



G-Ski

G-Ski

Team 24

German Ski Federation



Problem

- + People struggle to bond with the winter sport community
- + People don't want to go skiing alone
- + Too much information → Confusing



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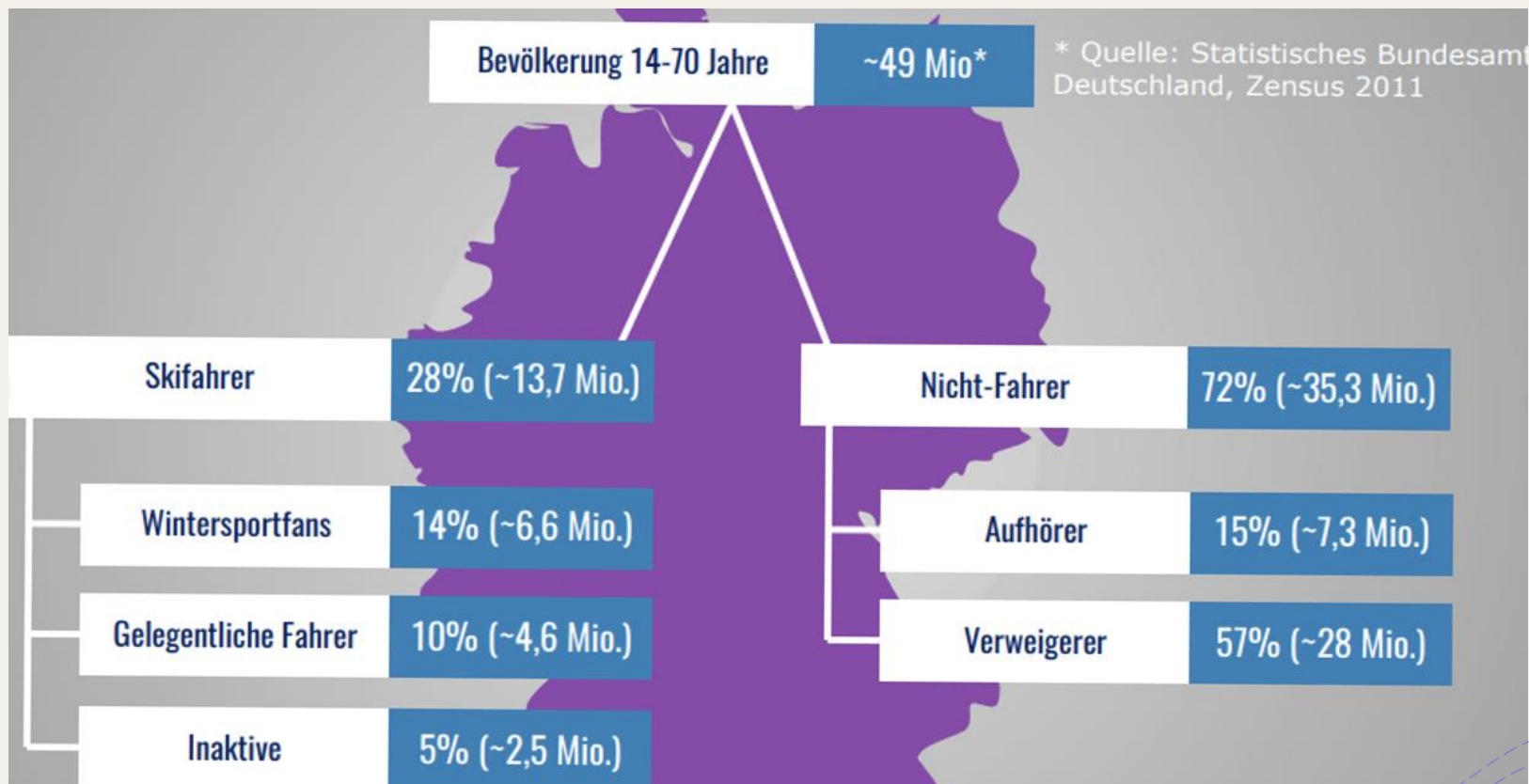
Solution

- +Target group: active winter sports people
- +App called G-Ski
- +Find fellow skiers on the same skill level
- +Users can connect via their ski resort
- +Users will be able to do winter sports together



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Trends & Opportunities



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Storyboard

Dave doesn't want to ski alone



Dave can't find skiers around him



On Instagram, he sees the German Ski Federation's app where you can find fellow skiers



Dave downloads the app



The app connects Dave to people near him who also want to ski.



Dave is happy to go skiing with other people.



