

ECOskiers

by AlpineECONomics



Agenda

-
- Introduction to Concept

-
- Demonstration of App

-
- Business Model

-
- Reflection
-



Introduction

Did you ever think about how sustainable your go-to ski resort is?

- *Future of winter sports*
- *Ski resorts can act more or less sustainable*
- *Choosing a “sustainable ski resort” for a more environmentally friendly impact*

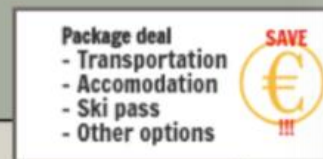
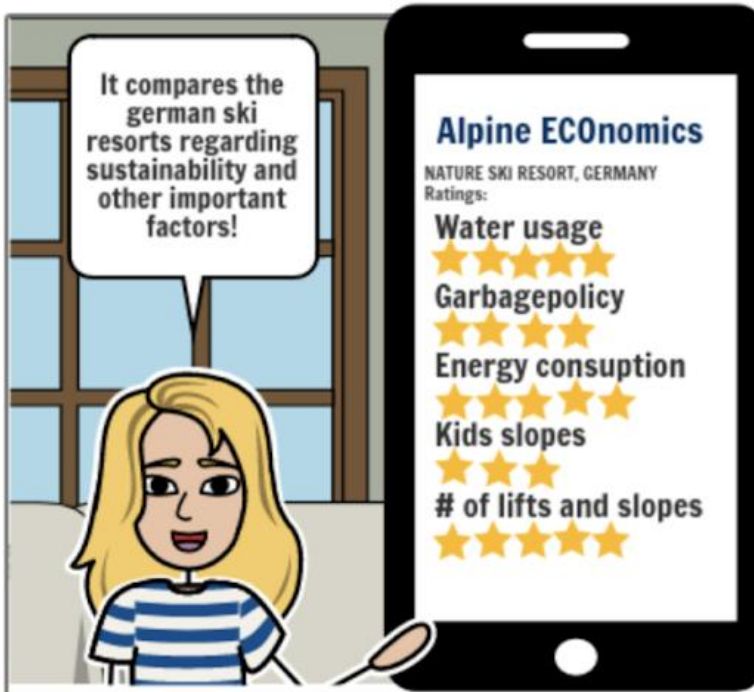
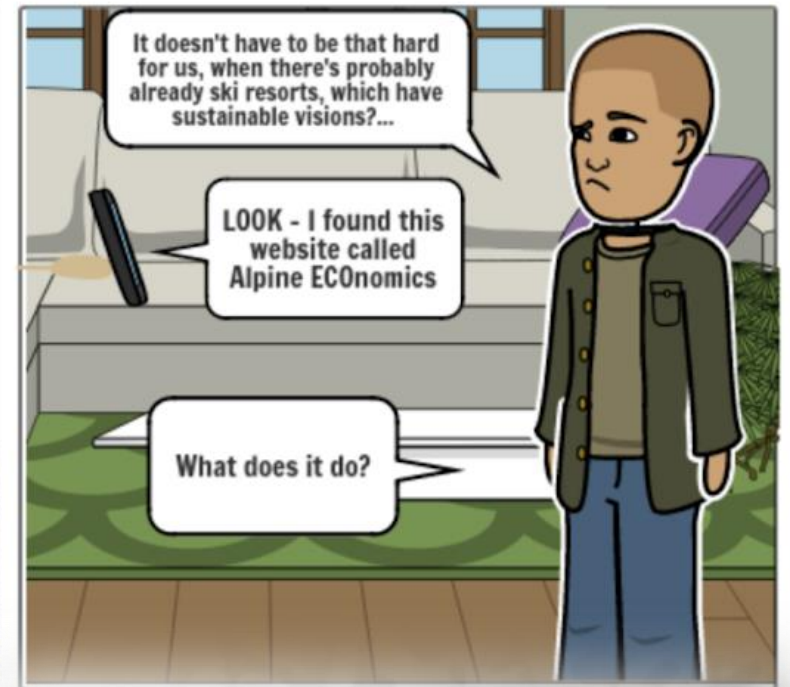
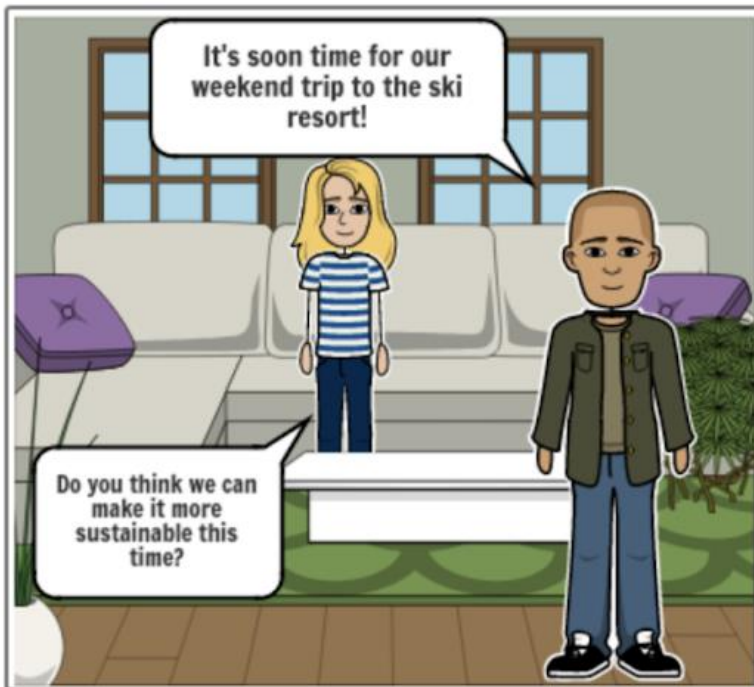
Our idea

