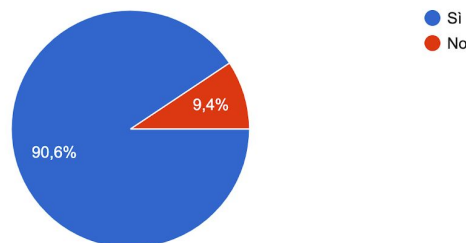


# Business model

**Customer segments:** With our solution we are addressing two kind of customers: the first are the key users, citizens. They are the active users of the app, the ones that directly benefit from the use of the app in terms of safety and rewards.

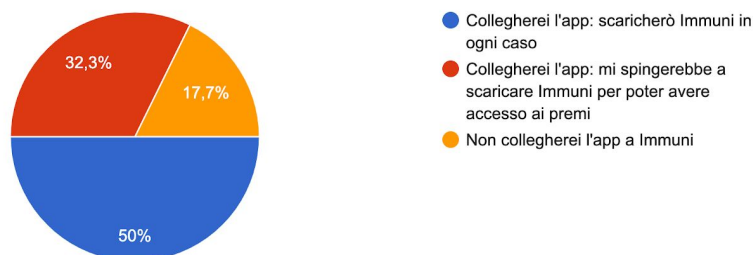
We conducted users surveys to understand the possible interest and engagement of people. *On a basis of 106 surveys compiled, considering that a 12% of the surveyed was international, and a 88% italian, we can confirm that the 90,6% of the people interviewed would download the app **SofaSoGood**.*

Per funzionare, SofaSoGood necessita di un collegamento WiFi e/o del collegamento con l'app di tracciabilità del Covid19 "Immuni". L'avvio è rapid...riscattare i premi. Scarichereesti l'app SofaSoGood?  
96 risposte



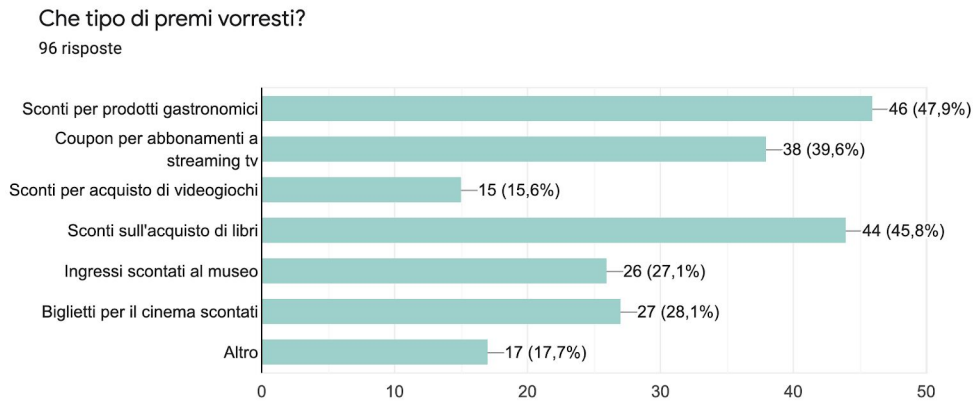
*Plus, a 32% would also be encouraged to download the Immuni app through **SofaSoGood**; 50% would download "Immuni" in any case.*

Riguardo alla possibilità di collegare l'app a "Immuni", l'app del Governo italiano per la tracciabilità del Covid19:  
96 risposte



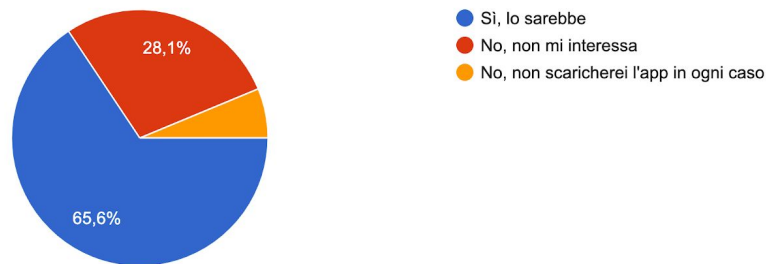
*Most of the people are interested in discounts for food products (48%), discounts on buying books (46%), coupons for TV streaming subscriptions (39%) and discounts for the Cinema tickets (29%). Less people are interested in discounted admissions to Museums (27%) and discounts for buying videogames (16%).*

*Among the most interesting proposals there were discounts for cosmetic products, for online learning platforms, for wellness centers to be used post lockdown and discounts on computers/Laptop facilities around desk such as mice and Monitors.*



*65% of the surveyed is encouraged from the fact that the app records the movements by not collecting information about the WiFi, that would make them download the app more easily. 98% of the surveyed was european.*

Il fatto che l'app registri i tuoi spostamenti non raccogliendo le informazioni relative al tuo WiFi, gestendo il tutto localmente (sul tuo dispositivo), sarebbe un incentivo a scaricare SofaSoGood?  
96 risposte



The second group of customers is formed by companies: they deliberately choose to provide citizens with prices and discounts, in exchange of visibility and new selling opportunities (cross-selling and up-selling).