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Prototype Walkthrough



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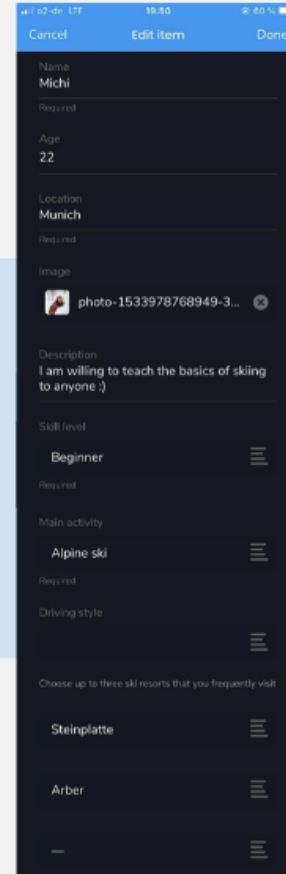
<https://g-ski.glideapp.io>

First Steps:

Creating an Account & Profile



When first entering the app, the user is asked to sign up for an account



In this account they fill out information about themselves such as name, date of birth, email and a small bio about themselves.



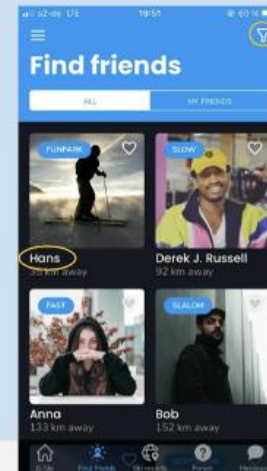
Editing profiles allows for users to update their ski level, changing their location and profile photo.



Next Step:

Finding your community

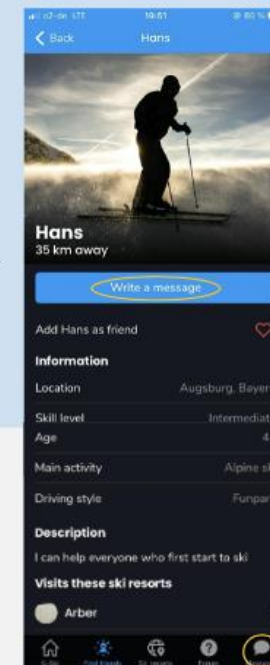
Once your account is made, this is the main screen of the app. G-Ski focuses on connecting the ski community together and here users can meet others



The app also allows users to switch between finding people and accessing people they have already connected with.



You can also sort your friends by filter so you can easily find who you are looking for.



When friend requests are approved, users can message one another.

You can also easily access all your messages in the Messages tab.



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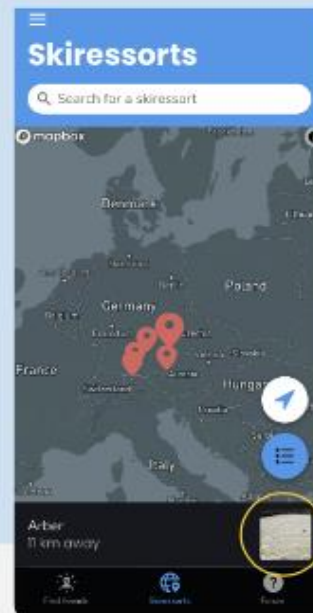
Next Step:

Plan your Trip



The Skiessorts tab shows all winter sports destinations in order of distance from the device.

This tab also offers map view for skiers to better plan their trips.



When the location is selected, the user is brought a description page along with friends who have visited the location.



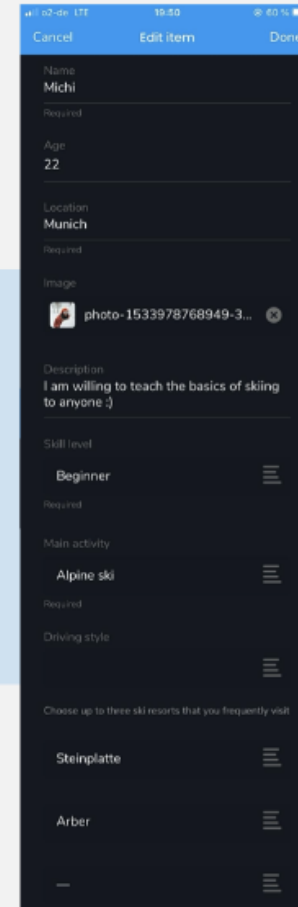
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Finally:

Talk to others &
share
experiences



When first entering the app, the user is asked to sign up for an account



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Editing profiles allows for users to update their ski level, changing their location and profile photo.



Your main concerns

+ Economic benefits? How can we make money out of it?

Through advertisements, freemium model and possibly ticket sales

+ Can other target groups be considered e.g. cross-country?

