TEAM 24 FINAL PRESENTATION

GXC International Innovation Challenge Spring 21

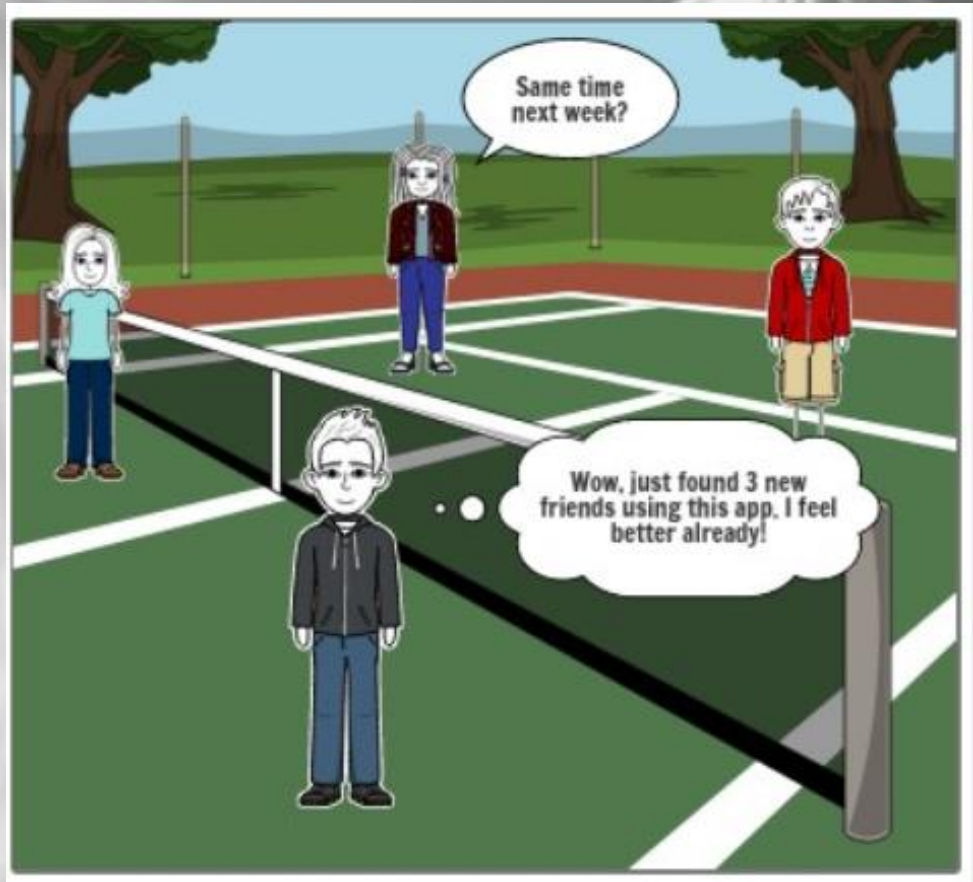
European Championships Munich 2022 Challenge

Adrija Aniulyte,
Silvan Armbruster,
Sydney Fultz-Waters,
Muris Martinovic,
Max Speidel

IS THIS YOU?

EUROLETICS

THIS COULD BE YOU!!!



OUR APP MOVES PEOPLE, MOTIVATES PEOPLE AND HELPS MEETING PEOPLE !

