

Close your eyes...





Kailey



Emma



Tolga



Iida



Christian

How could we digitally connect/engage ski enthusiasts in a way that adds value to all stakeholders and leads to an active/interconnected ski community?

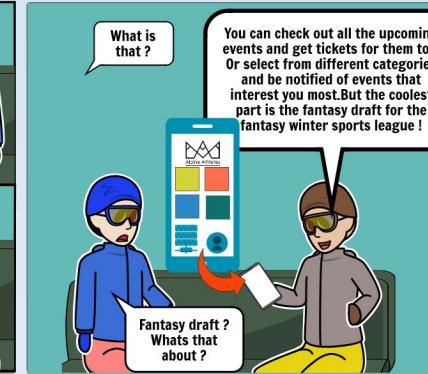
Storyboard



Hans (an avid skier) and Michael (a snowboarder) are strangers and are sitting awkwardly next to each other during their chairlift ride.



While looking out the windows, Michael notices an advertisement.



Hans gets his phone out and shows Michael the AlpineAthletes app.



Hans is telling Michael more about the fantasy winter sports league.



Michael is interested in using the app himself.



The End

A friendship is born.

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy Reducing costs and uncertainty Acquisition of particular resources and activities</p> <p>Optimization & Economy:</p> <ul style="list-style-type: none"> - Brands/Events/Resorts- providing new discounts for the app ever winter sport season - Sponsors to provide funds to develop the App <p>Reduction of Risk & Uncertainty*</p> <ul style="list-style-type: none"> - Use DSV as a resource for needed information about the winter sports community & fulfill the need appropriately - FIS for the official live results <p>Acquisition of particular resources and activities:</p> <ul style="list-style-type: none"> - UI to make the app look more professional - Software Developers to launch the App - Professional athletes to promote the app 	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production Problem Solving Platform/Network</p> <p>Production:</p> <ul style="list-style-type: none"> - Reaching out to brands/companies to promote their product - Research of what equipments/brands are trending among users <p>Platform/Network</p> <ul style="list-style-type: none"> - Partnership relations <p>Problem Solving:</p> <ul style="list-style-type: none"> - Maintenance of the app - Ensure the results data is feeding into the app properly via FIS 	<h3>Value Propositions</h3>  <p>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?</p> <p>CHARACTERISTICS: New Performance Customer Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Commoditization</p> <p>Brand/Status:</p> <ul style="list-style-type: none"> - Promote the DSV and attract more members to the winter sports community - Further promote the brands, resorts, World Cup more <p>Design & Newness:</p> <ul style="list-style-type: none"> - Fun and unique way to connect with fellow winter sports enthusiasts and meet new people - Different and unique way to engage with professional winter sport athletes <p>Customization:</p> <ul style="list-style-type: none"> - Fun way to allow users to feel like they have a closer connection with professionals because they drafted them onto their team <p>Accessibility & Convenience :</p> <ul style="list-style-type: none"> - Easier to buy tickets for the exact events you want to see. All tickets are in one place. - Opportunity to have the live results from all winter sports in one App - Ability to get to know other winter sports - Increasing awareness about different events <p>Cost Reduction:</p> <ul style="list-style-type: none"> - Opportunities for discounts on gear, events, & lift tickets 	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? What are we doing to establish it? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES: Personal assistance Dedicated Personal Assistance and Support Automated Services Communities Co-creation</p> <p>Automated Services:</p> <ul style="list-style-type: none"> - Indirect relationship between business and customers - Communication through email and/or the app's messaging feature/push notifications <p>Communities:</p> <ul style="list-style-type: none"> - Connect with new users through promotions for AlpineAthletes at events <p>Personal Assistance:</p> <ul style="list-style-type: none"> - AlpineAthletes Tech support can help users between 09:00-16:00 with any questions they have 	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>General Overview Of Customer Segment:</p> <ul style="list-style-type: none"> - everyday skiers/snowboarders - Pro Athletes - desire for discounts & to connect with each other <p>Breakdown by Customer Segment:</p> <ul style="list-style-type: none"> 12-17 year olds: This segment is more likely to utilize their phones a lot but also love winter sports. More likely to be in leagues with their family or friends from school 18-24 year olds: This segment consists of college students. This group will likely be more focused on statistics & strategically choose their players. Since they are in school, they will likely make leagues with each other. 25-44 year olds: This segment includes those who are active skiers/snowboarders who love to attend events in person. 45-65 year olds: This segment includes those who have followed winter sports athletes for years and are most likely to watch the events from their TV. Pro Athletes: This segment could create leagues amongst themselves given their extensive knowledge of the winter sports industry. 																												