- *An easy structured app to find out which ski resort is sustainable*
- *Simplify the booking process*

Our vision

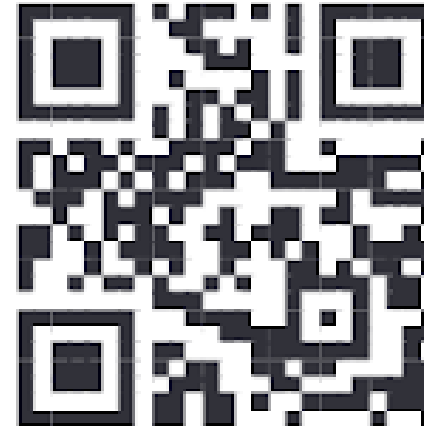
- *Making sustainable skiing simple*





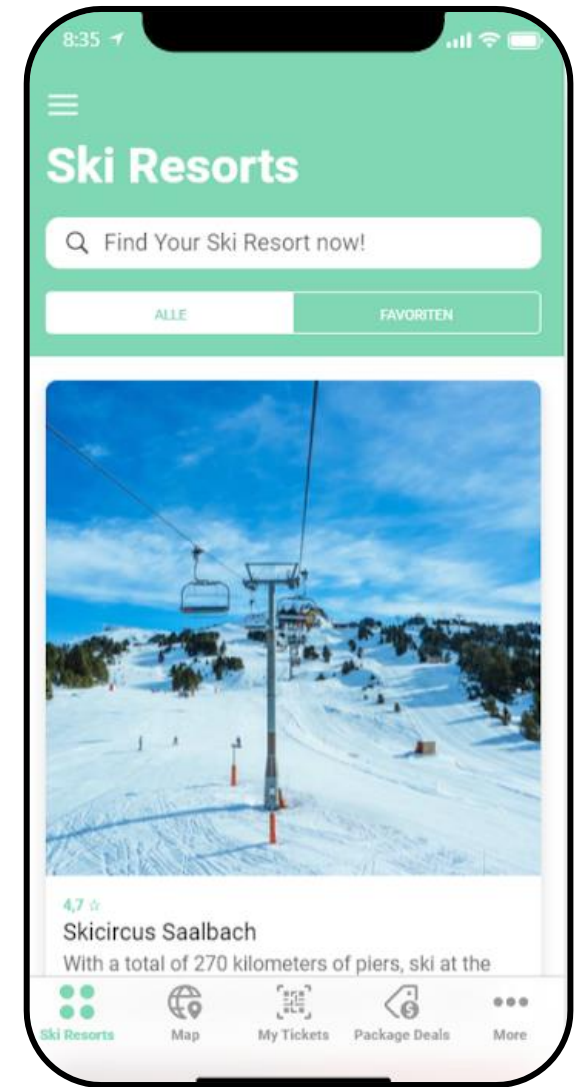
TO BE CONTINUED...

