3/4 2019

Beskrivning

Business Model Canvas

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Beskrivning - Expresso

Expresso ska underlätta och effektivisera beställandet av kaffe på t.ex. Bulten, Linsen eller Baguetterian genom en APP. Genom att betala i appen undviker man att långa köer bildas i kassan, vilket möjliggör bättre genomströmning av folk och därmed ökad mobilitet.

Genom att dessutom bara kunna använda appen när man tar med egen kopp, eller lånar och lämnar tillbaka, så minskar svinnet av engångsartiklar. Vi kan dessutom ersätta onödigt användande av stämpelkort.

Business Model Canvas

Key Partners 🔗

- Coffee shops on campus using the solution, eg. Linsen/Bulten

Indirect partners
- Firebase - database provider
- Payment – eg. Klarna/Swish
- Maps – for integrated coffee map

Key Activities ✓

- Build and maintain the platform
- Manage interaction failures
- Attract users & partners

Key Resources 🏭

- Scrum team
- Project mentors

Value Proposition 🎁

Coffee shops
- Faster serve time
- Predict rush hours and customer behaviour
- New marketing channel
- Solve problem of disposables

Users
- Reduce waiting time
- Easy order and payment
- Reduced cost
- Sustainable alternative, making it easy to say no to disposables

Customer Relationships ❤️

- Feedback system in app
- Special offers for frequent users

Channels 🚚

- Social media platforms
- Word of mouth marketing
- Google play/App store (not in prototype)
- Local campaigns

Customer Segments 👥

- Students moving on campus at Chalmers
- Other members of faculty or visiting Chalmers
- Coffee shops on campus

Cost Structure 🏷️

- Salaries
- Maintainance costs
- Marketing and ads

Eco-Social Costs
- Possible social cost for baristas

Revenue Streams 💰

- Ads in app
- Affiliate marketing – percentage of sales

Eco-Social Benefits
- Less disposable cups used, by only selling bring-your-own or bring-back cups