



Pacemakers

Team 21

Agenda

1. Our contribution to the challenge
2. Digital Solution: Boostive
 - 2.1. Key Features
 - 2.2. Live Prototype
3. Business model canvas of Boostive
4. Value of our contribution to the challenge
5. Experience GXC Challenge



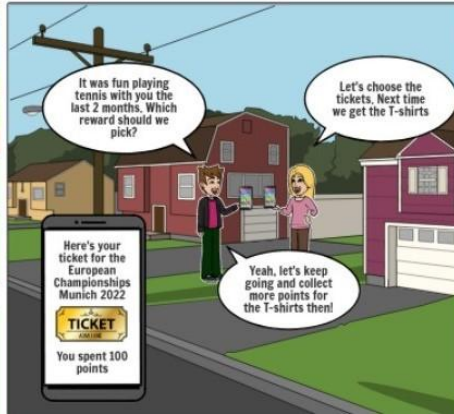
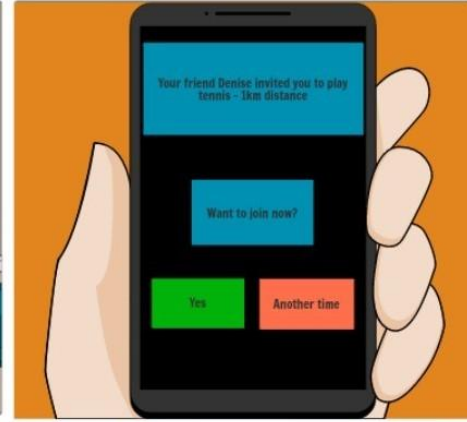
1. Our contribution to the challenge

International Virtual Innovation Challenge Spring 2021

How can the European Championships Munich 2022 motivate their visitors and spectators to do more sports and inspire them to lead more active lifestyles, creating a positive impact for local sport clubs and society as a whole?



How might we motivate inactive digital natives to develop passion for sport activities?



1. Our contribution to the challenge

Storyboard goal

We want inactive digital natives to develop long term passion for sport activities



2. Digital Solution:



BOOSTIVE
BE ACTIVE, BE HEALTHY

**Creates Motivation by
Access, Community, Gamification and Rewards**

2.1 Key features of Boostive



BOOSTIVE
BE ACTIVE, BE HEALTHY



For each Activity you will receive Coins and Boosts.

Gain Coins and Boosts for joining Activities



You'll pay with your Coins in the Shop.

Redeem Coins in the Boostive Reward Shop



It can be demotivating to do sports alone, that's why you should invite your Friend to you an activity.

Invite Friends to Activities and do Sports together



To motivate yourself more, you compete with your Friends and your local Community through a Ranking.

