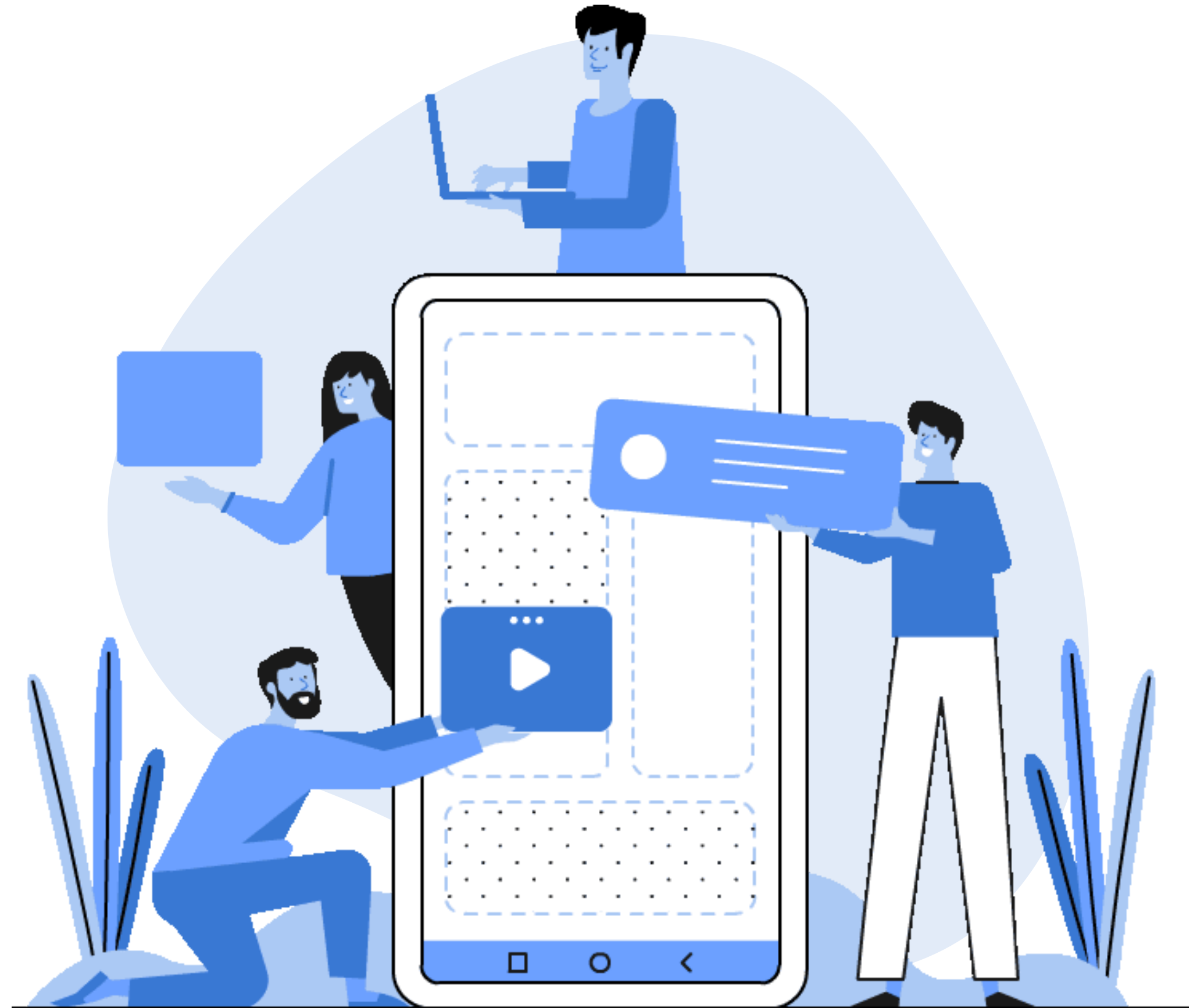# EVENTUALLY

Have you ever felt lost, sad and depressed?