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driver (based cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driver (based on value creation, premium value proposition)</p> <p>SAMPLE CHARACTERISTICS: Fixed vs variable costs, rents, utilities Variable costs Economics of scale Economics of scope</p> <p>Main Cost #1: Development ≈ 67 000 € Including:</p> <ul style="list-style-type: none"> - Human resources: salaries for 2 app-developers: ≈ 52 500 € - Software & Hardware: unknown - Office space: ≈ 1400 € (≈ 600 - 700 € rent for a 30 m² office in munich for 2 months) - Travel costs: unknown - Design: ≈ 3000 € (UI that fits the german ski federation) <p>Main Cost #2: Marketing and advertising costs: ≈ 40 000 €</p> <p>Main Cost #3: Risk budget: ≈ 33 500 € for following risks:</p> <ul style="list-style-type: none"> - Are APIs already existing or do we need to develop them ourselves? for example, to get tournament results from FIS - Will there be more features in the final app than we have now in the prototype? - Delays, changes, and other problems and risks <p>More factors that will influence the costs: Maintenance and Support when the app is launched</p> <p>TOTAL ESTIMATED COST ≈ 140 500 €</p>	<p>Main Cost #1: Development ≈ 67 000 € Including:</p> <ul style="list-style-type: none"> - Human resources: salaries for 2 app-developers: ≈ 52 500 € - Software & Hardware: unknown - Office space: ≈ 1400 € (≈ 600 - 700 € rent for a 30 m² office in munich for 2 months) - Travel costs: unknown - Design: ≈ 3000 € (UI that fits the german ski federation) <p>Main Cost #2: Marketing and advertising costs: ≈ 40 000 €</p> <p>Main Cost #3: Risk budget: ≈ 33 500 € for following risks:</p> <ul style="list-style-type: none"> - Are APIs already existing or do we need to develop them ourselves? for example, to get tournament results from FIS - Will there be more features in the final app than we have now in the prototype? - Delays, changes, and other problems and risks <p>More factors that will influence the costs: Maintenance and Support when the app is launched</p> <p>TOTAL ESTIMATED COST ≈ 140 500 €</p>	<p>Revenue Streams</p>  <p>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?</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>Asset sale</th> <th>Subscription</th> <th>DYNAMIC PRICING</th> </tr> </thead> <tbody> <tr> <td>Fixed</td> <td>One-time</td> <td>Customer segment dependent</td> <td>Negotiation/Bargaining</td> </tr> <tr> <td>Variable</td> <td>Subscription fees</td> <td>Customer segment dependent</td> <td>Real Management</td> </tr> <tr> <td>Intangible</td> <td>Learning/Training/Leasing</td> <td>Customer segment dependent</td> <td>Free/low Market</td> </tr> <tr> <td>Human</td> <td>Training</td> <td>Customer segment dependent</td> <td></td> </tr> <tr> <td>Information</td> <td>Brokerage fees</td> <td>Customer segment dependent</td> <td></td> </tr> <tr> <td>Capital</td> <td>Advertising</td> <td>Customer segment dependent</td> <td></td> </tr> </tbody> </table>	TYPE	Asset sale	Subscription	DYNAMIC PRICING	Fixed	One-time	Customer segment dependent	Negotiation/Bargaining	Variable	Subscription fees	Customer segment dependent	Real Management	Intangible	Learning/Training/Leasing	Customer segment dependent	Free/low Market	Human	Training	Customer segment dependent		Information	Brokerage fees	Customer segment dependent		Capital	Advertising	Customer segment dependent		<p>Advertising:</p> <ul style="list-style-type: none"> - Brands can pay to advertise their products through the app - Sponsors can pay to advertise on the app - Ski Resorts can pay to advertise on the app - Events can pay to advertise on the app <p>Usage Fee:</p> <ul style="list-style-type: none"> - Premium version of app <p>Product Feature Dependent:</p> <ul style="list-style-type: none"> - We get a percentage of the revenue brands make from selling through the app 	
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Customer Segments & Opportunities



Name: Peter Meyer

Age: 13 years old

Background: Loves phone games, good with technology. Competes on a school ski team. Creates league with family & friends.