Compete with Friends and your local Community through Boosts



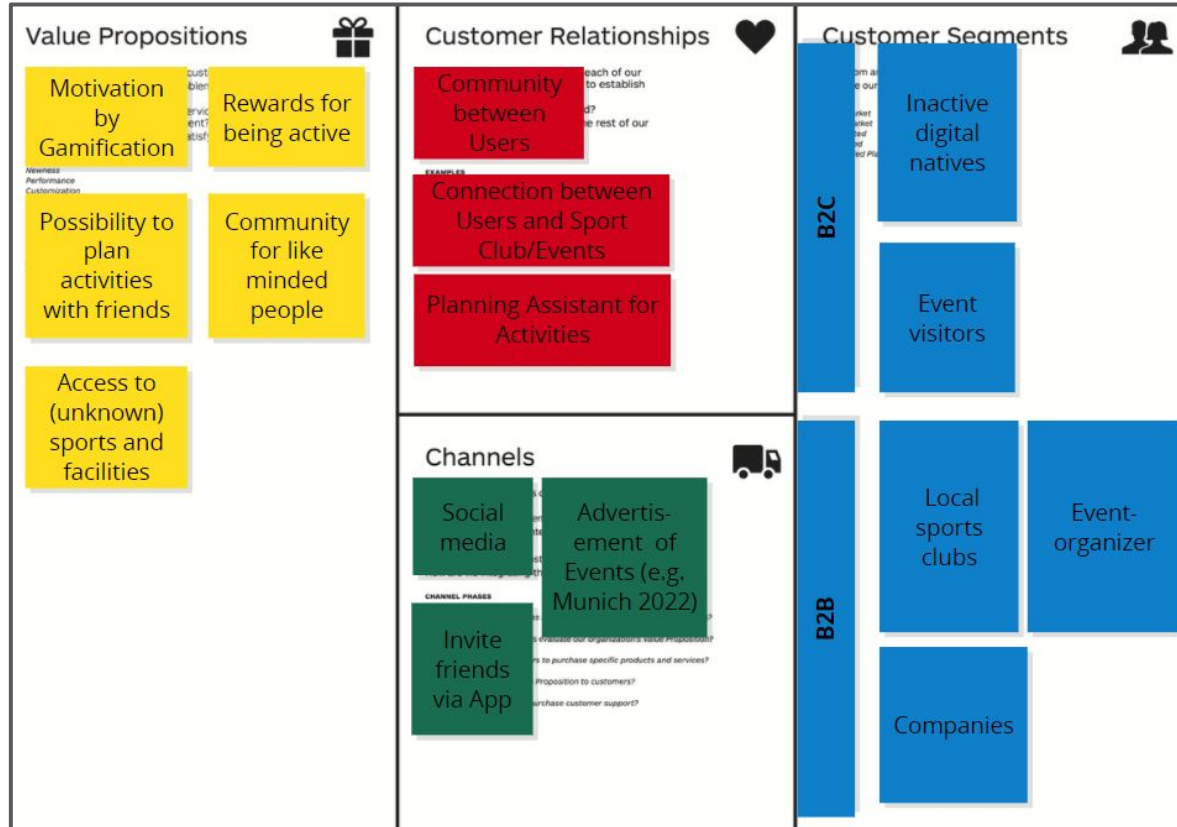
2.2. Prototype



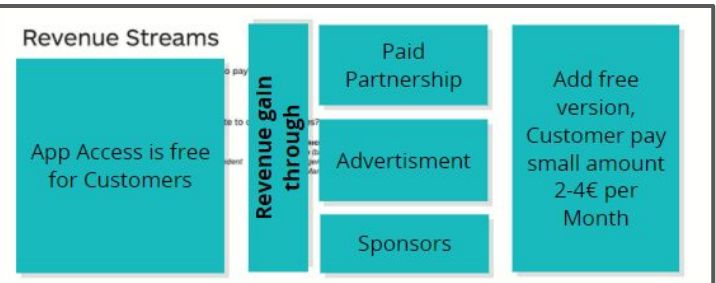
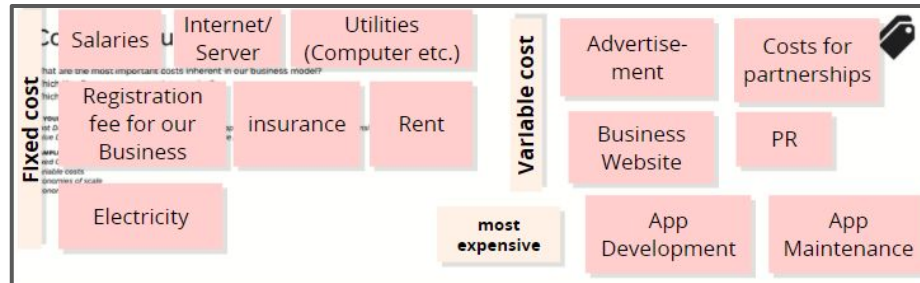
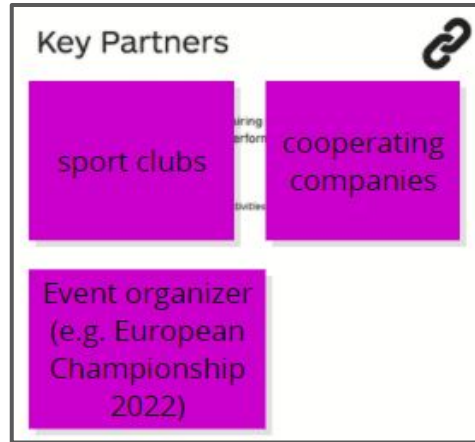
BOOSTIVE

