definitely make a big impact in our environment when it is nicely spread its utilization and proven to be efficient and save at the same time.

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I truly like the idea of sustainable transportation in general. It will definitely make a big impact in our environment when it is nicely spread its utilization and proven to be efficient and save at the same time.

The Ride Finder is a cool idea

I liked the section with the ride-finder a lot

Everything so far. A better version of blablacar

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