Challenge: Only knows of professional skiers, none from other winter sports



Name: Martina Filser

Age: 19 years old

Background: University student & avid mogul skier. Focuses on statistics & strategically chooses players. Often talks with friends about event results.

Challenge: Saving money for lift & event tickets



Name: Hans Schroeter

Age: 27 years old

Background: Avid skier, loves attending events, but tickets are expensive. Keeps up with events via phone notifications while at work.

Challenge: Keeping up with winter sport friends & the event results



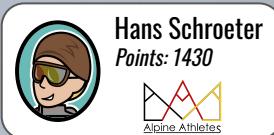
Name: Jessica Dorsch

Age: 52 years old

Background: Followed winter sports for years, does not snowboard anymore due to injuries. Often watches events on TV.

Challenge: Learning to use new technology

Virtual League Value



Connect

Alpine Athletes

Messages (2)

- Christian 17:30 Willing to trade alpine ski...
- Iida 09:30 Are you going to go to the...
- Tolga 14:20 I'm going to the Snowboa...
- DSV 10:30 *Reminder* World Cup is..

Create

My Team

My Athletes

- Thomas Dressen Alpine Skiing
- Stefab Baumeister Snowboarding
- Katharina Althaus Ski Jumping
- Add Athlete Here Biathlon
- Add Athlete Here Bobsledding
- Add Athlete Here Ski Crossing

sponsored by **AUDI** **WURTH**

Alpine Skiers

Females

- Patrizia Dorsch
- Lena Dürr
- Andrea Filser
- Jessica Hilzinger
- Katrin Hirtl-Stanggaberger
- Martina Ostler
- Meike Pfister
- Marlene Schmotz
- Marina Wallner

Males

- Romed Baumann
- Christof Dornacher

Add

Compete

My League

Overall Standings

Rank	User	Points
1.	Hans	150
2.	Christian	140
3.	Emma	110
4.	Iida	95
5.	Tolga	90

Skiing Standings

Rank	User	Points
1.	Hans	100
2.	Iida	80
3.	Tolga	60
4.	Emma	50

To DSV: Communicate with all users via push notifications

To Users: connect with other users of all ages about the virtual league, events, results, etc.

To DSV: Make money from sponsor advertisements. More community interest in World Cup athletes.

To Users: Create individualized teams of professionals & cheer for favorite athletes

To DSV: Long term use, users have strong desire to win first place

To Users: Entertainment & opportunity to compete for winter sport related discounts