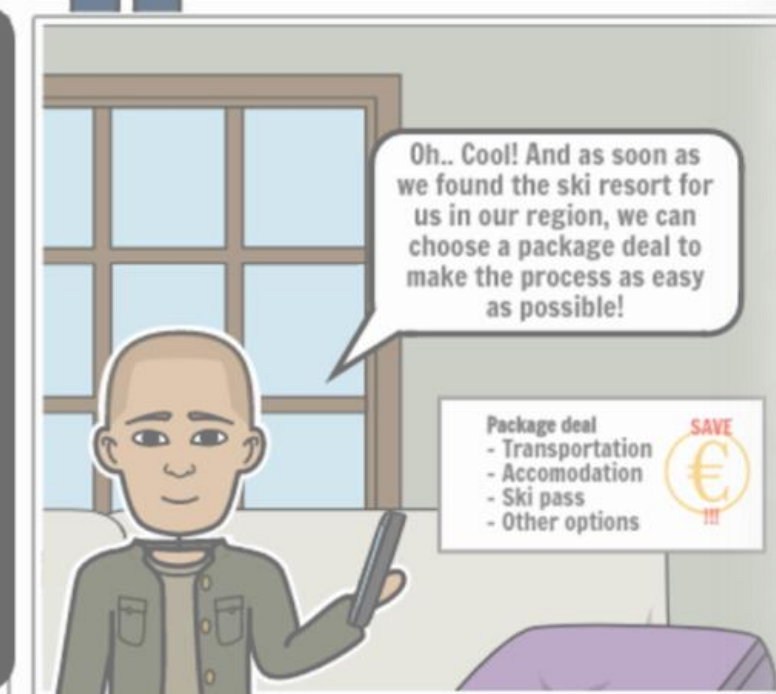
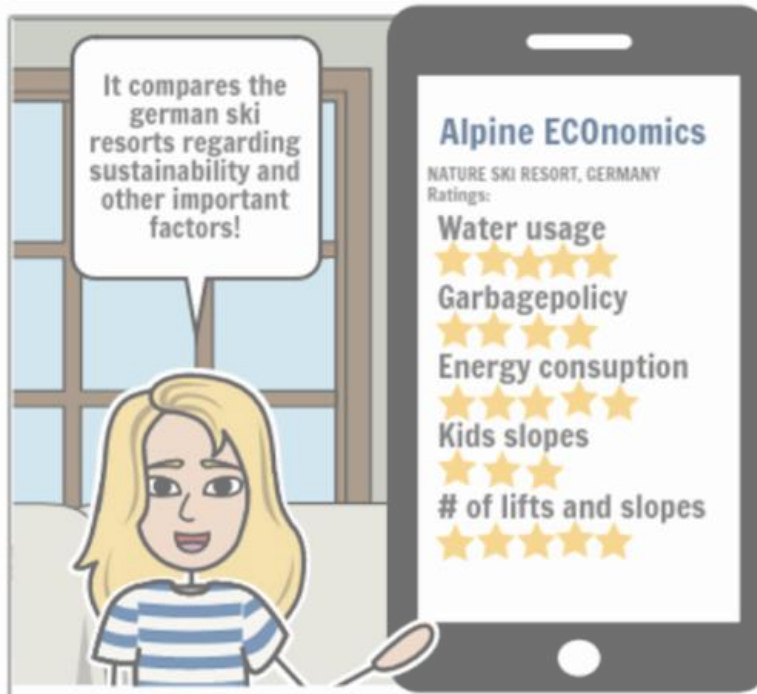
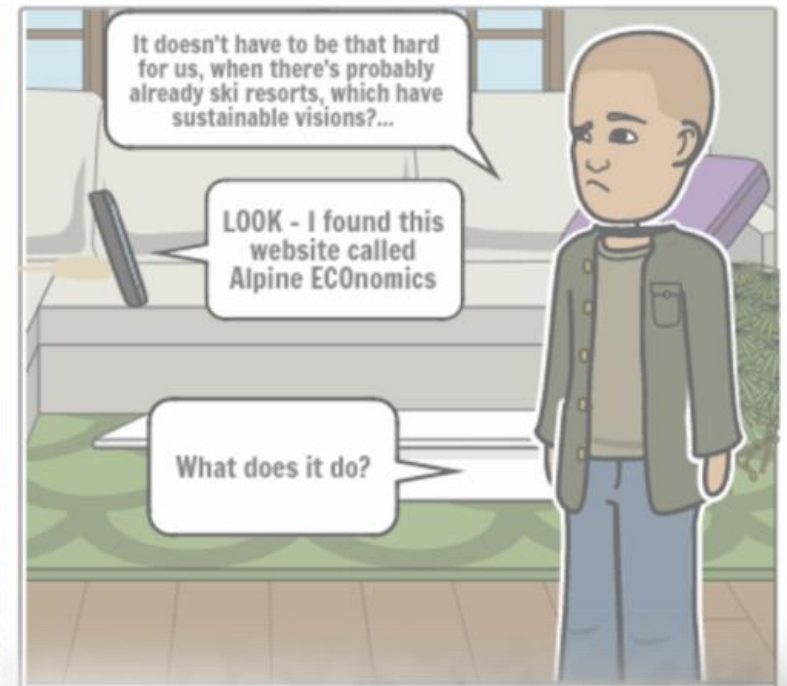
