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
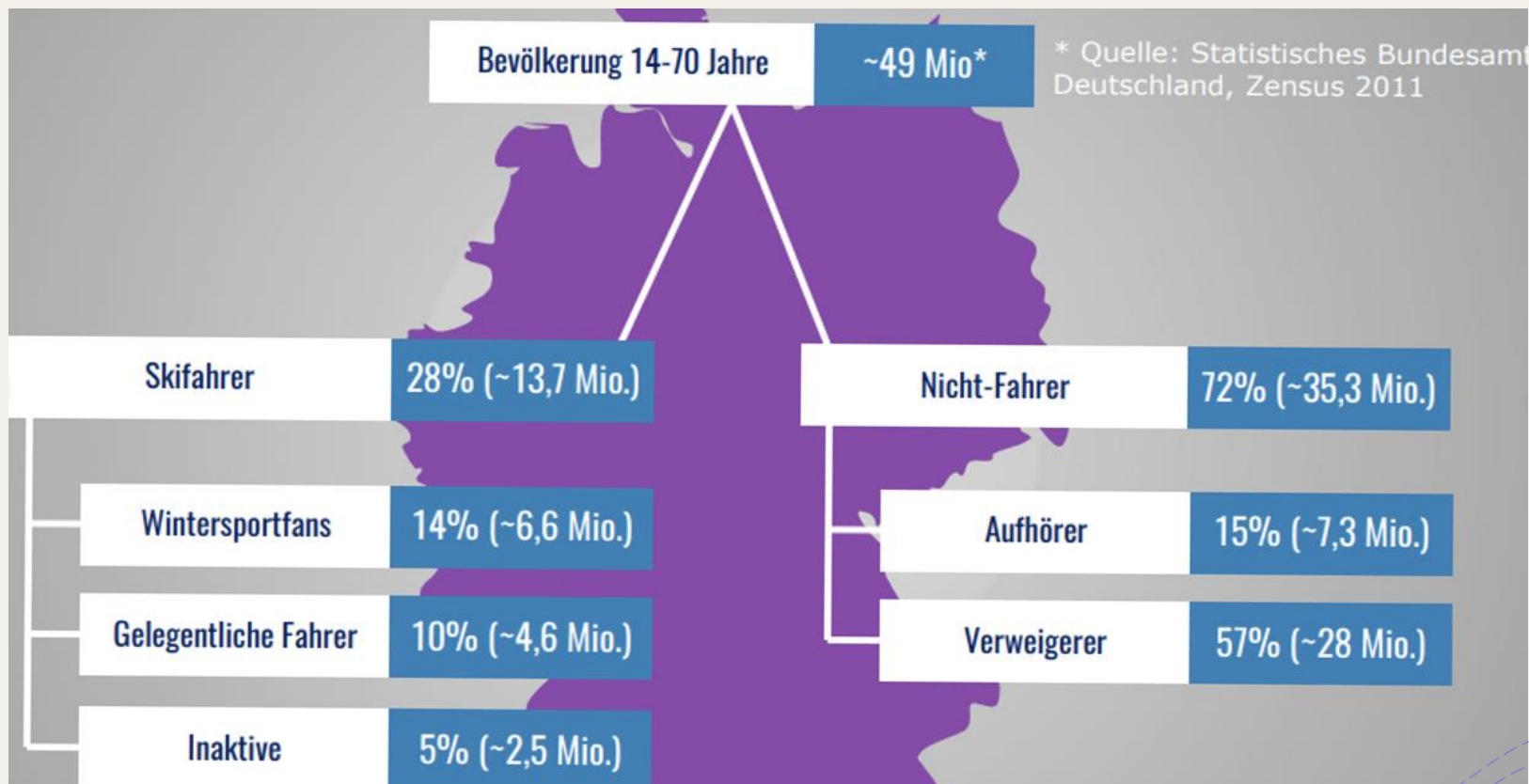
+Too much information → Confusing

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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

Bevölkerung 14-70 Jahre — ~49 Mio.*

* Quelle: Statistisches Bundesamt Deutschland, Zensus 2011

Skifahrer	28% (~13,7 Mio.)
Wintersportfans	14% (~6,6 Mio.)
Gelegentliche Fahrer	10% (~4,6 Mio.)
Inaktive	5% (~2,5 Mio.)

