



SNOW RIDER

DEVELOPED BY



Storyboard

Prototype

Business
Model

Conclusion

Storyboard



HMW

Exchange
CO2 for
trees

How Might We (HMW) Statement

Team Green Shapers

1 Action
Redesign, encourage,
improve, solve,...

2 Subject
millennials, sales managers,
retired women, CEOs, ...

3 Outcome
frictionless, affordable, fun,
engaging, ...

Optimize
transportation to Ski
Resorts

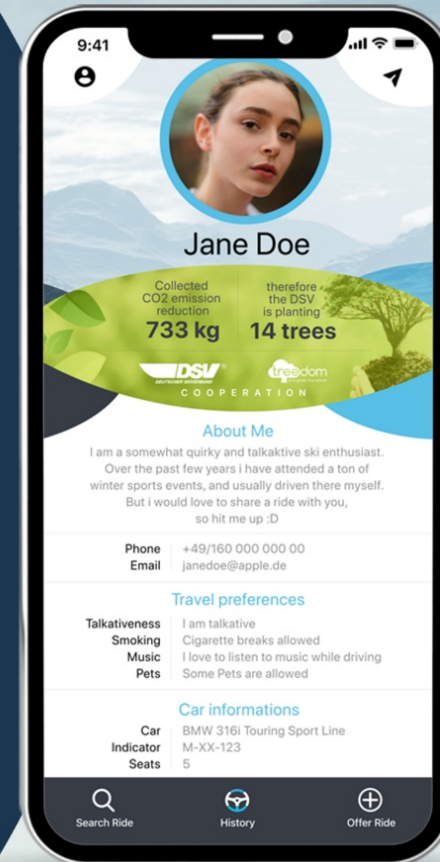
long distance
traveling
amateur winter
sportler

Reduce overall
CO2 generated
by wintersport
events.

How might we optimize transportation to ski resorts for long distance traveling amateur winter sport enthusiasts to reduce overall CO2 generated by wintersport events?

Exchange CO2 for Trees

- How much CO2 was saved?
- How many trees were planted?



Prototype

- Developed on the Figma platform
- Example demonstration with an Use Case



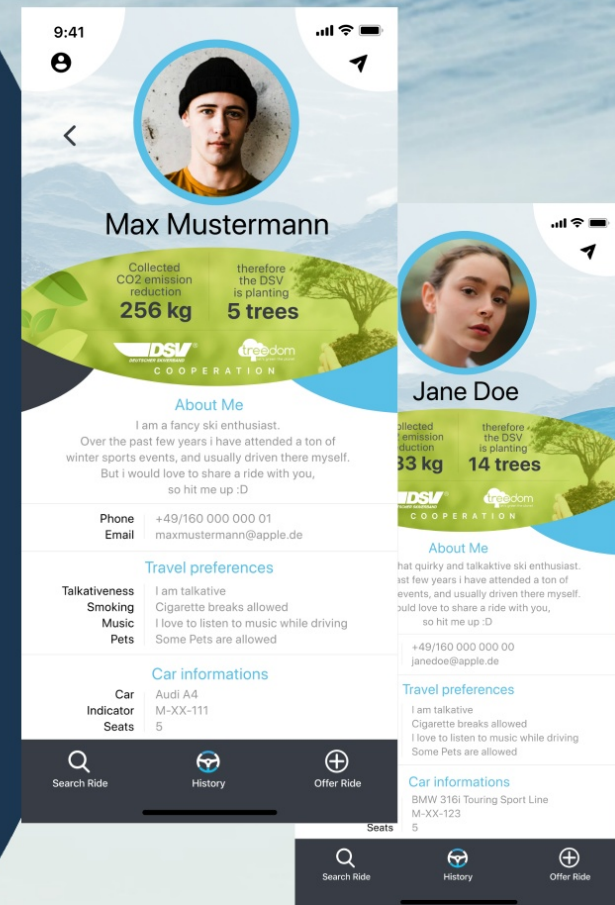
Use Case

CO2 Emission
Reduction
Counter

Use Case

Max Mustermann will offer a ride and Jane Doe will send a request to that ride.

Lets show this on the live demo.



CO2 Emission Reduction Counter

Calculation:

Gasoline Car:

28.6 kg / 3 People = 9.53 kg/Person

28.6 (Own Emission) - 9.53 = 19.07 kg

You have saved:

