



Pacemakers

Team 21

Agenda

1. The challenge contribution of Pacemakers
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



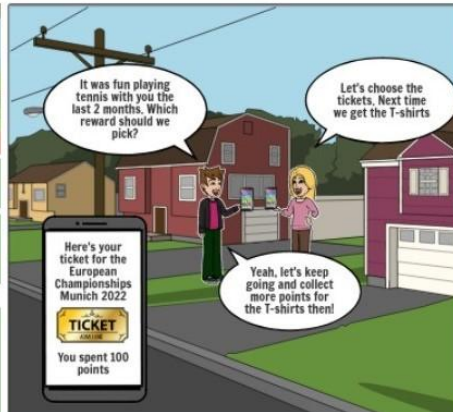
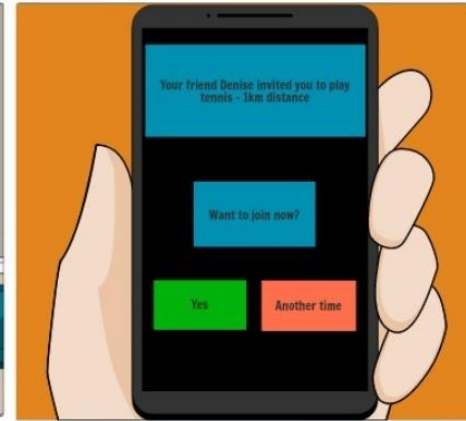
1. The challenge contribution of Pacemakers

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?



Storyboard



1. The challenge contribution of Pacemakers

Storyboard goal

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



2. Digital Solution: Boostive

Boostive creates Motivation by Access, Community, Gamification and Reward



BOOSTIVE
BE ACTIVE, BE HEALTHY

2.1. Key Features



For each Activity that is offered on the App you will receive Coins and Boosts



You'll pay with your Coins in the Shop. Choose your Reward which can be Coupons, Services and sustainable Products.



It can be demotivating to do sports alone that's why you should invite your Friend to the Activity you want to attend to



To motivate yourself more, you compete with your Friends and your local Community through a Ranking. That Ranking functions through the collected Boosts. That means whoever does more Activities will be on the 1st Place