Nicht-Fahrer	72% (~35,3 Mio.)
Aufhörer	15% (~7,3 Mio.)
Verweigerer	57% (~28 Mio.)

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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.
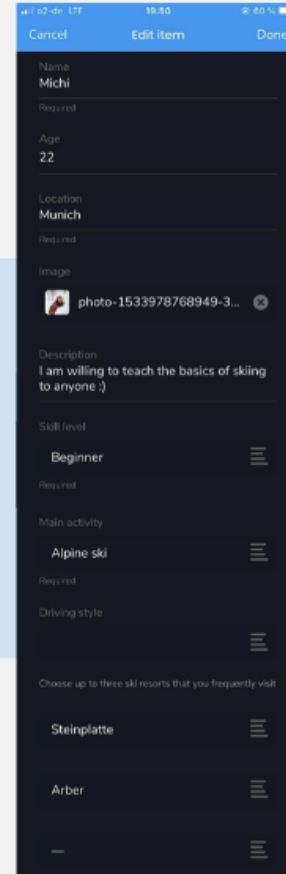
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Prototype Walkthrough

https://g-ski.glideapp.io

First Steps:

Creating an

Account & Profile

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

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

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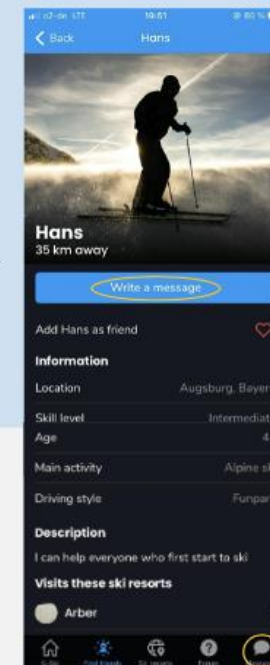
Next Step:

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

You can also sort your friends by filter so you can easily find who you are looking for.
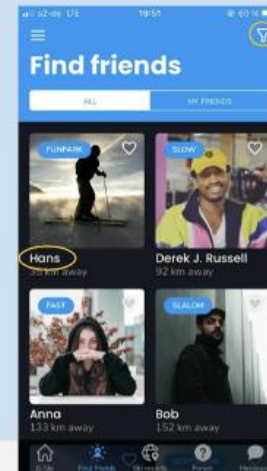
The app also allows users to switch between finding people and accessing people they have already connected with.

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

This tab also offers map view for skiers to better plan their trips.
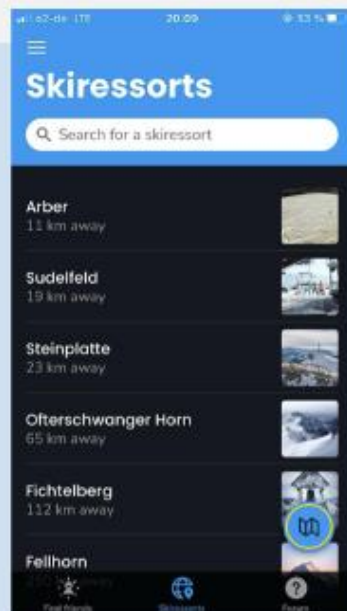
The Skiressorts tab shows all winter sports destinations in order of distance from the device.
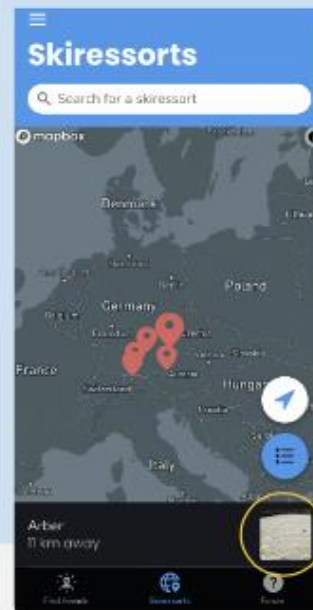
When the location is selected, the user is brought a description page along with friends who have visited the location.