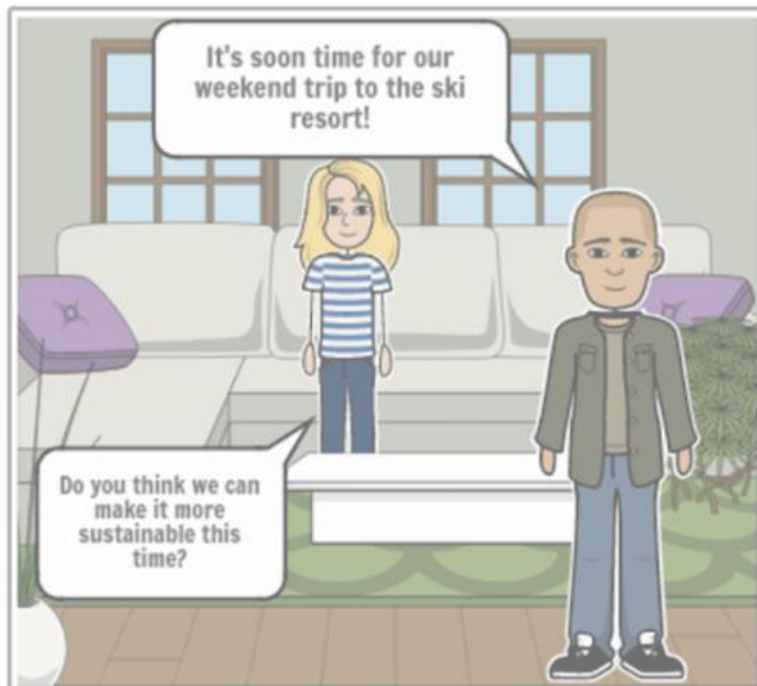
Let's have a look and see how Mathias and Anna solve their problem...



