

GXC INTERNATIONAL  
INNOVATION CHALLENGE  
SPRING 21

EUROPEAN  
CHAMPIONSHIPS MUNICH  
2022 CHALLENGE

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SYDNEY FULTZ-WATERS,  
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# TEAM 24 FINAL PRESENTATION

IS THIS YOU?



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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

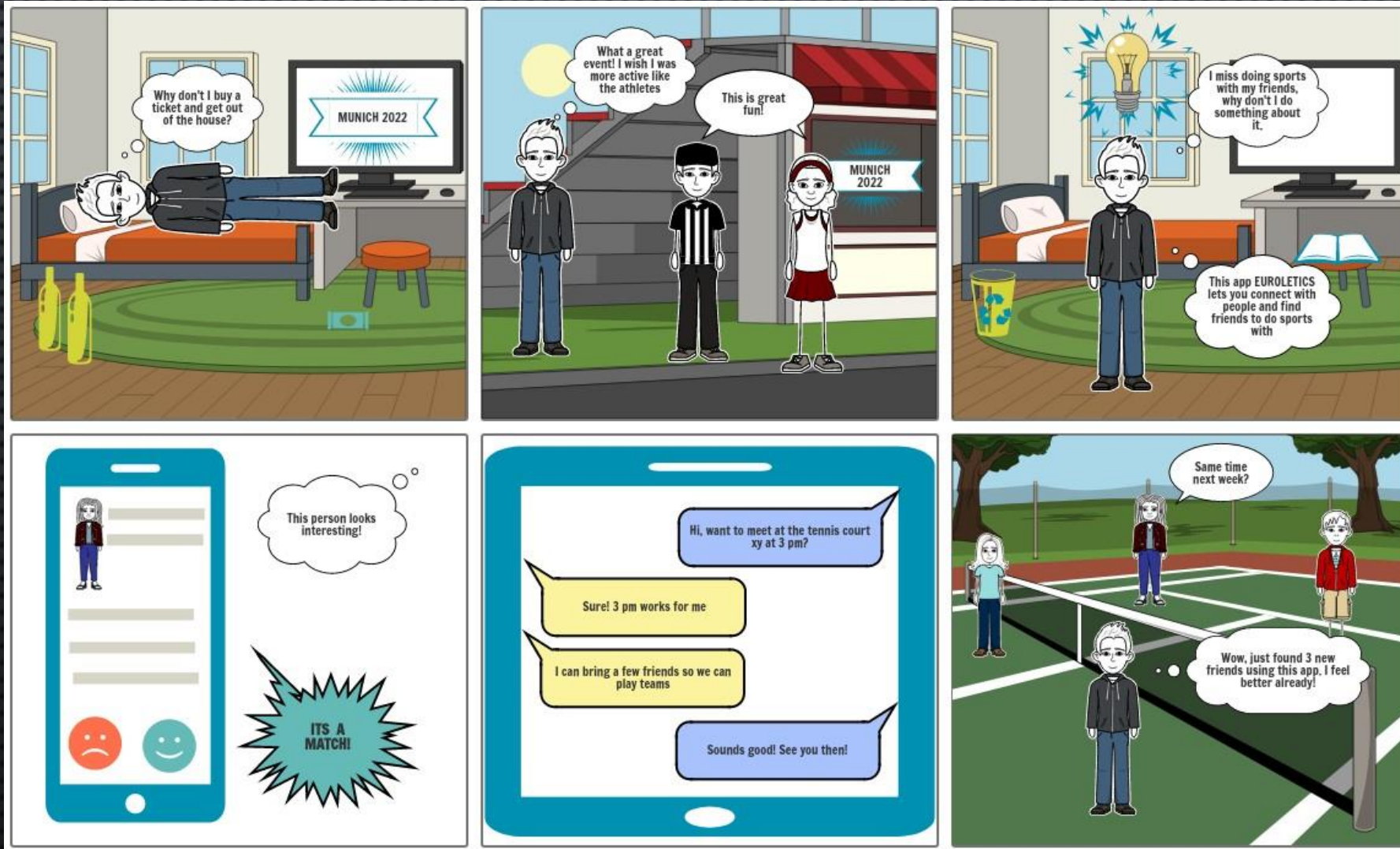
SYDNEY FULTZ-WATERS, FROM CALIFORNIA, CAL POLY SAN LUIS OBISPO, ATHLETICS

MURIS MARTINOVIC, FROM MUNICH, MUNICH UNIVERSITY OF APPLIED SCIENCES, BASKETBALL

MAX SPEIDEL



# CHALLENGE CONTRIBUTION





# THE BUSINESS MODEL

# BUSINESS MODEL: VALUE PROPOSITIONS

What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

## CHARACTERISTICS

Newness  
Performance  
Customization  
"Getting the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience/Usability