EUROLETICS, OUR TEAM

Adrija Aniulyte, From Lithuania, Kaunas University of Applied sciences, Hiking

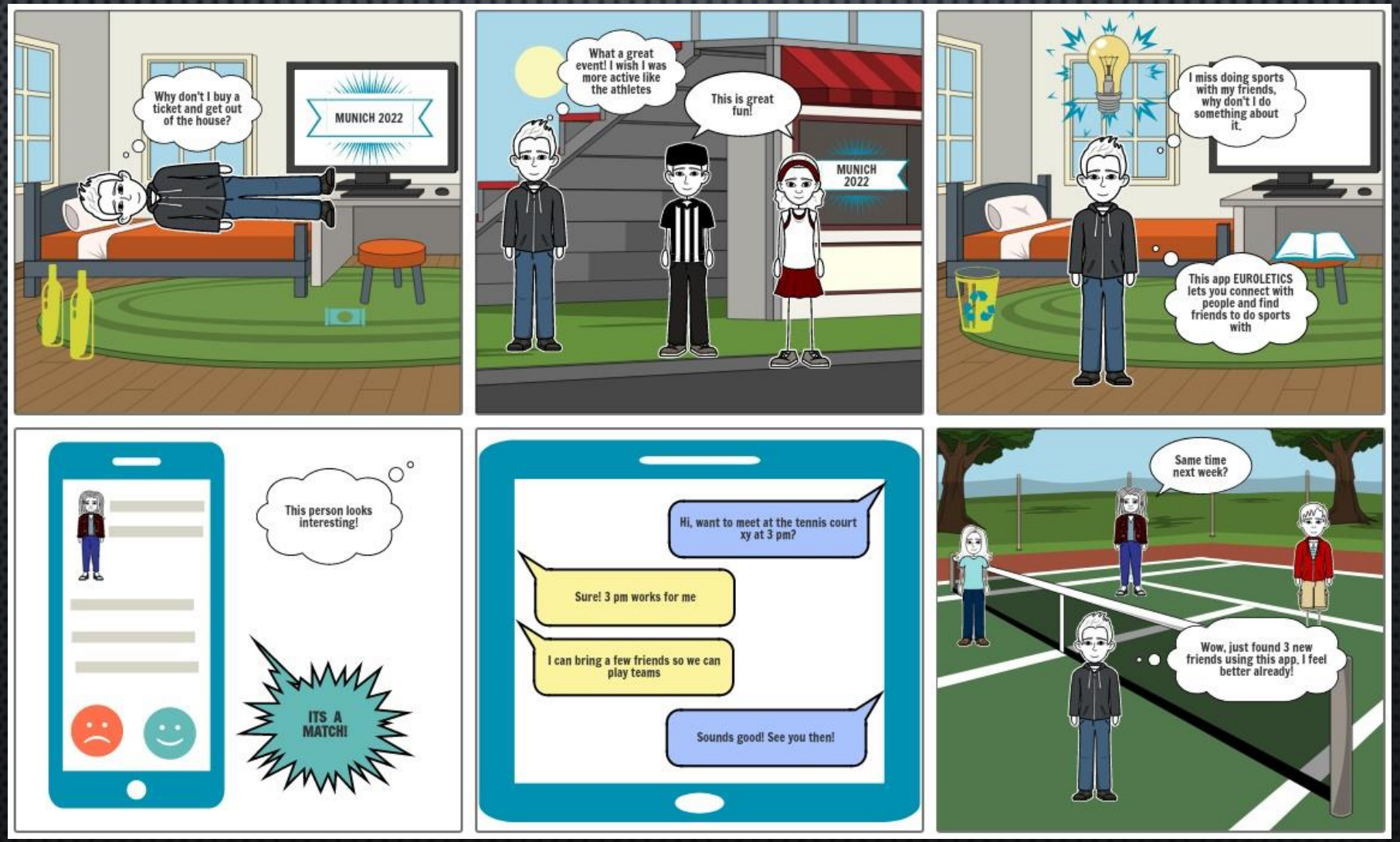
Silvan Armbruster, From Munich, Munich University of Applied sciences, Tennis