Discounts Value

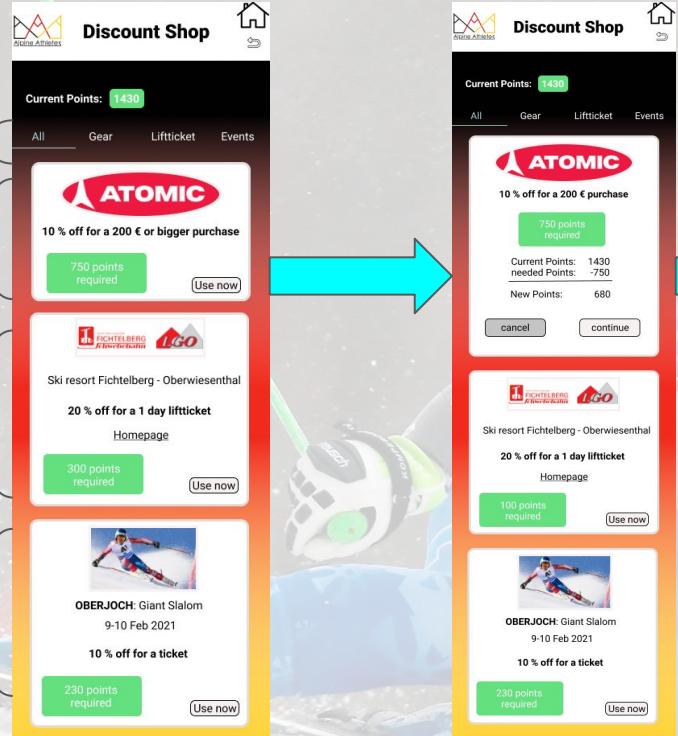


Filter

Gear

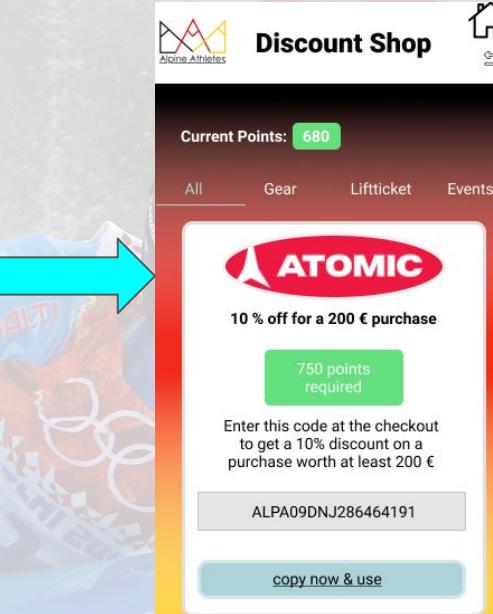
Resorts

Events



To Users: get discounts for free (by playing the league)

To Events: increase number of visitors



To Brands and Resorts: Advertising on a very promising platform

To Brands: gain new Customers who would not pay the full price

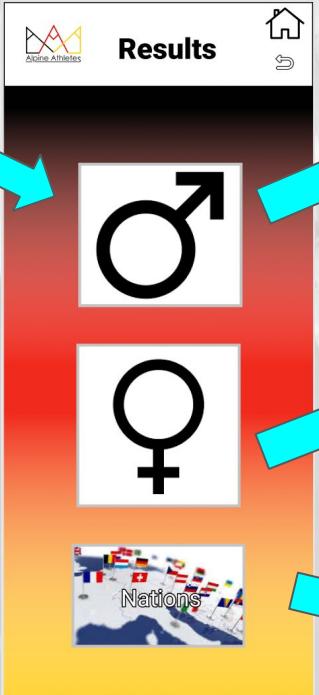
To Resorts: gain new Customers who could become regulars

Results Value

Choose your sport



Choose male/female/nation



Choose the discipline



See the results

Rank	after all 6 races	Points
1	Mauro Caviezel	365
2	Vincent Kriechmayr	362
3	Aleksander Aamodt Kilde	336
4	Matthias Mayer	324
5	Kjetil Jansrud	305

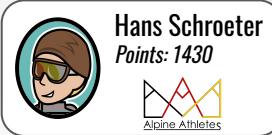
Last Race

Hinterstoder 1 March 2020:

Platz	Name	Nation	Zeit	Differenz
1.	Vincent Kriechmayr	AUT	1:33.08	
2.	Mauro Caviezel	SUI	1:33.13	0.05
3.	Matthias Mayer	AUT	1:33.16	0.08
4.	Alexis Pinturault	FRA	1:33.32	0.24
5.	Beat Feuz	SUI	1:34.01	0.93
6.	Kjetil Jansrud	NOR	1:34.23	1.15
7.	Nils Allegre	FRA	1:34.66	1.58
8.	Matia Casse	ITA	1:34.73	1.65
9.	Emanuele Buzzi	ITA	1:34.75	1.67
10.	Gino Caviezel	SUI	1:35.02	1.94

To DSV: Gain more users and expand the winter sports community

To Users: Have live access to all wintersport results from the FIS



Events Value

To DSV: People would visit different resorts and sport events. Track World Cup attendance and which events are most popular

To Users: Getting to see other sports that are happening e.g. in their favourite skiing resort.



Select the location



Check the information and buy tickets



Key...

Activities

Develop Partnership Relations
(applies to all)

Partners



Implementation of Results feature



External site to link users to, to buy tickets



Funds to maintain the app



Discover trending gear brands & resorts for discounts



Resources

*Legal Approval (trademarks/copyrights)
(applies to all)

In-House employees

Information about Sponsors/Athlete Relations/World Cup

Interface FIS

Computers/Hardware

Revenue from advertisements

Discount codes from brands/resorts/events

Cost Structure & Revenue

Development costs: $\approx 67\ 000\ \text{€}$

- Labour: 52 500 €
- Office space: 1 400 €
- Design: 3 000 €
- Hardware and travel: 10 000 €

Marketing costs: $\approx 40\ 000\ \text{€}$

For sponsored social media posts, flyers, banners, promotion videos etc.