19.07 kg of CO2 emission

Exchange CO2 for trees



Business Model Canvas

- Innovation-as-a-service partner for DSV

The Business Model Canvas

Designed for: **Snow Rider**

Designed by: **Green Shapers**

Date: **05.05.**

Version: **1.0**



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

strategyzer
strategyzer.com

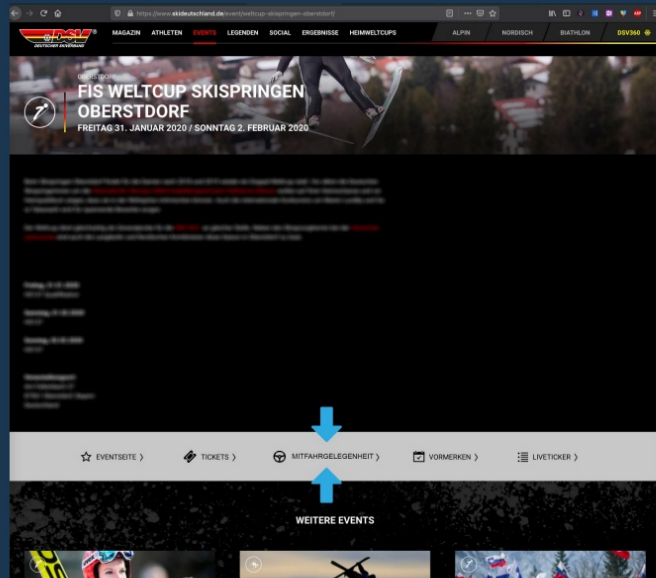
Desirability

Feasibility

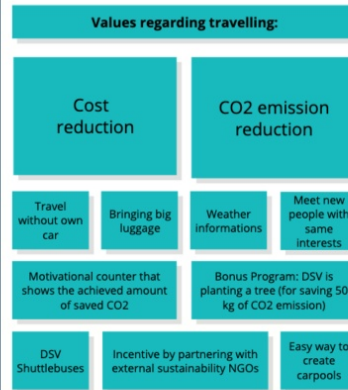
Viability

Desirability

- Two-sided-market



Value Propositions



Customer Relationships



Channels

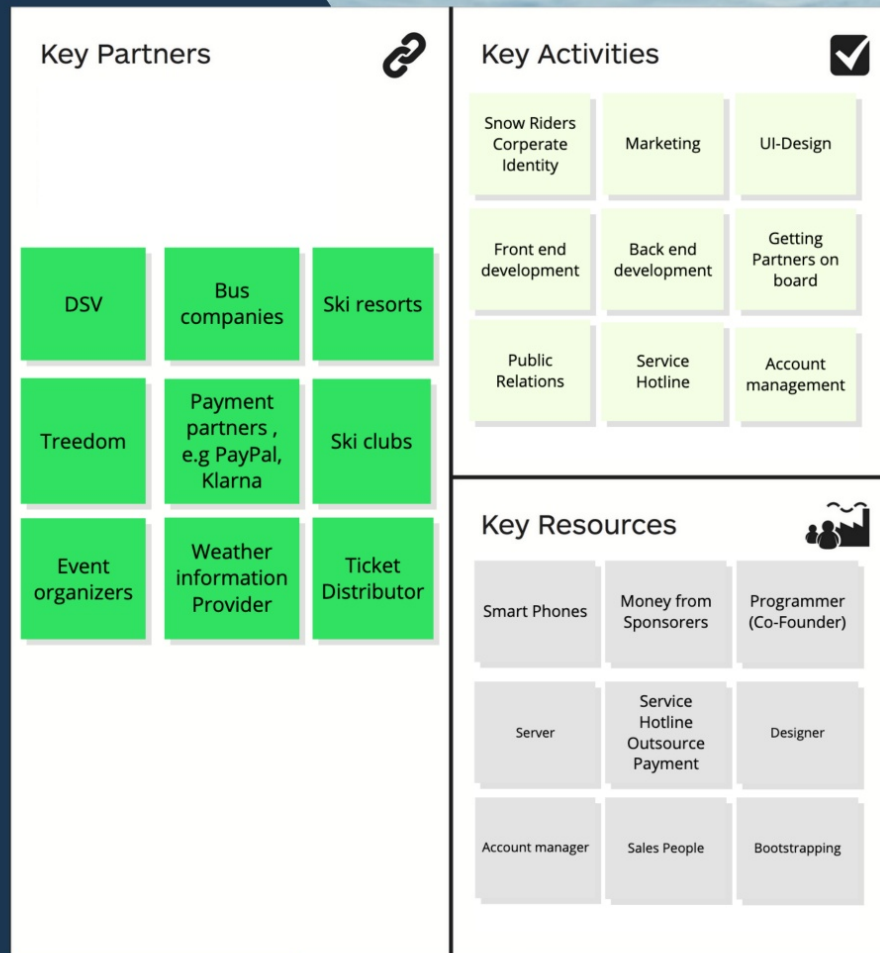


Customer Segments



Feasibility

- DSV as core partner
- Treedom as planting tree partner

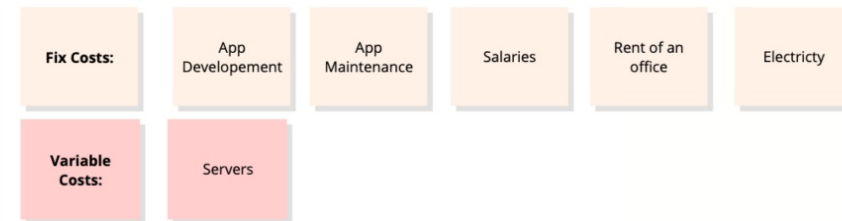


Viability

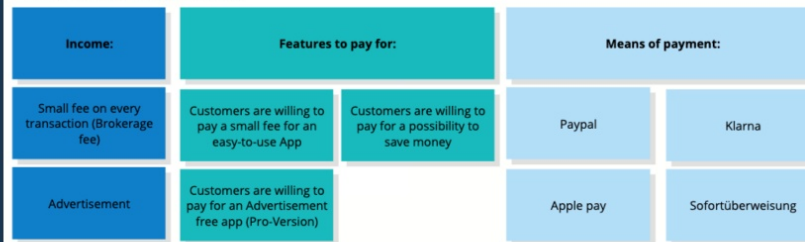
- Estimated cost: 41,400\$
- Small brokerage fee of 2-5%

Cost Structure

Estimated app-costs: 41.400\$



Revenue Streams



Global X Challenge Conclusion

- Overcoming hardships
- Teamwork
- Valuable experience for future projects
- Overall a challenging course
- Diverse team with different opinions and skills



End Card



Thanks for listening!



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