## Services:

Feed  
page

Sports clubs with  
accessibility rating

Match  
function

Event and facility  
map, booking  
options

## Benefits:

Connect with other  
people wanting to  
get involved in  
sports,

Find motivation  
through other  
people to lead more  
active lifestyles

Provide contact to  
accessible sports  
groups

Meet and connect  
with people at the  
European  
Championships

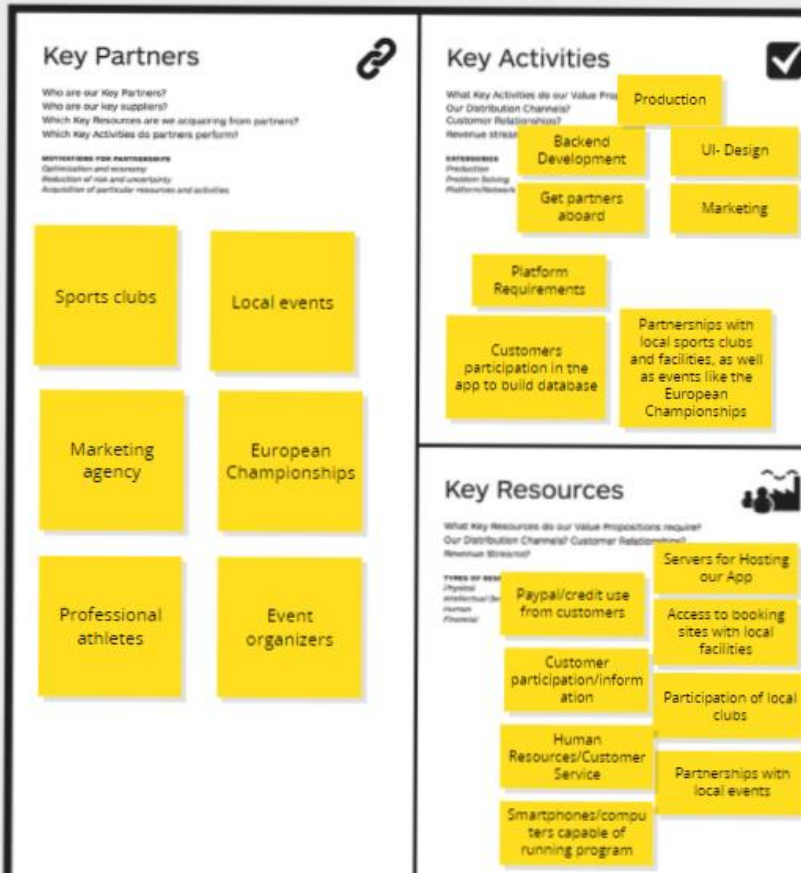
Find local events and  
sports clubs

## Value:

Form meaningful connections with other people to  
lead more active lifestyles and attend local sports clubs  
and events like the European Championships



## The Business Model Canvas



BUSINESS  
MODEL,  
KEY  
PARTNERS,  
KEY ACTIVITIES  
AND KEY  
RESOURCES

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

### EXAMPLES

Personal assistance  
Dedicated Personal Assistance  
Self-service  
Automated Services  
Communities  
Co-creation

Automated  
services of  
matching

attract new  
customer  
via adds

e-mail  
support

Self service to fit  
one's best  
interests, needs

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

### CHANNEL PHASES

1. Awareness  
How do we raise awareness about our company's products and services?
2. Evaluation  
How do we help customers evaluate our organization's Value Proposition?
3. Purchase  
How do we allow customers to purchase specific products and services?
4. Delivery  
How do we deliver a Value Proposition to customers?
5. After sales  
How do we provide post-purchase customer support?

### Distribution channels:

AppStore

Google Play

Website

Social  
media

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platforms

### B to C:

people who  
recently  
moved to a  
new place

people who  
are doing  
sports or are  
intrestet in  
sports

people who  
are  
intrestet in  
meeting  
new people

Team building  
exercises for  
companies,  
schools

### B to B:

European  
Champion-  
chips  
Munich

Event  
organizer

local sport  
clubs

sport  
facilities

Advertisement  
companies

BUSINESS  
MODEL,  
CUSTOMER  
RELATIONSHIPS,  
CUSTOMER  
SEGMENTS AND  
CHANNELS



## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

**IS YOUR BUSINESS MORE**  
Cost Driven (cheapest cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focused on value creation, premium value proposition)

**SAMPLE CHARACTERISTICS**  
Fixed Costs (salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

**Estimated Budget: 28.000 Euro per year**

### Fixed costs:

Development

Server  
maintenance

Office  
Rent/Utilities

App  
Maintenance

Customer  
Service  
representative  
s

Connective  
employees  
(work with  
events, sports  
clubs, facilities)