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Finally:

Talk to others & share experiences
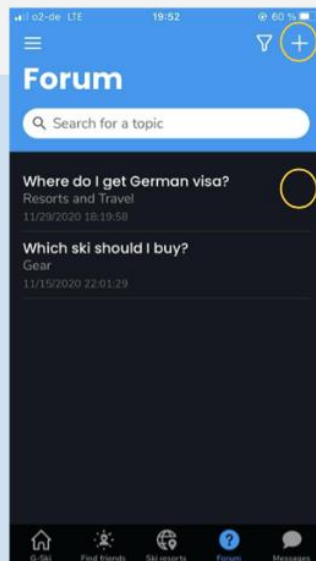
The forum tab encourages discussions and Q&A within the Ski Community
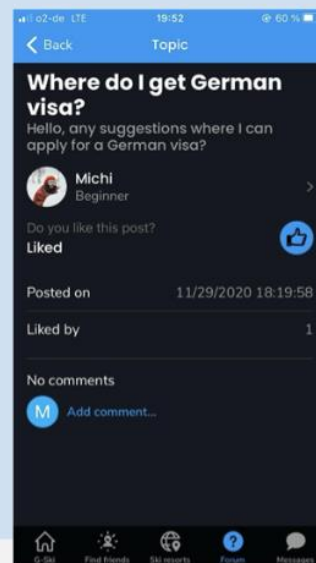
When clicking on a discussion you can see details of the post including likes, comments and more.
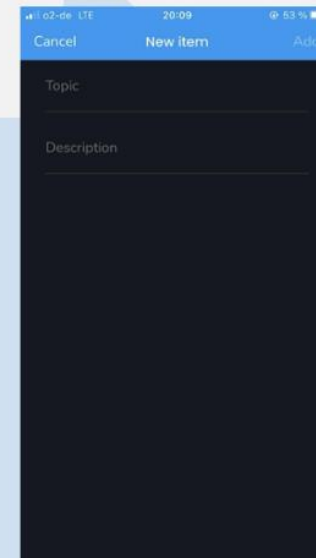
Here, users can respond to others or start new discussions.

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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

Threat | Opportunity | Problem

% of profit will be used for the alps

free basic functions — Users don't like to pay for basic functionality like messaging — Skiing destroys nature → Do something for the enviroment ← People want to be more enviromental

The Business Model Canvas

Designed for: Challenge 2   Designed by: Team 2...

Competitor for sports-apps in general

No tailored solution for winter sports yet

Possibility to display information regardi...

Key Partners 🔗

- Advertising partners (e.g. can promote skiing equipment or ski resorts)
- Comparison portals for usage of initial user feedback and databases
- Legal/Data Security adviser (Dataguard)
- External application developers (Freelanc...
- Web hoster (AWS)
- Callcenter 24/7 hotl...
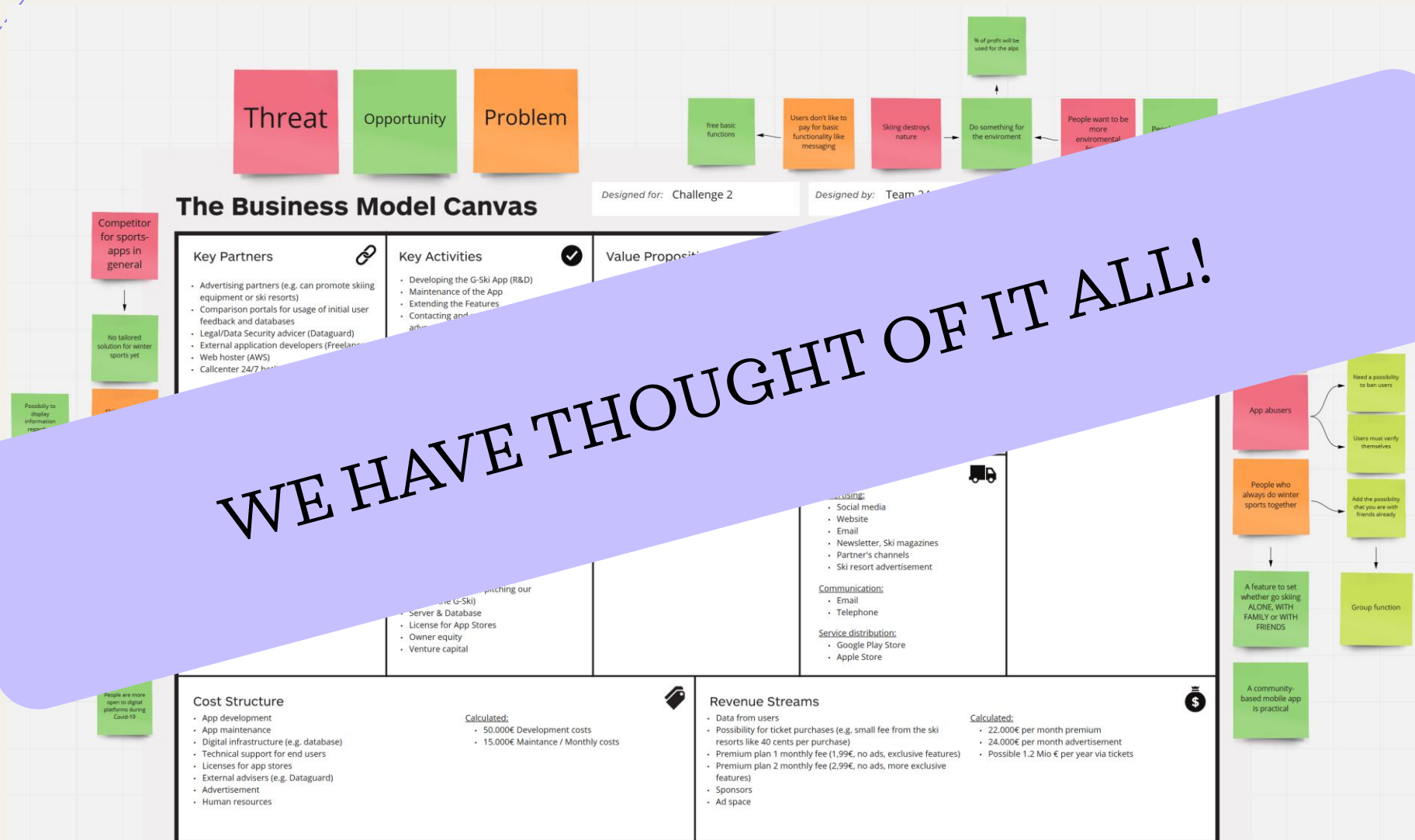
Key Activities ✔