Team 32-Just Lost

Lukas Zwickelhuber

Austrian-University of Applied Sciences Campus Vienna

Hawwa Bakht-Noor

British- Exchange student from University of Greenwich

Nele Tüxen

German-Exchange student from NHL Stenden University of Applied Sciences

The problem

- Connecting youth participants, especially due to Corona
- A platform where people could connect on a digital basis
- Where they could also join discussions and find out more about an organisation

Therefore, the problem statement is:

Increasing the engagement of the youngsters within the KJR by designing a digital platform.
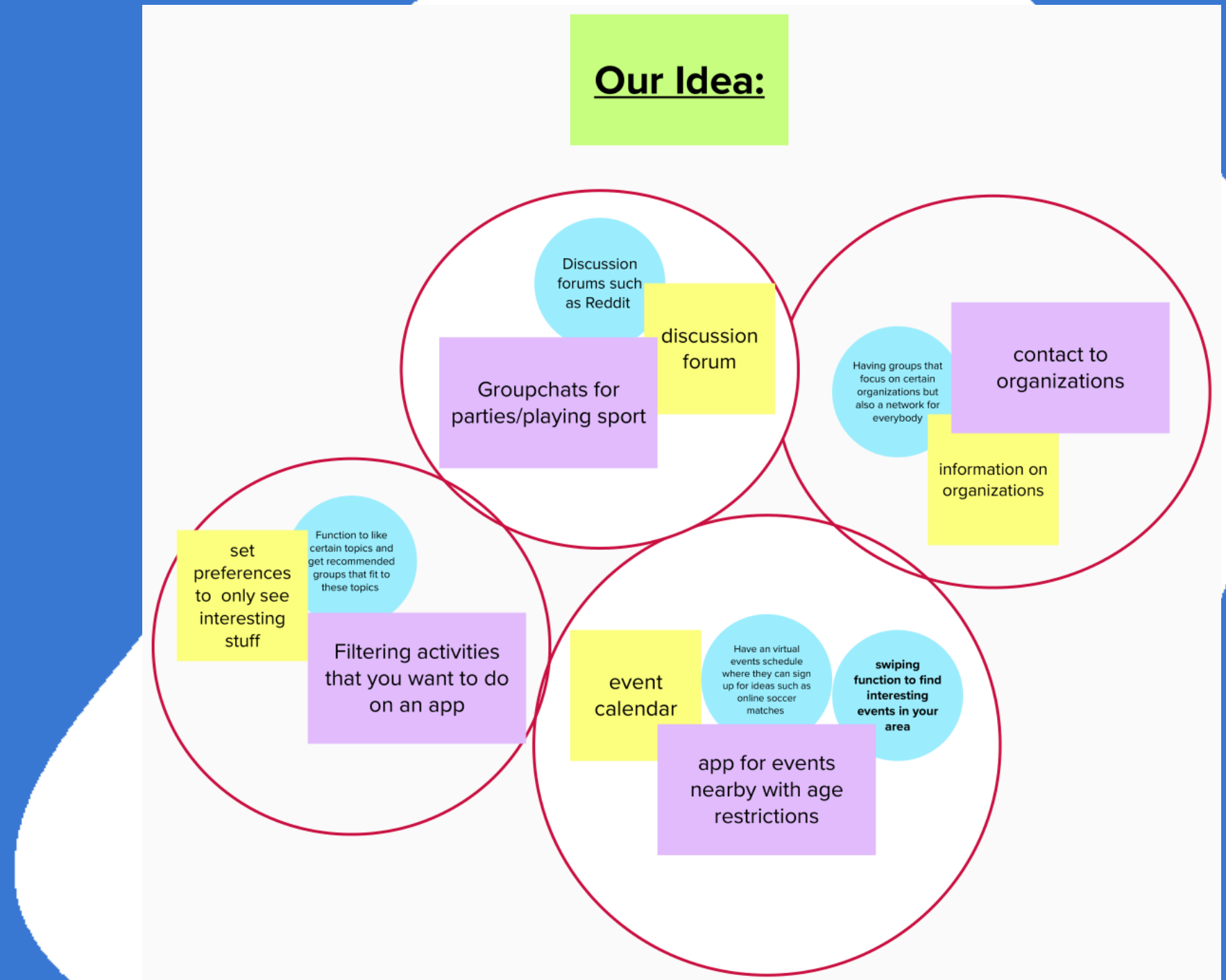
Ideation

Phase 1

- Worked based on the research and Challenge giver interview
- Included all team members ideas
- We formed groups in which we put all similar ideas
- These groups are important to the solution
- Anything else added on was by vote.