### Variable costs:



Travel expenses  
for connective  
employees

Bonuses for new  
partnerships

## Revenue Streams

For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

### TYPES

Asset sale  
Usage fee  
Subscription Fees  
Lending/Renting/Leasing  
Licensing  
Brokerage fees  
Advertising

### FIXED PRICING

List Price  
Product feature dependent  
Customer segment  
dependent  
Volume dependent

### DYNAMIC PRICING

Negotiation (bargaining)  
Yield Management  
Real-time Market

Commission  
from event  
tickets

advertisemen  
ts

Percentage of  
facility booking  
fees

Licensing fees  
on match  
function

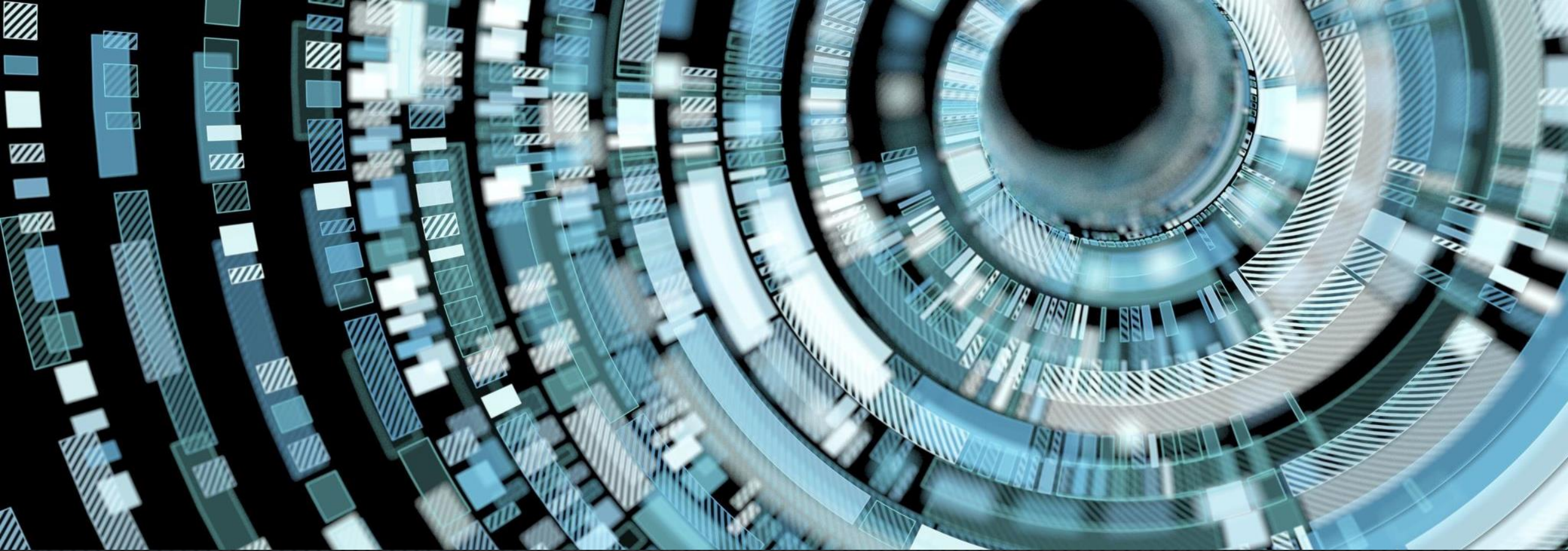
Service fees  
from events

Payment  
method:  
Payments  
online

Revenue comes from our  
partnerships: facilities bookings,  
event services, licensing fees if  
someone uses our app  
framework, advertisements on  
the apps. We provide customers  
to our partners and get a  
percentage of the revenue

