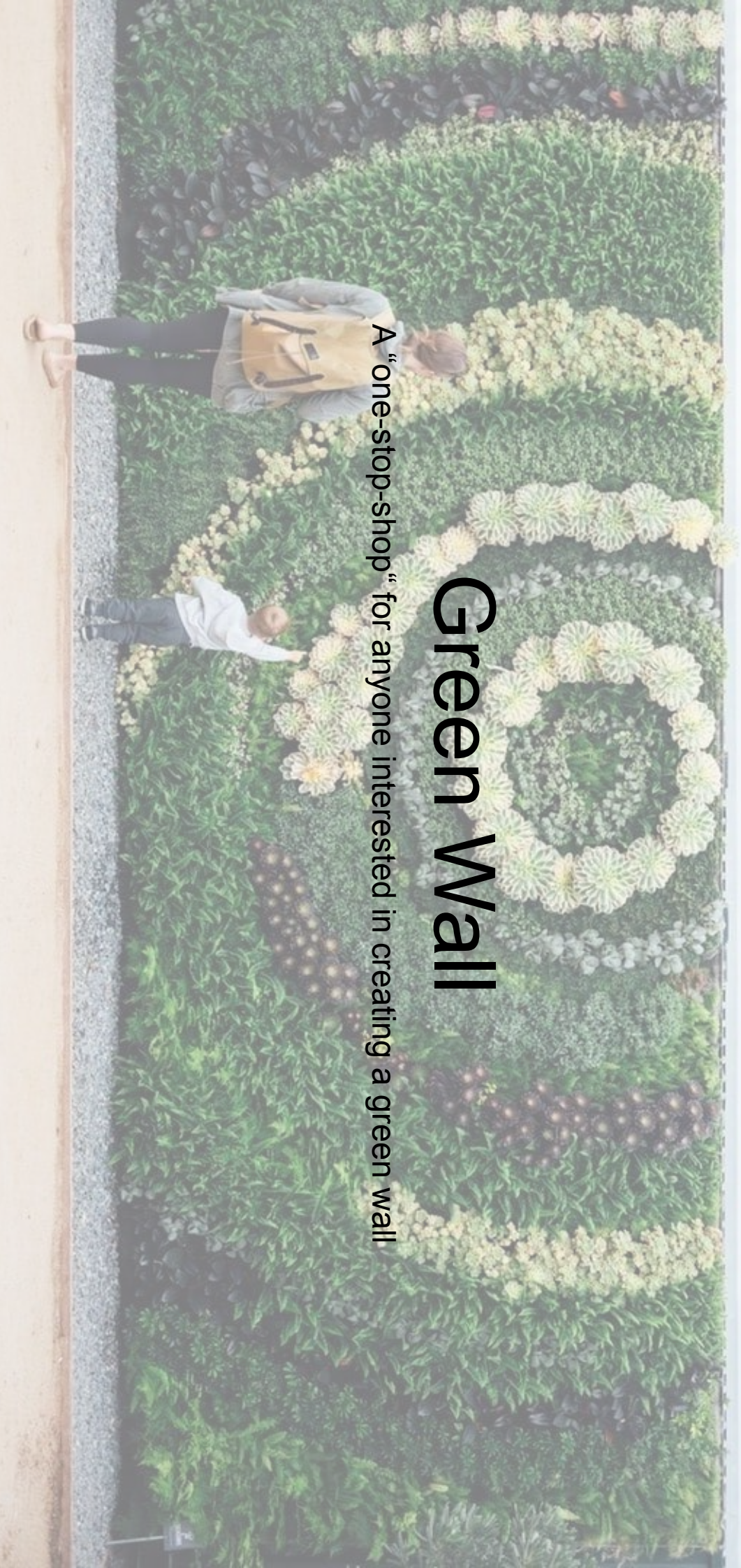


Green Wall

A “one-stop-shop” for anyone interested in creating a green wall



Landeshauptstadt
München



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The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners		Key Activities		Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none">- Home improvement stores where customers can access the needed materials- Twitter/Facebook/Instagram- Eco-Profit		<ul style="list-style-type: none">- Maintaining the website by appointing an employee for the development- Create a Hashtag social media campaign to promote the website and green walls- Keep up-to-date with Munich's Building Code Laws to know what can and cannot be done with outdoor green walls- Make green wall website logo a wanted marketing strategy- Create challenge to spread green walls. For example #greenwalls		<ul style="list-style-type: none">- Explanation of the benefits of green walls. This helps lure potential customers- Providing tips and tutorials to make the process of building a green wall easier, specifically for the Munich area. This makes it more accessible and and personalize to our customers.- Show examples of green walls to inspire other businesses and people and to showcase their own creations- Connecting people who are interested in green walls. Providing a platform for people to share their experiences. This helps build a community- Features like our questionnaire help people plan their budget, maintenance, and structure of their green wall without having to contact an outside company	<ul style="list-style-type: none">- Connecting with potential customers through Eco-Profit- Contact page on the website allows customers to contact us in case of questions or concerns	<ul style="list-style-type: none">- Employees, who are interested in improving the eco-friendliness of their office spaces- Businesses, who want to take part in an environmentally friendly Munich- Businesses, who are interested in a unique way to create an aesthetically pleasing office/area- Businesses, who are looking into lowering their energy costs- Employees, who want to convince their company to build a green wall structure
Key Resources		Channels				
<ul style="list-style-type: none">- Web Developer- Server and Database that run the website- Studies and information on green walls- Experience/reviews from green wall users from the forum to enhance knowledge		<ul style="list-style-type: none">- Website can be found through the Eco-Profit webpage- Advertised to businesses participating in Eco-Profit- Info page on the City of Munich website- Leaflets distributed at City Hall- Post tutorial videos on YouTube- Partnerships with home improvement stores through starter-packs/advertisement				
Cost Structure		Revenue Streams				
<ul style="list-style-type: none">- Cost of Domain Name and Server (75 Euros/year)- Web Developer for website (Appointed/part time Employee 30.000 Euros/year)- Database storage (600 Euros/year)		<ul style="list-style-type: none">- Partnerships with home improvement stores (5.000 Euros/year)- City of Munich (30.000 Euros/year)- Advertisements from website (1.200 Euros/year)				

Macro-Economic Factors

- Businesses have limited budgets during pandemic and initial costs could be hard to come;
- Building Codes of Munich are always kept in mind;
- Social factors, such as social pressure, might make businesses to build a green wall in order to possibly boost their sales.

Prototype

Challenge Contribution Value

- Prioritised points from challenge giver
 - Reduces CO₂
 - While offering monetary benefit as well
 - Employee driven option
 - Motivates participation
- Is flexible and can easily be expanded
- low maintenance costs

Our Experience - Teamwork

Team Members

Nicole Gertz - Organization Queen 

Camryn Haubner - Research Expert 

Salih Uysal - Web Designer 

Evelina Vaiciulyte - Tourism Specialist 

Agreements from Day One

- Remain flexible
- Be upfront
- Work to each other's strengths

Our Experience - Coaching

- Gain intercultural experience
- Get closer with our team members outside of a strictly work setting
 - Talk about topics we would not have started when meeting to work

Our Experience - Virtual Course Format

- Helped make international teamwork a reality
- Coaching sessions helped make it feel more “normal”
- Much more easy to organize

International Virtual Innovation Challenge



Thank you for your time!