Phase 2

- It wasn't possible to get further information with the KJR
- Creating an app for the KJR was not something we found possible
- The challenge was to think bigger, and so we reworked our entire solution
- We decided to focus on events
- So we came up with an app

Our Idea:

Discussion forums such as Reddit

discussion forum

Groupchats for parties/playing sport

Having groups that focus on certain organizations but also a network for everybody

contact to organizations

information on organizations

set preferences to only see interesting stuff

Function to like certain topics and get recommended groups that fit to these topics

Filtering activities that you want to do on an app

event calendar

Have an virtual events schedule where they can sign up for ideas such as online soccer matches

swiping function to find interesting events in your area

app for events nearby with age restrictions

Our App

- Make finding events as easy as possible

- Learn more about each events

- Similar interests

EVENTUALLY

-Forums
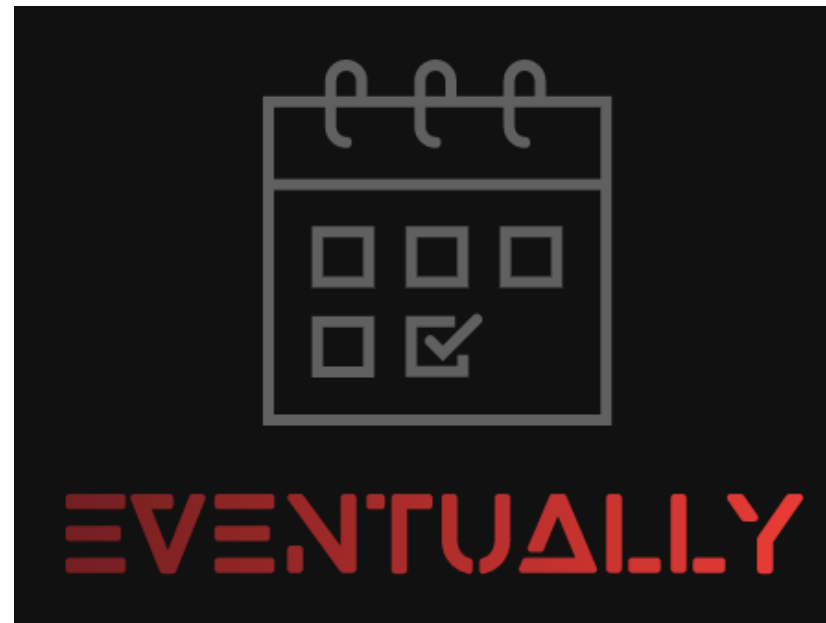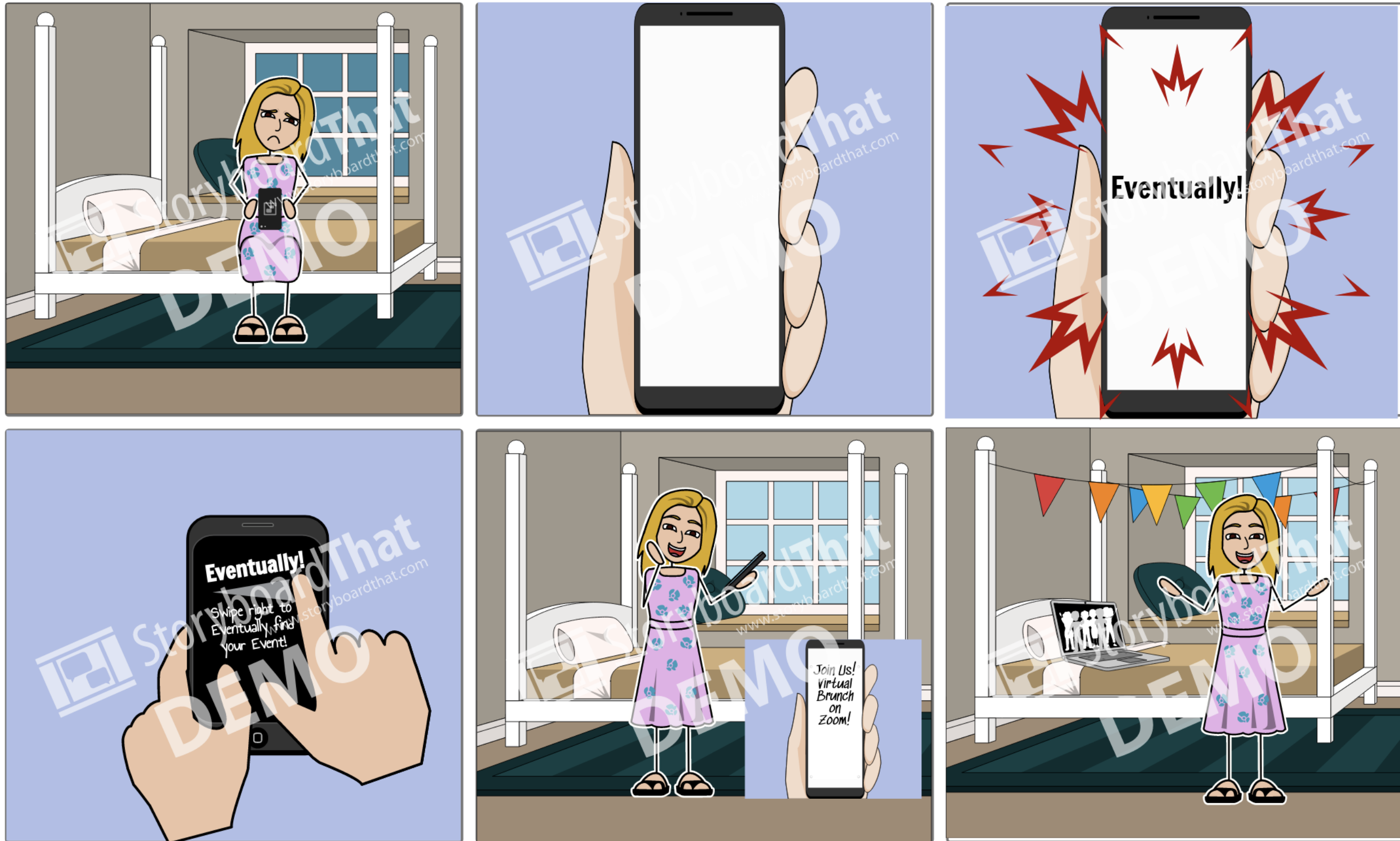
- Added to the in-app calender

