

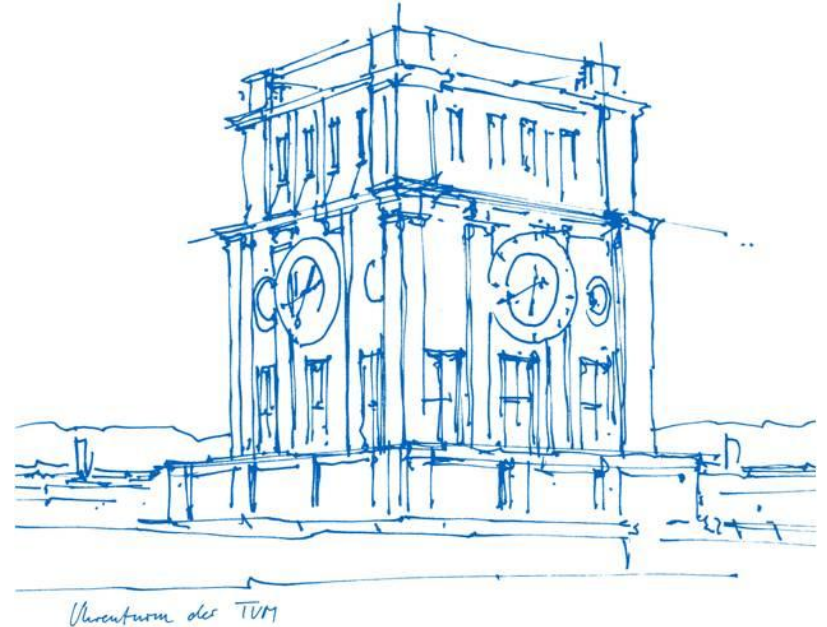
Assignment 1

Team 21

SEBA Master - Web Application Engineering

Summer Term 2021

Munich



Our team



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Informatics, M.Sc.

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Informatics, M. Sc.

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Informatics, M. Sc.

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Business Pitch

SportSeek

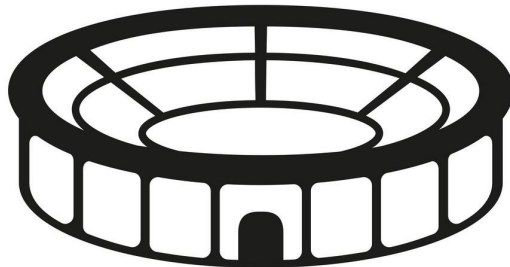
- Find other players and events nearby
- Play at your convenient time
- Find and play at dedicated sports facilities

- Reach a large player base
- Maximize utilization of your arenas and fields

Business Model Canvas

Customer Segments

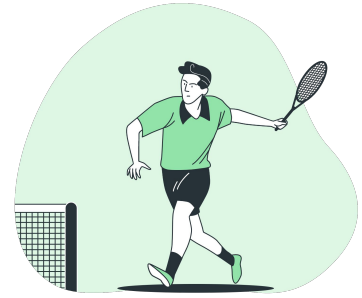
- Sports Players
- Field/Arena Owners



Business Model Canvas

Value Propositions

- Unified platform for information about arenas and provided time slots
- Players do not need to gather players
- Small/remote fields/arenas gain exposure
- Maximize booked time



Business Model Canvas

Customer Relationships

- Convenience of finding events and players
- Automated Services such as notifications
- Reward Points Accumulation
- Convenient way of reaching players
- Commission on bookings and monthly fees

Channels

- Online Advertisements
- Ads at sports equipment stores and sites
- Ads by field/arena owners
- Reach out to the field/arenas

Business Model Canvas

Key Activities

- Website and app-development
- Maintaining and updating the platform
- Stimulate demand through promotions
- Customer Support
- Reaching out to location providers

Key Resources

- Number of Players
- Number of Locations
- Skilled Staff
- Initial Financial Capital
- User Experience

Business Model Canvas

Key Partners

- Field/Arena Owners
- Technology Partners
- Sports Equipment Brands
- Local Sports Club

Cost Structure

- Technology Costs
- Customer Acquisition
- Advertising
- Personnel Costs

Business Model Canvas

Revenue Streams

- Players sign up to events through payment (we take a commission)
- Monthly fee from location owners for platform access
- Platform hosted tournaments can be sponsored
- Advertisements on the platform




Market Analysis



Fußballplätze in München

Facilities

Filter Sort by 01/05/2021 Time District List Map



Sportraum ★4.7


Hürdenstraße 2a
85551 Kirchheim bei München (9.97 km)

from 18 € - 01/05/2021

Der Sportraum ist die Soccerhalle schlechthin in München. Fünf Courts in drei unterschiedlichen Größen und der modernste FIFA-zertifizierte Kunstrasenbelag sorgen für

Oliver B.
★★★★★ 5.0
Immer top!

Info




SV 1880 München

Tübinger Straße 10
80686 München (7.61 km)

from 52 € - 01/05/2021

Egal, ob Fußball, Tennis, Tanzen, Volleyball oder Fitness - all das und noch viele andere Sportarten bietet dir der Sportverein München von 1880 an. Hier kannst du auf einer rie...

Info



Sportscheck Allwetter ★4.1

Münchner Straße 15
85774 Unterföhring (3.82 km)

from 58 € - 01/05/2021

In der Erlebnisanlage Sportscheck Allwetter findest du ein vielfältiges Angebot an Fitness, Fußball, Tennis und Padel. Auf insgesamt 40.000 m² haben Jung und Alt die Möglichkeit...

Fabian B.
★★★★★ 4.0
Amazing location

Info

Similar platforms

- <https://www.eversports.de/>
- <https://www.yogems.com/>
- <https://www.openplay.co.uk/>
- <https://www.eventlocations.com/de>