- Developing the G-Ski App (R&D)
- Maintenance of the App
- Extending the Features
- Contacting and ... adverti...

Value Propositi...

...the G-Ski)
- Server & Database
- License for App Stores
- Owner equity
- Venture capital

... pitching our

...sing:
- Social media
- Website
- Email
- Newsletter, Ski magazines
- Partner's channels
- Ski resort advertisement

Communication:
- Email
- Telephone

Service distribution:
- Google Play Store
- Apple Store

People are more open to digital platforms during Covid-19

Cost Structure 🏷

- App development
- App maintenance
- Digital infrastructure (e.g. database)
- Technical support for end users
- Licenses for app stores
- External advisers (e.g. Dataguard)
- Advertisement
- Human resources

Calculated:
- 50.000€ Development costs
- 15.000€ Maintance / Monthly costs

Revenue Streams 💰

- Data from users
- Possibility for ticket purchases (e.g. small fee from the ski resorts like 40 cents per purchase)
- Premium plan 1 monthly fee (1,99€, no ads, exclusive features)
- Premium plan 2 monthly fee (2,99€, no ads, more exclusive features)
- Sponsors
- Ad space

Calculated:
- 22.000€ per month premium
- 24.000€ per month advertisement
- Possible 1.2 Mio € per year via tickets

App abusers → Need a possibility to ban users / Users must verify themselves

People who always do winter sports together → Add the possibility that you are with friends already

A feature to set whether go skiing ALONE, WITH FAMILY or WITH FRIENDS → Group function

A community-based mobile app is practical

WE HAVE THOUGHT OF IT ALL!

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Go-to Market   Freemium Model

FREE
0€/ month

PREMIUM
1,99€/ month

PRO
2,99€/ month

+ Unrestricted use of the basic features

+ No Ads

+ Filter possibility for ski resorts

+ Filter for similar profiles

+ No extra fee for purchasing tickets

+ 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

=

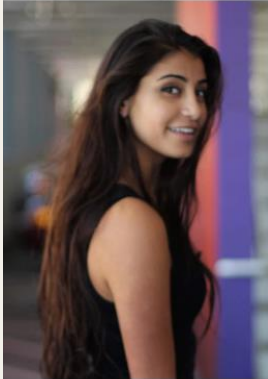Total monthly costs of **14.783€**

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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

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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