Sydney Fultz-Waters, From California, Cal Poly San Luis Obispo, Athletics

Muris Martinovic, From Munich, Munich University of Applied sciences, Basketball

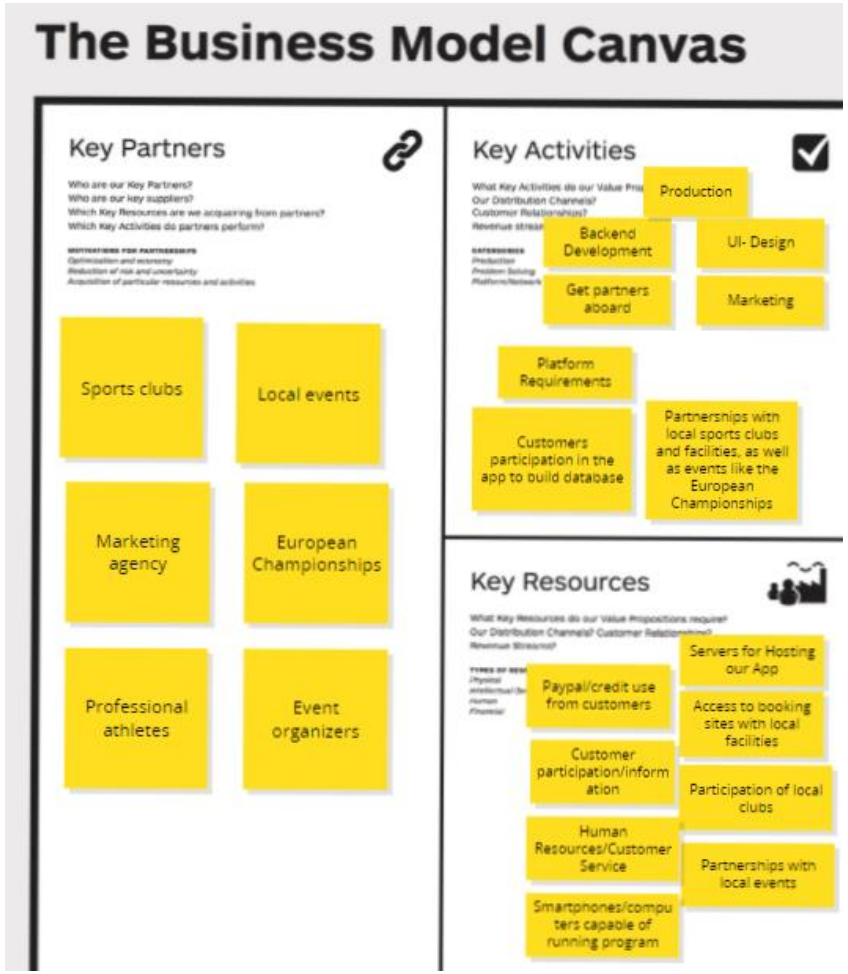
Max Speidel