BE ACTIVE, BE HEALTHY

3. BMC - Desirability



3. BMC - Viability and Feasibility



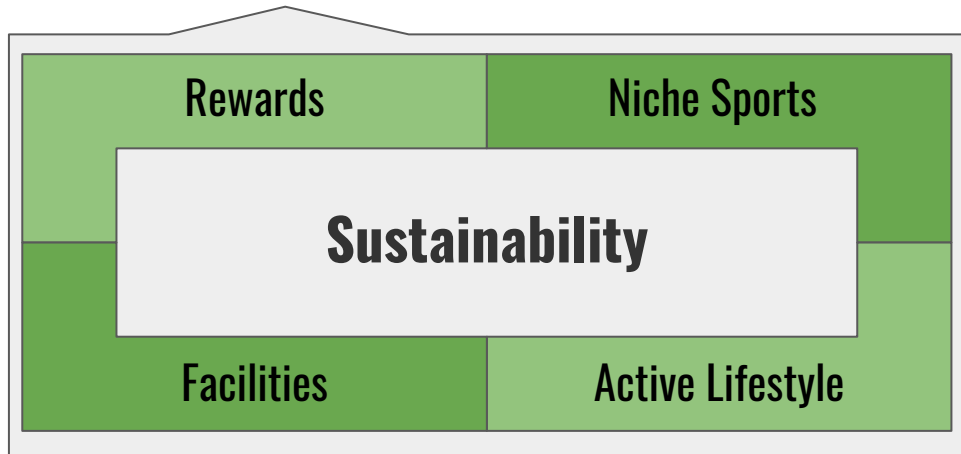
4. Value of our contribution to the challenge

Boostive connects people with the European Championships

Boostive creates motivation for people to get and stay active

How can the European Championships Munich 2022 motivate their visitors and spectators to do more sports and inspire them to lead more active lifestyles, creating a positive impact for local sport clubs and society as a whole?

Boostive connects people with local sports clubs and gives them an opportunity to gain members



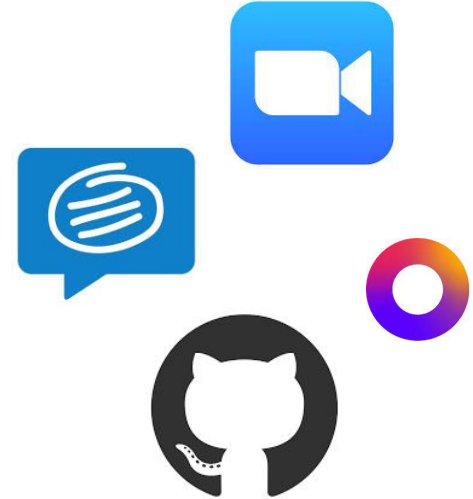
5. Experience GXC Challenge

- **Teamwork**
 - Cooperation in international and locally distributed teams
 - Hands on mentality
 - Improving English communication skills
- **Coaching in course setting**
 - Professional coaching and input from different experts
 - Learning about good and effective communication
 - Learning about different techniques and tools



5. Experience GXC Challenge

- Experience in virtual course
 - Working in virtual environment
 - Usage of tools for remote teamwork (GitHub, Zoom, Conceptboard)
 - Location → everywhere you want / no classroom feeling
 - Time → own work whenever possible



Ready to be a Booster?



Be active, Be healthy