ECOskiers

von Alpine ECONomics Team





Business Model Canvas

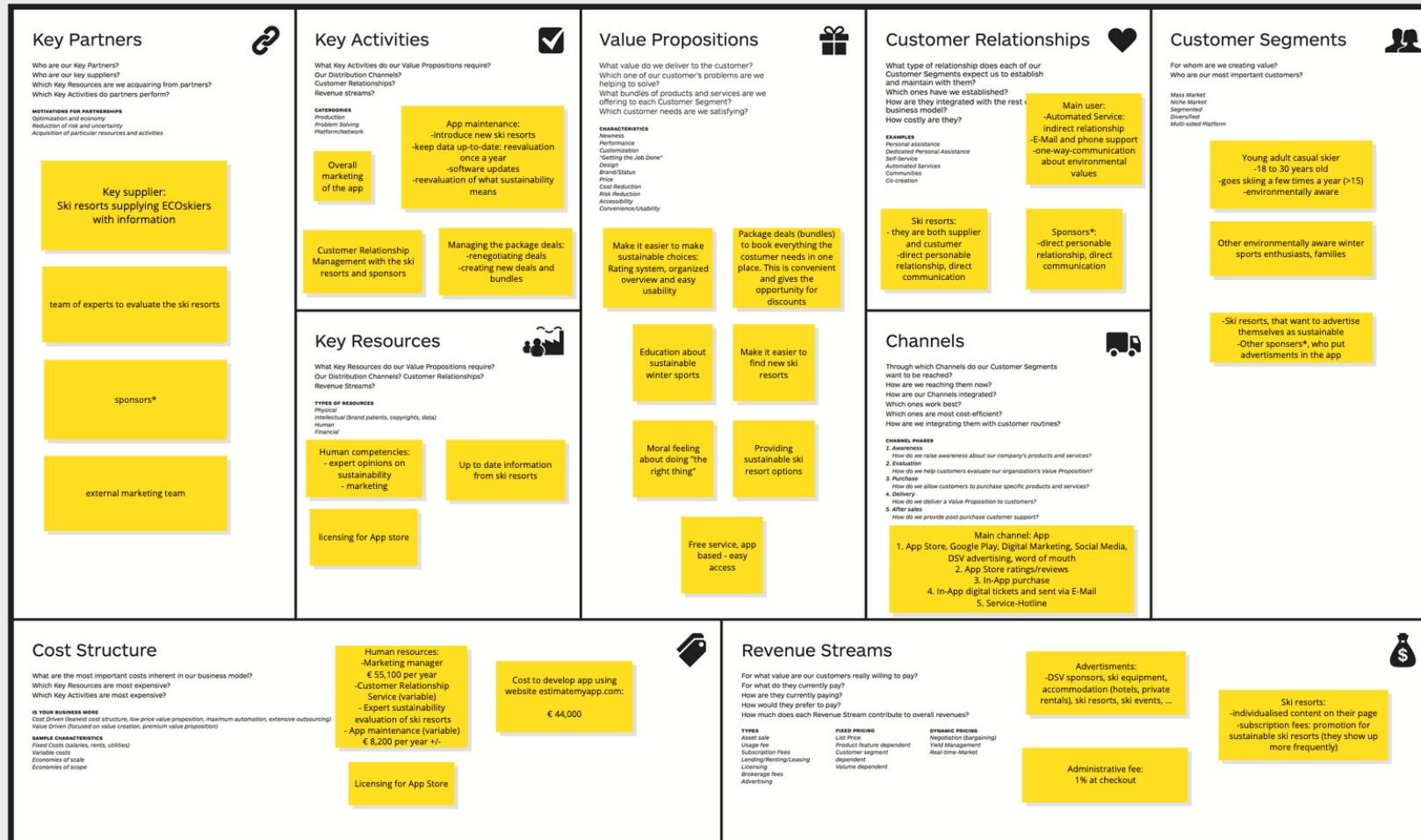
The Business Model Canvas

Designed for: **ECOSkiers**

Designed by: **Alpine ECONomics**

Date: **11-05-2021**

Version: **v1**



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

* sponsor= company customer that pays for having ads in the app

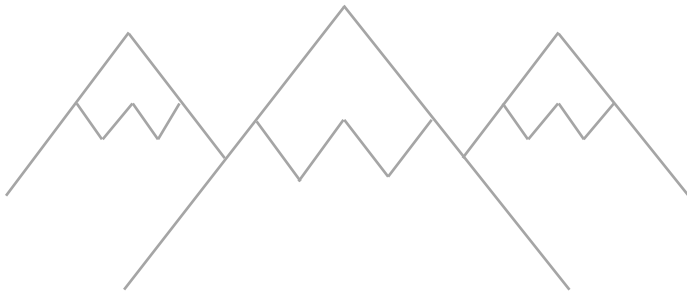
 **Strategyzer**
strategyzer.com



Business Model Canvas

Value Proposition

- Make it easier to make sustainable choices with savings and discounts
- Educate people on making winter sports more sustainable