CHALLENGE CONTRIBUTION

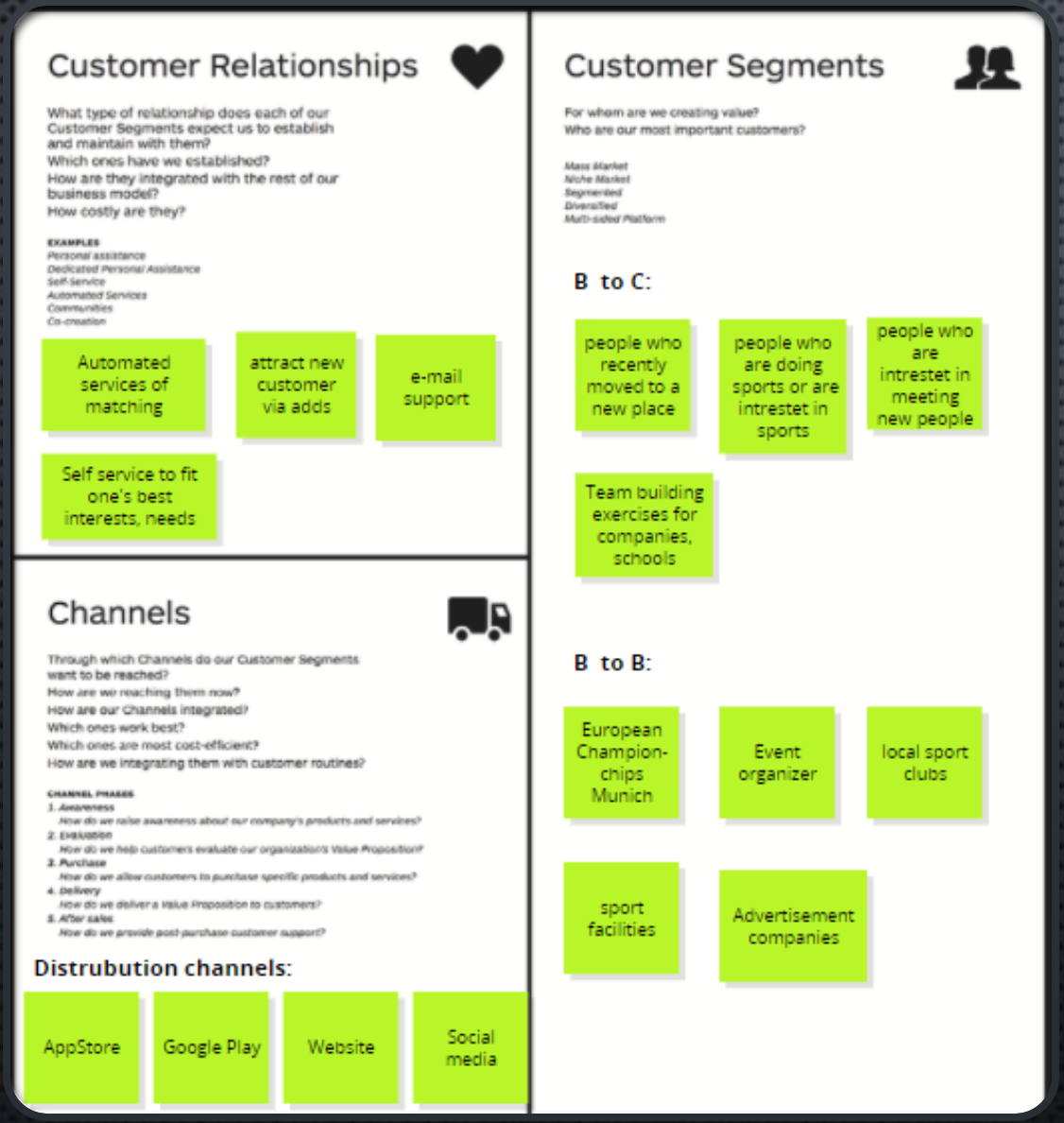


THE BUSINESS MODEL

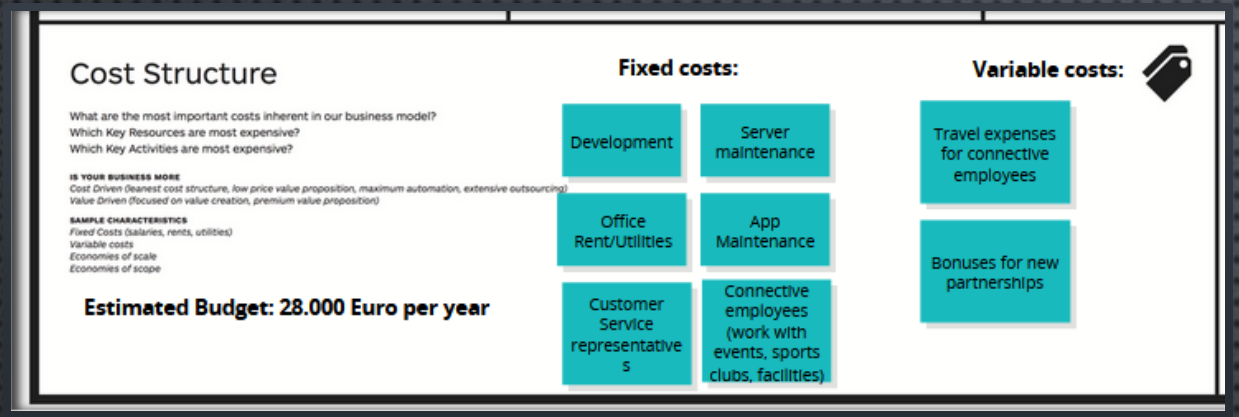
BUSINESS MODEL: VALUE PROPOSITIONS

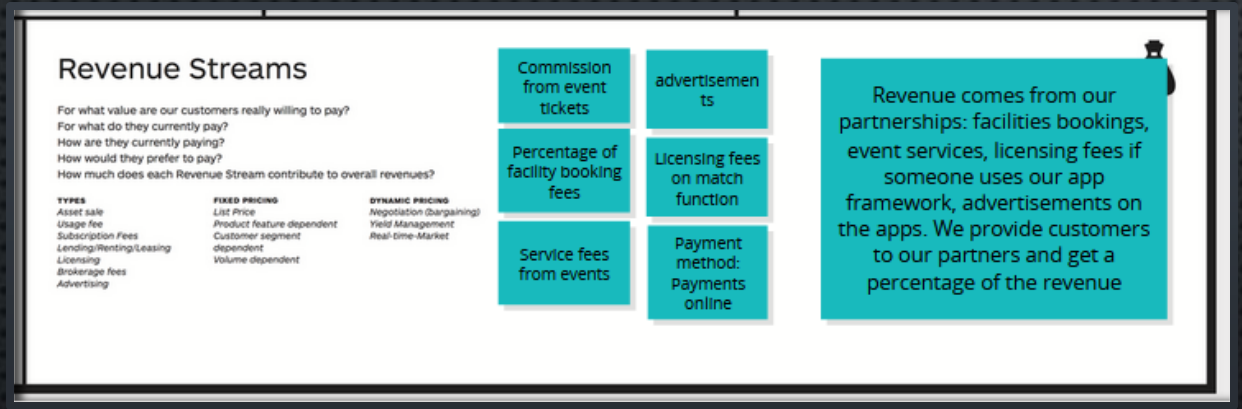