Risk budget: $\approx 33\ 500\ \text{€}$

For delays, new requirements and other risks

TOTAL COSTS: $\approx 140\ 500\ \text{€}$

General advertising:

- Generating ad revenue through ads that pop up during the usage of the app
- Ads(videos) before the start of the app

Premium version:

- Monthly fee to use the app with no ads

Discount feature:

- Brands and resorts need to pay to be featured in the “discount shop”
- The German Ski Federation gets a percentage of the revenue brands or resorts make through the app

TEAM 21

a.k.a Aprèsski

Teamwork Makes the Dream Work

- ★ Despite the time difference and virtual format, we were quite successful and had fun!
- ★ We celebrated and utilized all of our different skills!
- ★ Thank you, Chrys for all of your help!

Convincing someone to accept a Fantasy trade



Fun Group Dynamic = Group Chat Memes

We're all slowly learning Finnish thanks to lida



Every week telling Tolga to stop working and sleep

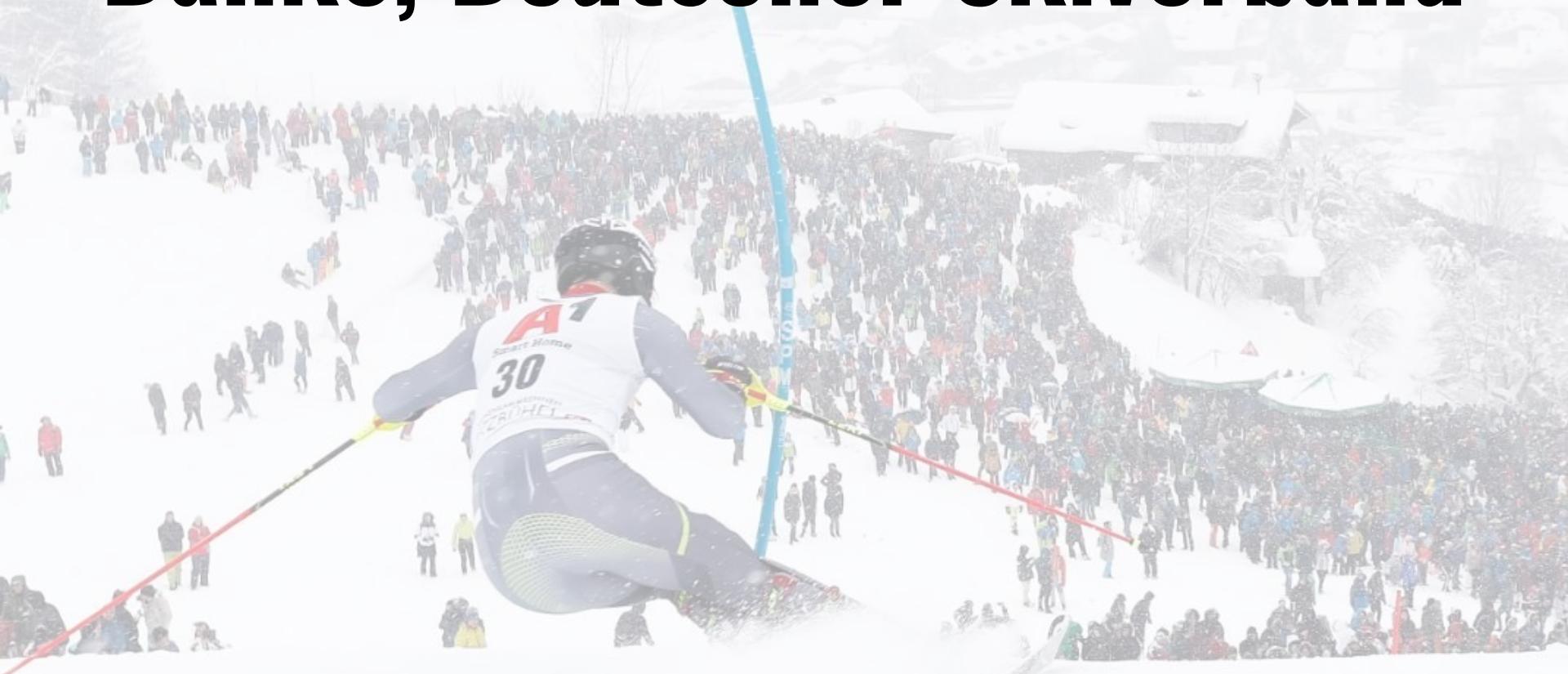
Overcoming Technical Difficulties

Connect. Create. Compete.

Join us on Alpine Athletes
& win the gold...



Danke, Deutscher Skiverband





INSPIRATION

INNOVATION

IMPLEMENTATION