# BUSINESS MODEL, COST STRUCTURE AND REVENUE STREAMS

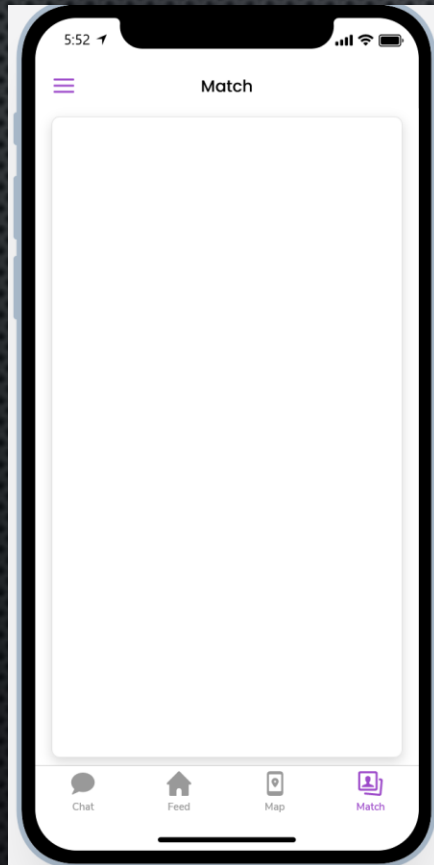




# THE DIGITAL PROTOTYPE



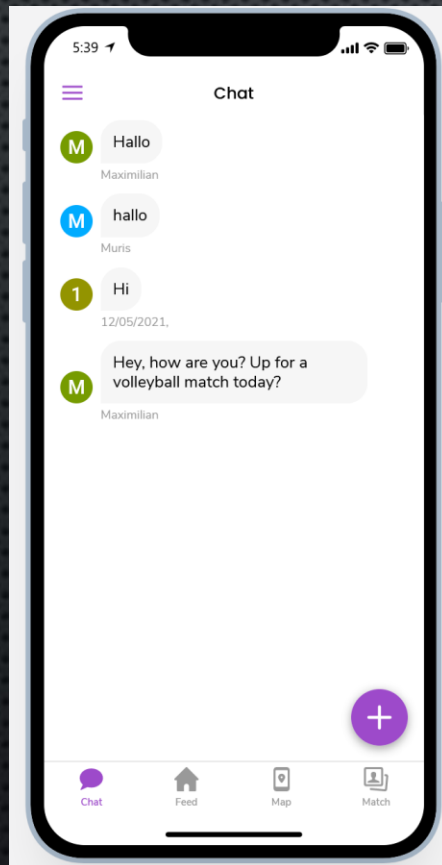
# MATCH



- 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**!

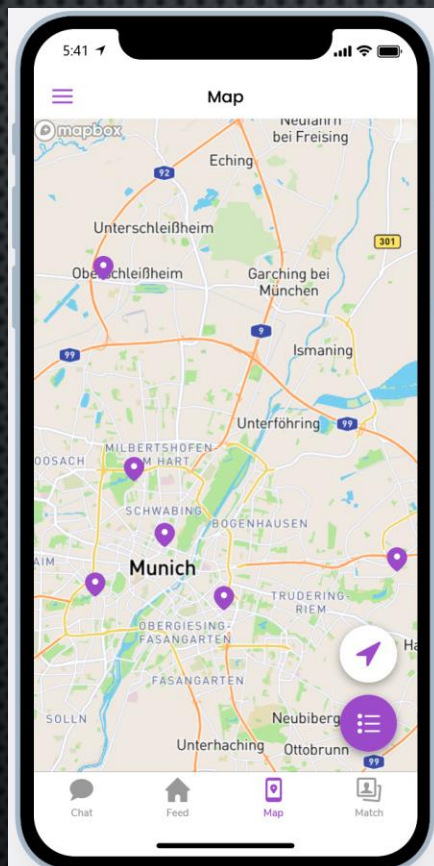
# CHAT



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



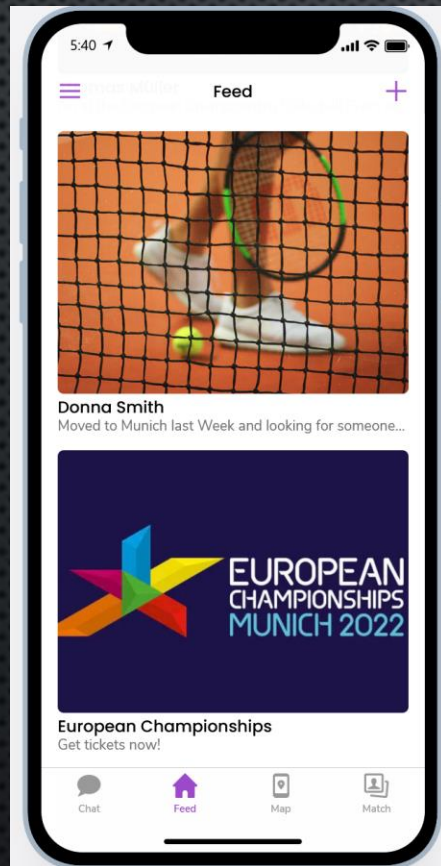
# MAP



- 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!

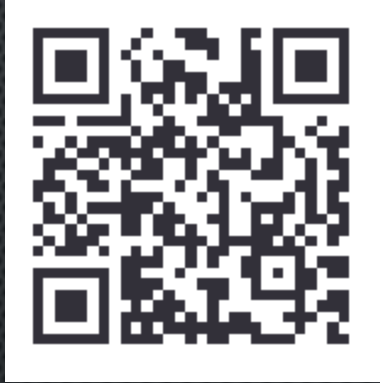


# FEED



- 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!