Yes, already part of the prototype

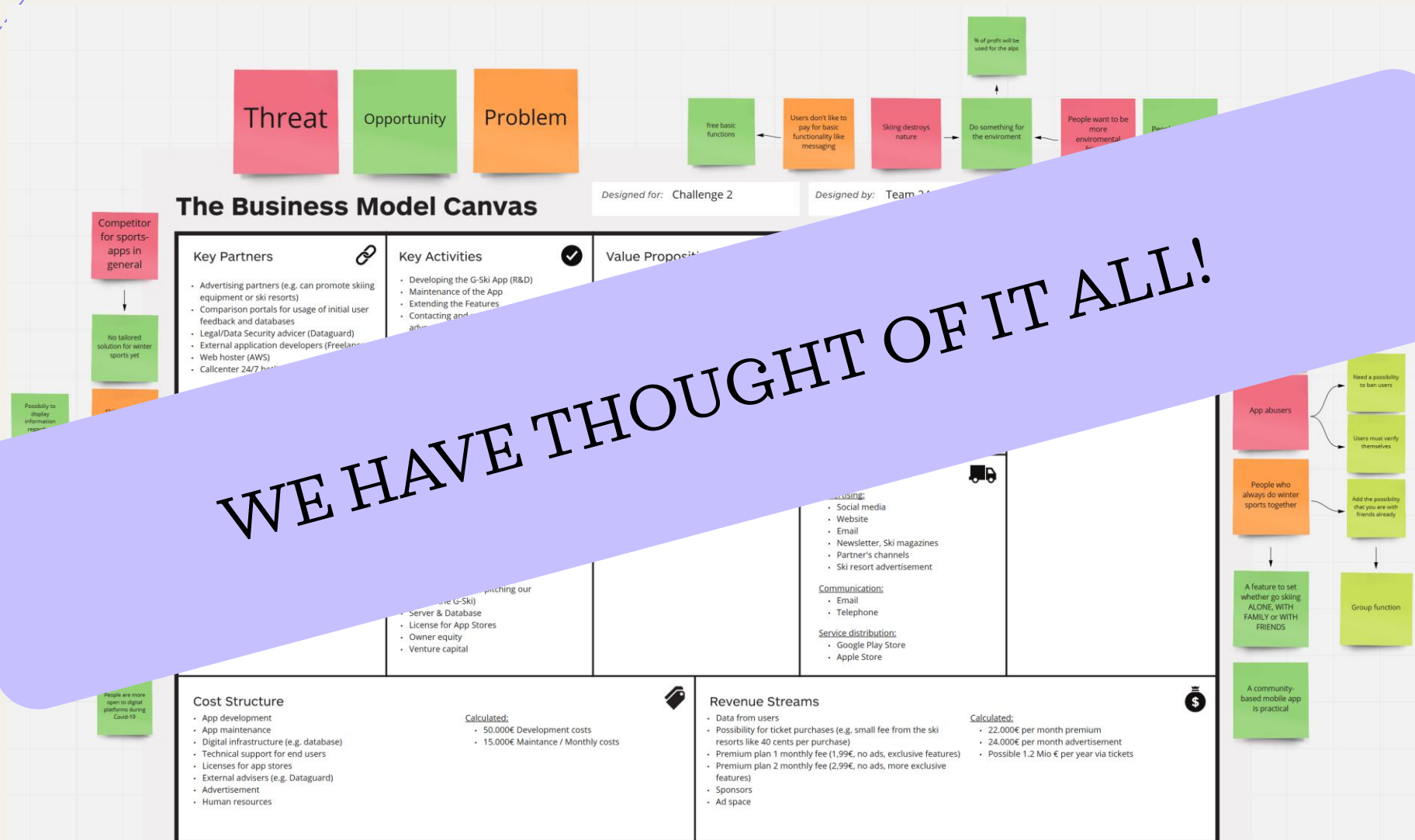
+ Does the app require a lot of investment and maintenance?

Everything is calculated already

+ What is this community doing in summertime? Benefits?

Very easy to add summertime activities aswell

Business Model



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Go-to Market

Freemium Model

FREE

0€/ month

- + Unrestricted use of the basic features

PREMIUM

1,99€/ month

- + No Ads
- + Filter possibility for ski resorts
- + Filter for similar profiles
- + No extra fee for purchasing tickets

PRO

2,99€/ month

- + All premium features
- + User can set a date when he wants to go skiing
- + Filter dates so that the user sees when other skiers want to go skiing



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Funding Costs

Initial development

Freelancers one-time costs 47.680€

Fixed Staff/ HR

Fixed & HR cost
11.753€/month

Additional costs

Sum up is
3030€/month

=

Total
monthly
costs of
14.783€



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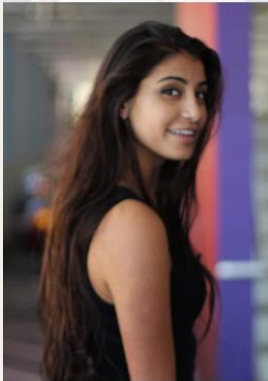
Future Developments

- + Ticket system
- + Gamification for users
- + Map of current ski slope usage
- ...



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Our Team



Mehr



Eddie



Kevin



Derek



Michael

- + We are a diverse team of skiers, snowboarders and non-skiers from Germany, Finland and USA
- + We all study completely different courses
- + Variety of insight from different disciplines



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Reflection

- + It's difficult that everyone agrees on certain ideas / solutions

Commit and compromise

- + Spontaneous meetings with different time zones are troublesome

Fixed weekly meetings

- + Digital prototyping with Glide is good, but just one person can edit

Agreements when someone edits

- + Stakeholders ask for many possible benefits, however time is limited

Focus on things that we find relevant and clarify with the stakeholders

Estimated Revenue (surprise!)

1

Earnings from
Premium Model

**22.140€ /
month**

+

2

Earnings from
Advertisements

**24.000€ /
month**

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