Gain Coins and Boosts for joining Activities

Redeem Coins in the Boostive Reward Shop

Invite Friends to Activities and do Sports together

Compete with Friends and your local Community through Boosts



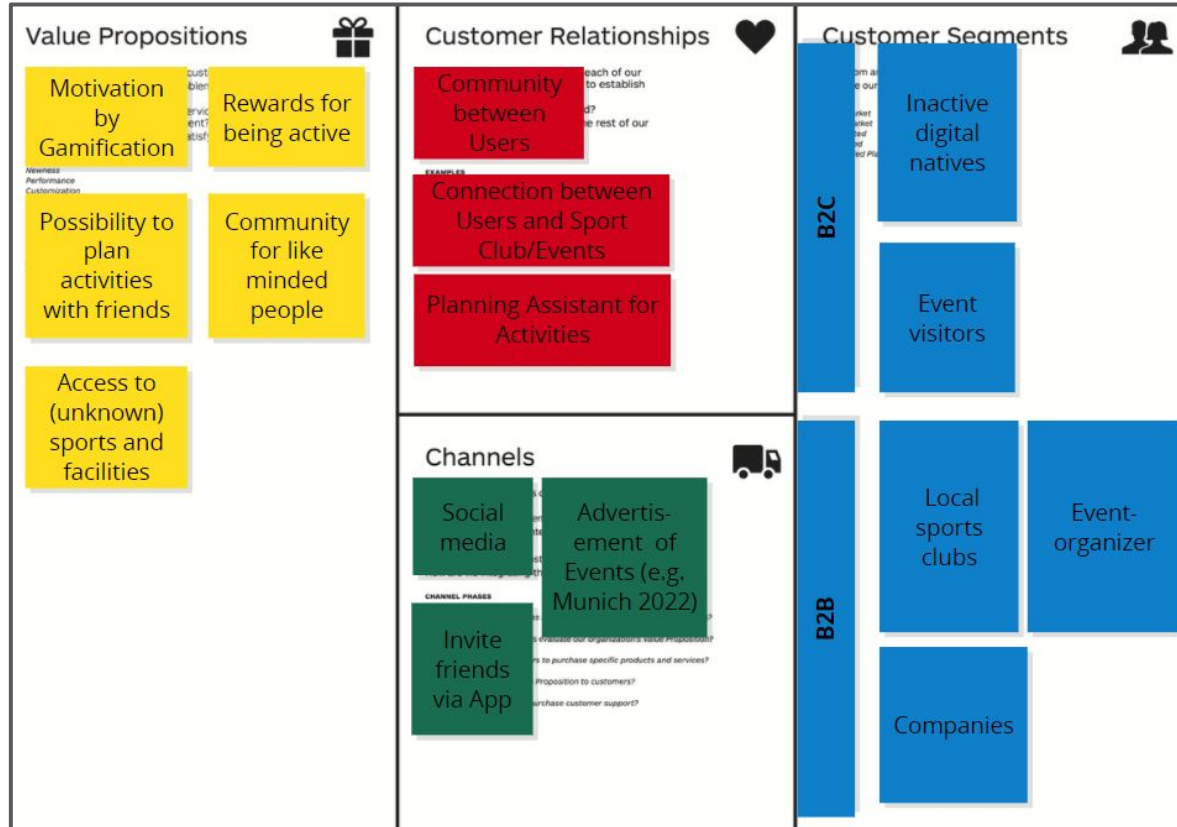
2.2. Prototype



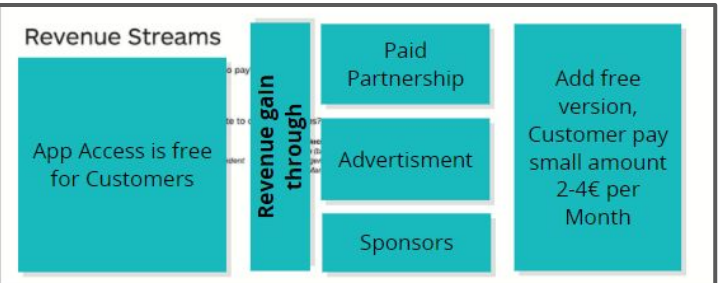
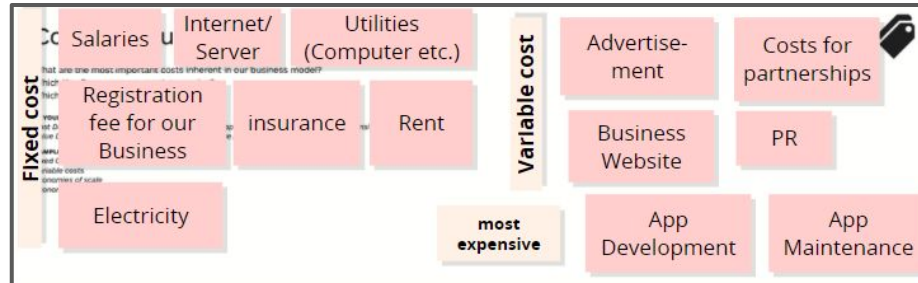
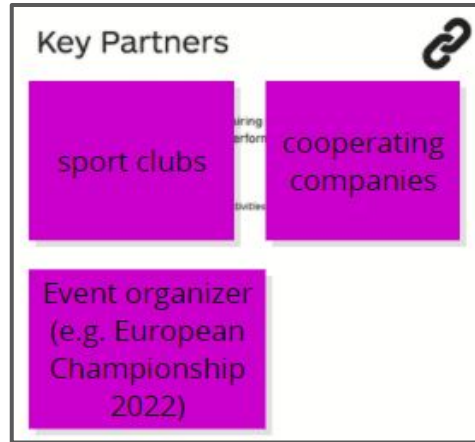
BOOSTIVE

BE ACTIVE, BE HEALTHY

3. BMC - Desirability



3. BMC - Viability and Feasibility



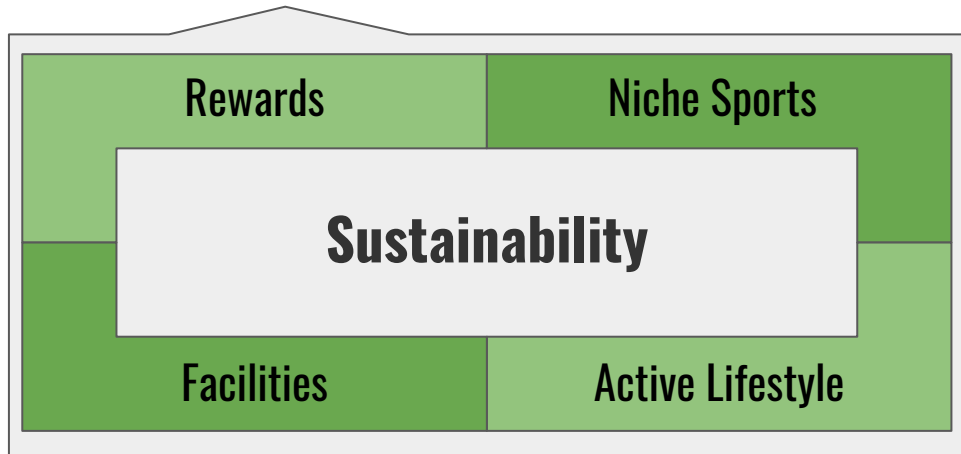
4. Value of our contribution to the challenge

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



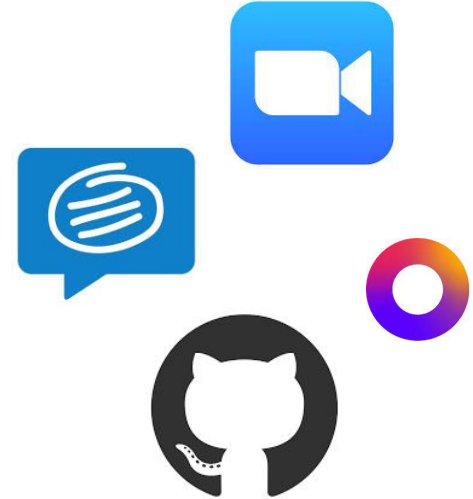
5. Experience GXC challenge

- **Teamwork**
 - Cooperation in international and locally distributed teams
 - Using GitHub as a team → communication via issues
 - Hands on mentality
 - Improving oral English communication skills
- **Coaching in course setting**
 - Learning good and effective communication
 - Professional coaching/input from with different experts
 - Advantages of external team coaching



5. Experience GXC challenge

- Experience in virtual course
 - Presenting and ideating in virtual environment
 - Use of tools for virtual work
 - Work location → everywhere you want/ no classroom feeling



Ready to be a Booster?



Be active, Be healthy