Main Customer Segments

- Young adult casual skier (18-30 years old)
- Environmentally aware sports enthusiasts
- Ski resorts and sponsors



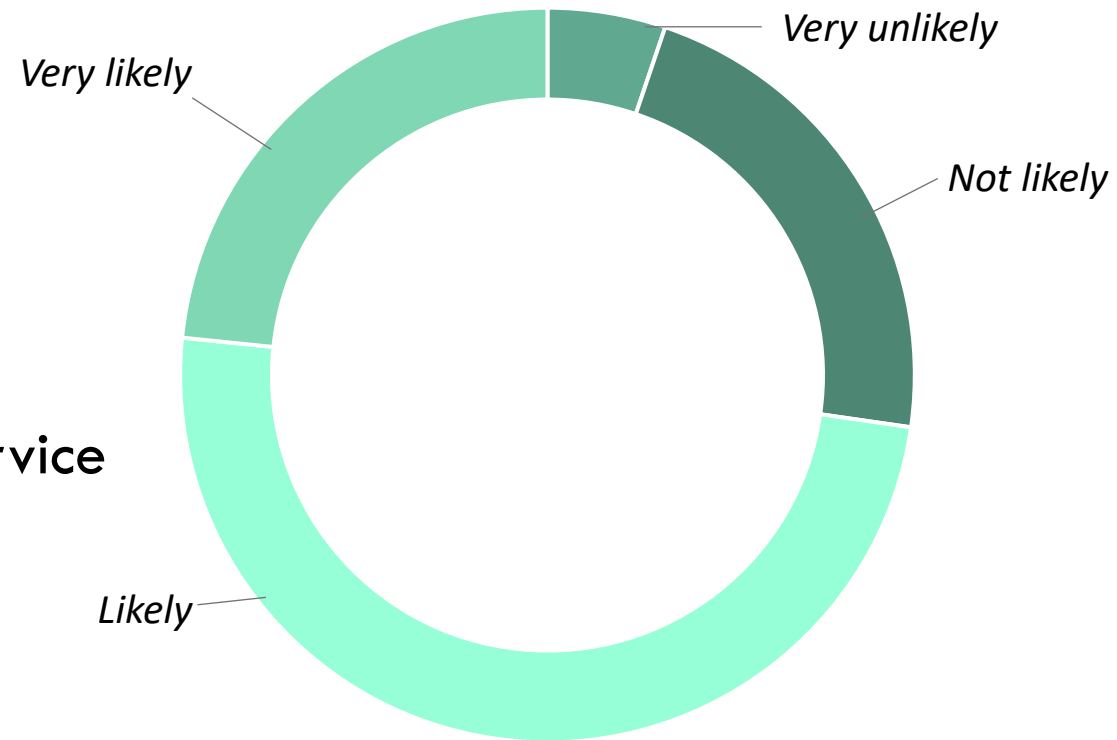
User Survey Feedback

- Questionnaire answered by 77 people
- 68% were aged in our main target group

Most important takeaway:

- 75% of respondents said they would use app/service if it was available now
- Proof of Concept

How likely is it that you will use the service of ECOskiers if it was available now?



Revenue Streams

3 streams of income:

- In-app advertisements
- Individualized content for ski resorts (pictures and introductory text)
- Brokerage Fee



Cost Structure



Source: [estimatemyapp.com](https://www.estimatemyapp.com)

- Relatively cheap
- Human competencies - outsourced expert sustainability evaluations of ski resorts
- Marketing team - internal or outsourced
- Customer Service and App Maintenance
- **Business is viable**