- Sponsored by organisations

- Local and international events

Our Storyboard

Create your own at Storyboard That

Let us show you our improved prototype!

Our Business Model

Value Proposition

-possibility to advertise events public to your target group
-possibility to create an own customizable private page in which members can join
-advertise events for free only pay per positive interaction

Customer Relationships

- Ads on social media
- Different membership accounts for organizations
- Data protection
- Verification of users
- Customer service

Customer Segments

-Organizations

Private Customers:
-Key customers 9-30 years

Key Activities

-Provide a running app
-Customer support
-Platform development and maintenance e.g. fix bugs, updates
-Quality control e.g. verification of users
-Communication with potential new companies

Key Resources

-Servers
-Employees
-> Software developers
-> Customer service
->Marketers
-> HR
-Outsourcing developers for programming

Key Partners

-Investors
-Technical partners (e.g. IT security)-Early adopters such as the KJR
-EasyOffice- office space provider
-Development company
-Server providers

Channels

- Social media
- App store
- Play store
- Website

Revenue Streams

Private Customers:
-Ads on platform
-Premium account for ad-free version
->membership 5,99 per month
-Fee for creating events

Cost Stucture

-Marketing
-Operating cost
-Fee for using app store
-Development cost

	Basic	Standard	Premium
Create free events	3 per year	7 per year	unlimited
Discounted ads	x	x	✓
Own private page	x	x	✓
Range limit	50 km	x	x
Interaction charge	0,10€ per match	0,10€ per match	0,10€ per match
Price	free	15,99€ per month	20,99€ per month

Our value to the challenge

Our app is usable even for more organisations than the KJR.

It allows organisations to market their events to many people but also just to their members.

We created an app that is easily usable!

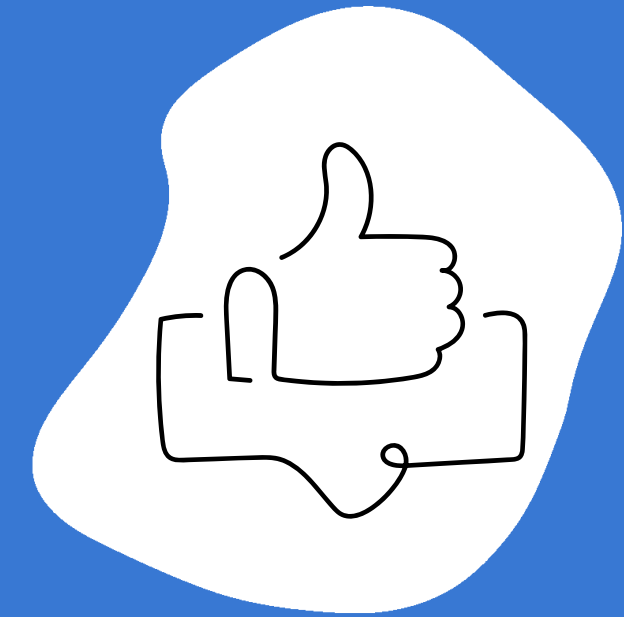# Our experience during this challenge

Virtual teamwork is possible and you can have a lot of fun!

We learned a lot about different online tools such as Figma, Github and many more.

Even if you sometimes are lost you can still manage to get good results.

Good feedback from different stakeholders is very valuable .

Thank you
for
listening!