BUSINESS MODEL, KEY PARTNERS, KEY ACTIVITIES AND KEY RESOURCES

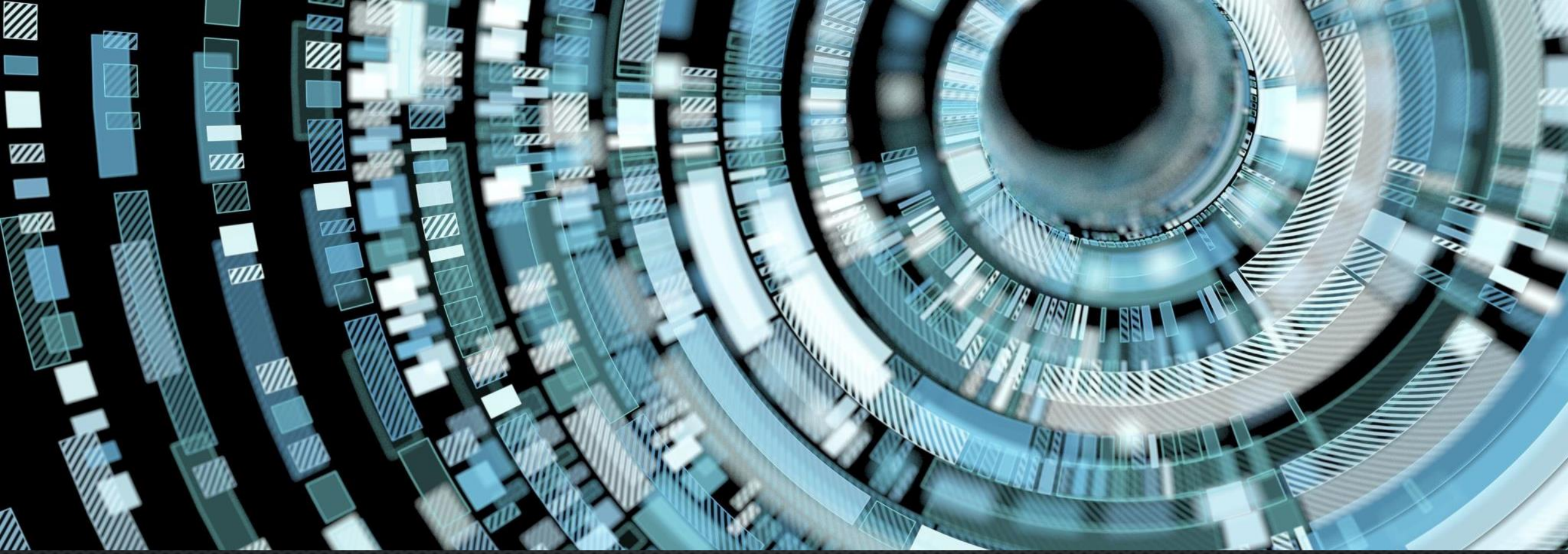


BUSINESS MODEL, CUSTOMER RELATIONSHIPS, CUSTOMER SEGMENTS AND CHANNELS



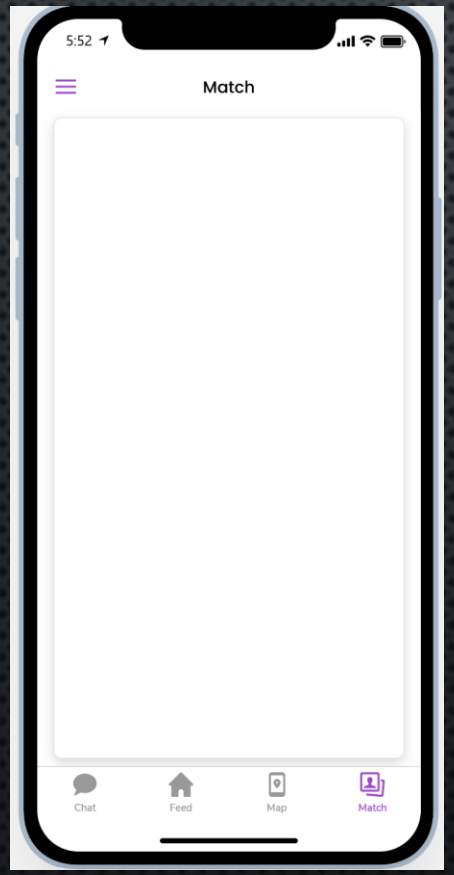