Why is our challenge contribution

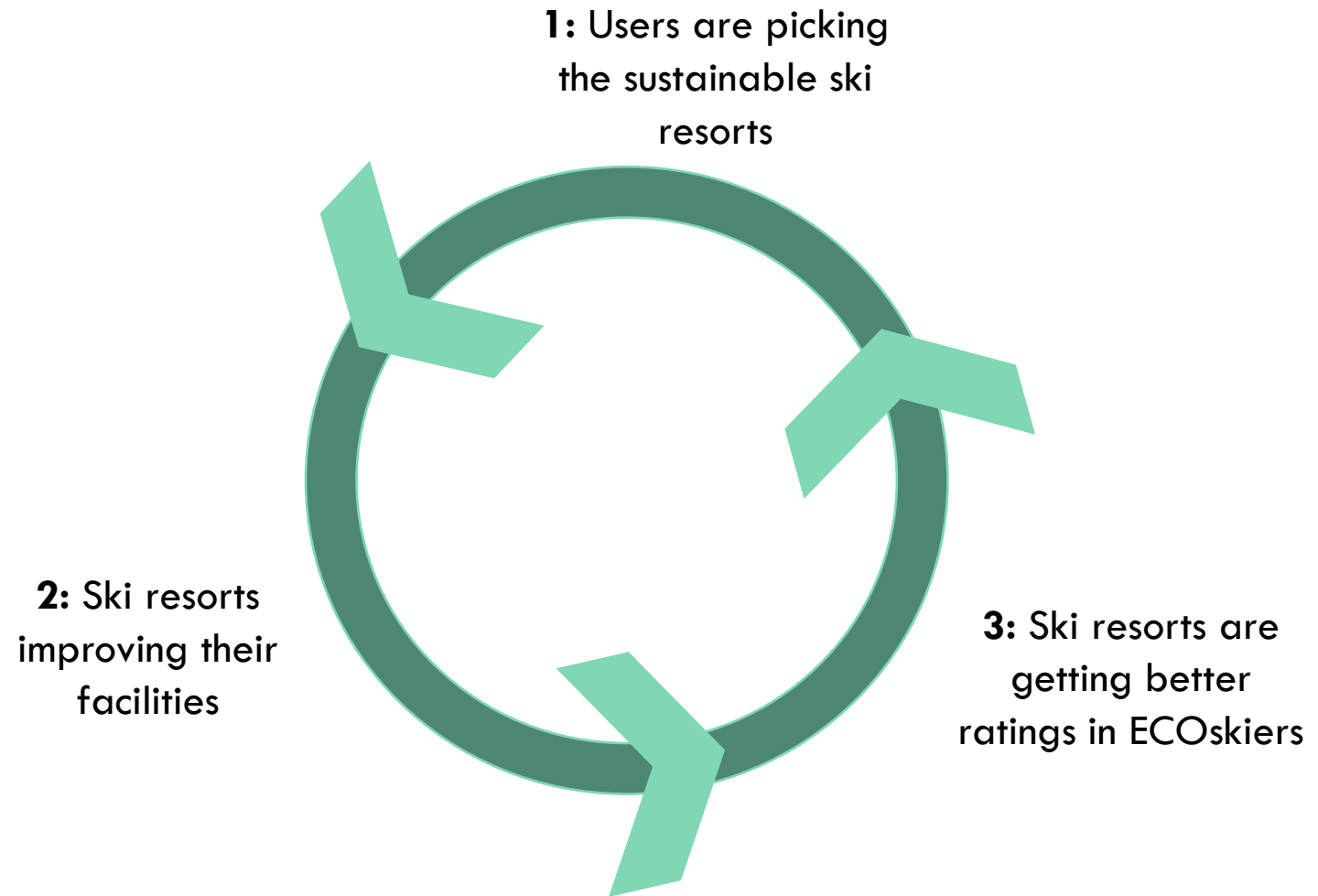
Ski Resorts



Encouraged to
improve facilities
and policies

=

Building a
sustainable future
for winter sports



Reflection

Teamwork

- International students
- Improving teamwork abilities
- Sharing competences

Challenge

- Educating ourselves about sustainability and winter sports
- App prototyping was a great experience

Virtual Course Format

- Informative and organized meetings
- Giving coaching sessions
- Plenty of feedback from course professors



Thank you for your attention!

