



Fix
& Learn

A SIMPLE CONCEPT



LEARNING

You will be given the tools and advice to repair by yourself your broken technological devices



PROXIMITY

Our workshops are based within the university to be as close to you as possible



RECYCLING

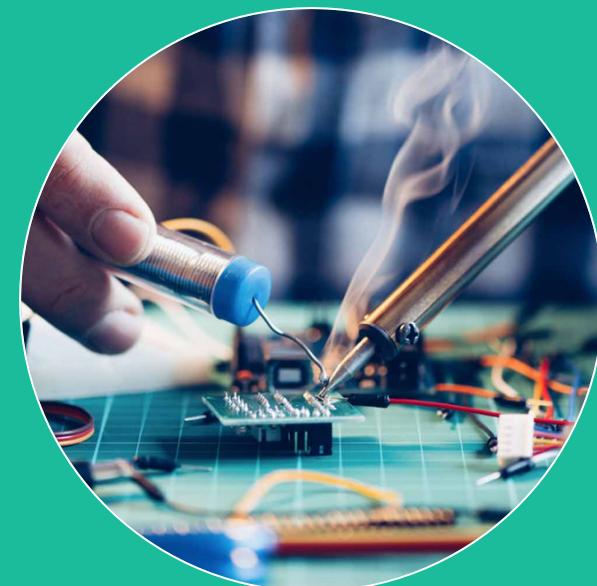
You will never have to throw away your broken technological devices

ON THE SHORT RUN

An interactive student workshop

OUR AMBITION

We aim to give the possibility to students to learn by themselves with the help of other students within their university. Ecological and based on human mutual help, Fix&Learn is responding to a general need to help and grow with each other.



THE GREAT TEAM



Claire



Noé



Bertille



Antoine



Océane



Jean-Baptiste



Laura



Olive



Mathilde



Steven

MARKET ANALYSIS

Main competitors:

Repair Café Paris - Stop Phone - Apple Stores - Point Service Mobile

	F&L	Repair Café	Stop Phone	Apple	PSM
Local service	✓	✓	-	-	✓
Instructive	✓	✓	-	-	-
Professional support	✓	-	✓	✓	✓
Cheap repairs	✓	✓	-	-	-
Providing pieces	✓	-	✓	✓	✓
Bring your own pieces	✓	✓	-	-	-

MARKET ANALYSIS

79%

Are ready to
have their
product
repaired by a
third party.

81%

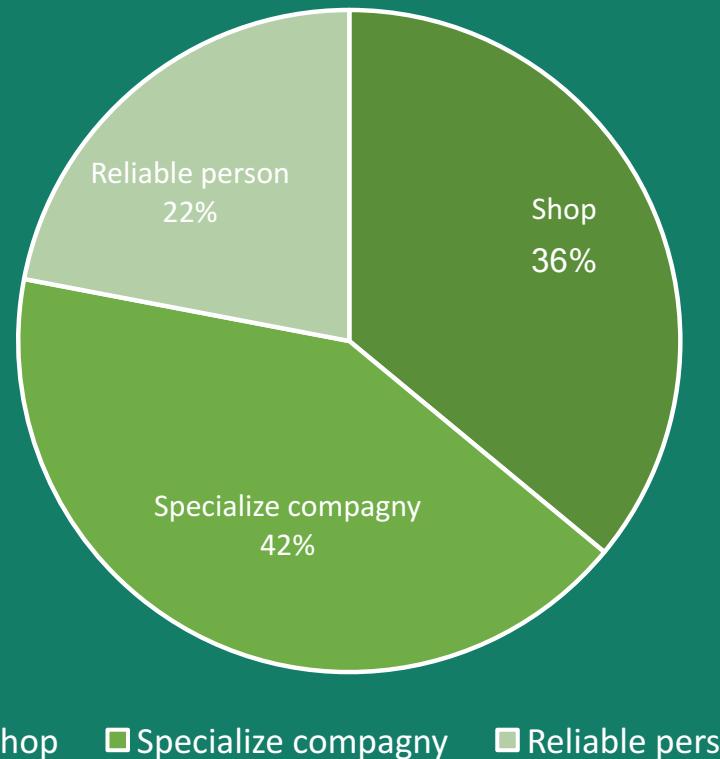
Have at least one
broken
technological
device at home.