BUSINESS MODEL, COST STRUCTURE AND REVENUE STREAMS



THE DIGITAL PROTOTYPE

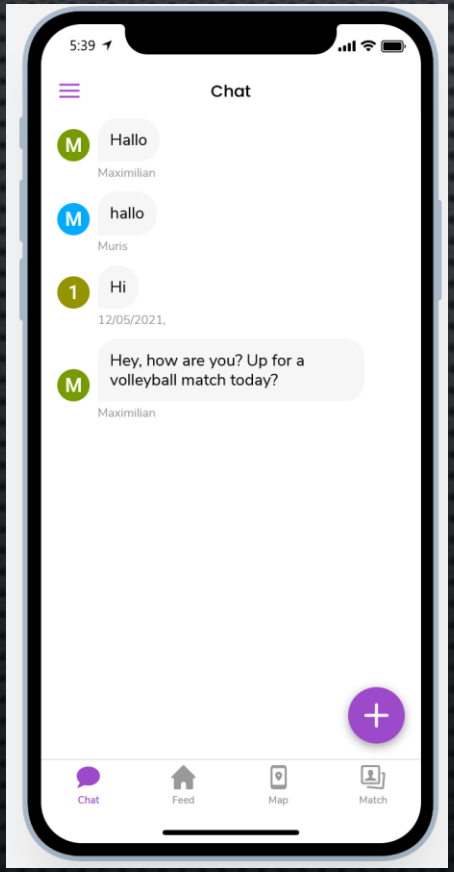
MATCH



- Swipe...
  ...left if you don't want to connect
  ...right if you'd like to meet the person