**Customer Relationships:** We would maintain a good relationship with our users by providing different levels of assistance: the first level is made up by a virtual chatbot instructed to deliver primary information and first response support. Business partners are kept engaged with a CRM platform, to assist them in the process of sales. Supporting partners could share ideas and improve the app even more.

**Channels:** A social Media campaign would probably be the best solution to spread the idea through young people. Television spots and newspaper advertising could be a better solution for people that don't use social networks.

Instagram, Twitter and Facebook profiles of the app could help give a positive image of the app, and let the "Stay home" look like a game. They could share people's opinions, Instagram Stories and images, Tweets and posts about the users

experiences. That would help to increase the number of downloads and to create groups of friends. A possible improvement in the app could be the possibilities to create groups with your friends and live the “stay at home” like a game.

The app is really easy combined with the user routine. The user has to press on the button “I’m staying home” and the app works in the background just by staying connected to the wifi.

**Revenue Streams:** We hold the following assumption regarding the business-model: When a user is about to click the button to receive his reward from a specific company, he can also subscribe to their marketing newsletter. It is an option for a user and it’s a good way to acquire new customers for the companies that participate. Each customer brought to their newsletter will bring us a fixed amount of profit.

**Value proposition:** We are helping people staying home, implicitly meaning staying safe. This is the main goal of the solution we provide. For companies, we are granting them the exposition to a large pool of customers, with all the linked consequences.

Partner Companies will be invited to offer some goods/discounts/vouchers on our prize catalogue. Companies will obtain in return brand awareness advantages, being able to reach a wider pool of potential customers, also after the pandemic, leading to potential higher revenues.

Since **SofaSoGood** is fairly simple to build and the development costs are moderate, there would be a low *time-to-market*, which ensures that we roll it out soon.

Societal value is the core of our project, since the main goal of our solution is to guarantee society’s safety. Moreover we will be able to give the opportunity to local Companies to offer their products and services during this time of crisis. According to companies’ will, prizes can be everything: material gifts, vouchers and tickets, as well as museum, theatre and cinema discounts to be used once lockdown is over. In this way the art and entertainment sector too would benefit from this solution.

**Feasibility:** Technically speaking **SofaSoGood**’s development is quite feasible. It would require a solo app developer and fair maintenance costs. A barrier to the success of this solution could be the fact that tracking information must be gathered from a Government-run application, called “Immun”i, which is gonna be released in the Italian market soon. For this reason, we will offer the option of using Wi-Fi routers as position trackers. In this way, we could avoid the previous limitation, introducing on the other hand the complexity of managing the interaction with Wi-Fi protocols.

However, in order to guarantee privacy of users, position data won't be transferred to app servers, and will be processed entirely on users' devices.

**Key activities:** Development and maintenance of the best performing app. This would lead to the spreading of the pool of users, that would increase the demand of companies to be partners.

**Key Resources:** Key resources and partners of our solution are the "2nd" kind of customers themselves. All the companies are considered as key resources. Without them the value proposition could not be conveyed and the chain would stop working.

**Key Partners/Competitors:** There are some companies and existing apps are trying to create a similar service, with some crucial differences. The rewards that can be obtained from staying at home are limited to in-app purchases or discounts. For instance, we have analyzed the app *Hytch Rewards*, a popular US car sharing app. This app has started offering rewards in the form of daily cash for in-app purchases if users stay home. Although the concept may seem similar, we believe it is not well structured and quite limited in the rewards.

Societal and cultural aspects in the US are very different with respect to the EU, moreover Companies do not have direct or indirect advantages that would push them to join the cause.

**Cost Structure:** The most important costs in our business model are the development and maintenance of the backbone of the app itself. Once the solution reaches its operating phase, costs would be stable and the structure would stand by itself, without massive financial resources. In case of integration with Governments apps would be required, the main workload would be performed by APIs. One full-stack developer, a project manager and one UX-designer would be able to develop this solution in less than a month.

MVP development costs:

	Team	Time(hours)	Av.salary	Expenses
1 Month MVP	UX/UI designer	100	15	1500 €
	Full-stack developer (java,react)	150	15	2250 €
	Cofounders (5)	100	25	2500 €
	Team overall			6250 €
	Other expenses			
	Software purchase			500 €
1 time costs	Legal assistance			1000 €
	Other expenses overall			1500 €

6 months Maintenance - related costs:

6 months maintenance/development	Maintenance	Time(hours)	Expenses	
	Design	10	150	€
	Full-stack development	50	750	€
	Marketing	200	3000	€
	Operational(founders)	50	1250	€
	6 months maintenance		5150	€
TOTAL	Total for 7 months		12900	€