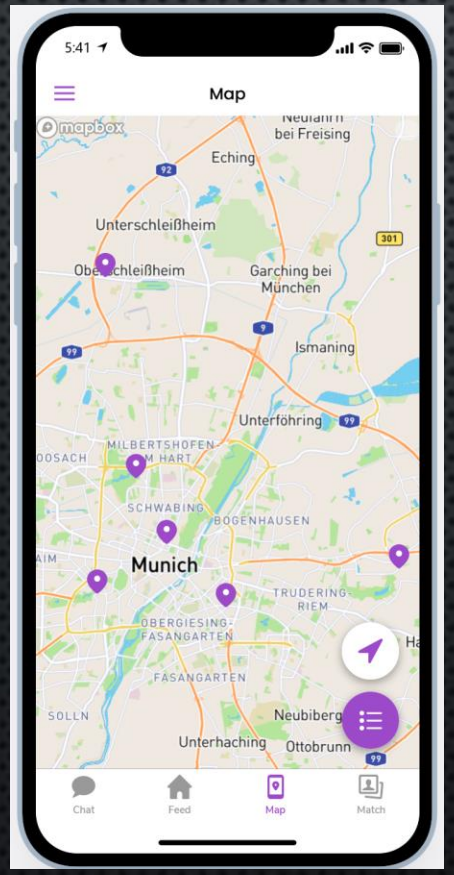
The person liked you too? Then you have a **match**!

CHAT



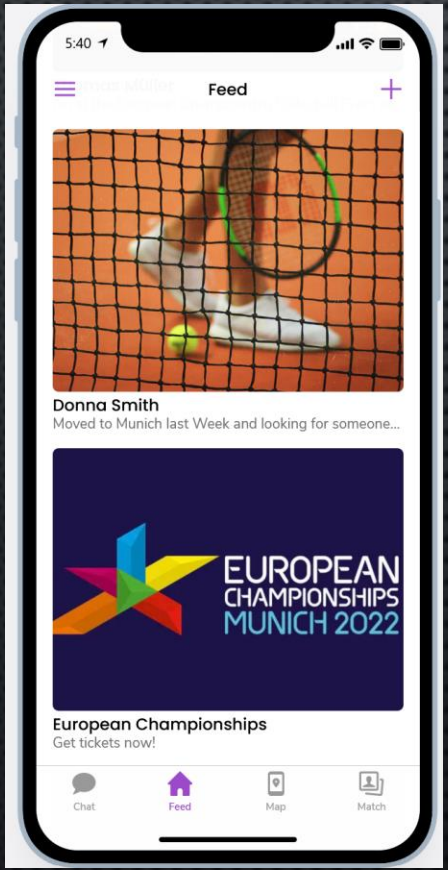
- Connect with your matches
- See hobbies and personal interests from your match
- Arrange to meet

MAP



- Find nearby sports locations and clubs
- See if they have any special offers or events going on
- See all the exciting European Championship event locations and what is happening there
- Found somewhere to go? Share it through other apps or with your matches through the chat!

FEED



- Want to meet with a group or find interesting events or offers near you?
- The feed shows other people looking for someone to join them
- Coming up events and offers can be seen here

https://opposite-day-2344.glideapp.io/

DIGITAL PROTOTYPE DEMO

Why Euroletics?

Why choose Euroletics – what makes us unique?

- Match function with people nearby you
- Accessible sports clubs also booking features available
- Easy to use feed to keep updated
- Connect with other people attending the European Championships to form long-lasting connections to lead healthier lifestyles
- Activities on your own terms, no pressure, except for pure fun!

REFLECTION

The Pandemic: a Blessing and a Curse

THANK YOU FOR YOUR ATTENTION!