69%

Are buying new
products
instead of
repairing it.

MARKET ANALYSIS

Where do you want to repair your products?



But the cost is the main influence in deciding whether to repair a technological product or not. For this kind of devices, the value decreases quickly while the cost of repairing remains really high...

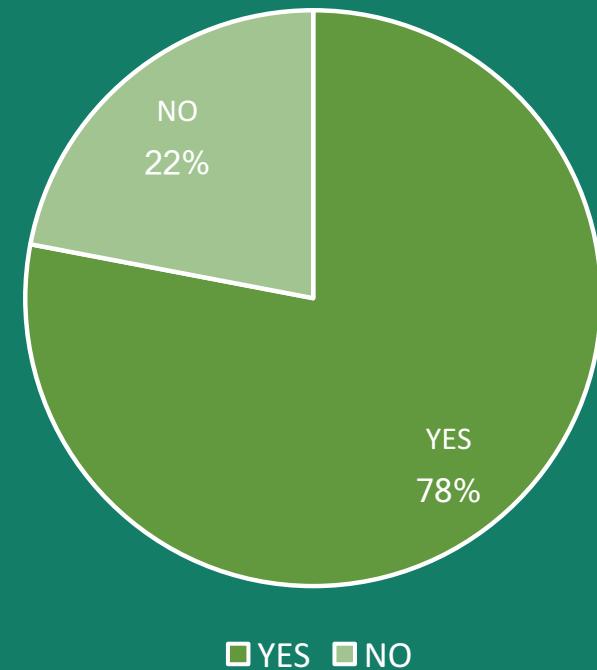
□ Shop □ Specialize compagny □ Reliable person

*According to our Market Study on 100 students at Sciences Po between 15 and 25 years old.

MARKET ANALYSIS

Only a small part of the population is ready to repair their technological devices, because it seems difficult although it is cheaper.

Is repairing your technological products difficult?



*According to our Market Study on 100 students at Sciences Po between 15 and 25 years old.

BUSINESS PLAN

MAIN ACTIVITY:

- **Workshops:** people pay a contribution to have access to tools and advice (from videos and a staff member is present to help) to fix their devices.

OTHER ACTIVITIES:

- Selling the pieces people need to fix their device during the workshops (screen for instance)
- Buying and reselling devices such as headphones or power banks, with a slight margin

BUSINESS PLAN

STAFF & SPACE:

- Hypothesis: we have the room for free, provided by Sciences Po.
- During the workshop: one volunteering student per workshop, paid thanks to tips
- Administrative/executive: volunteering.

WORKSHOPS:

- One per week, lasts 2 hours
- People pay 5 euros for each workshop - for tool rental and advice.
- Minimum of 4 customers needed to have the workshop running, on average we forecast 6 customers per workshop.

BUSINESS PLAN

TOOLS:

- Main investment: soldering iron, screws, workbench protections, electrical outlets, glue, isolating plaster, cutter, suction pad.
- Hypothesis: screens and computers to display the videos are included in the room provided.

SUPPLY:

- We get the pieces:
 - either collecting broken items people do not want to fix, in exchange for reduction on the workshop price
 - or buying them
- We store the stocks at Sciences Po in the room.

MONTHLY BUDGET BETA

Overview	Total	
Total Monthly Income	310	
Total Monthly Expenses	150	
Cash Balance	160	

Monthly Income		
Item	Amount	
People's contribution	100	
Pieces sale	150	no margin
Running devices sale	60	

Monthly Expenses		
Item	Amount	
Wages	0	tips
Pieces bought	150	no margin
Running devices bought	50	
Investment amortization	25	

Monthly Savings		
Date	Amount	
End of each month	160	

Number of workshop in a month	4
Number of people per workshop	5

Initial Investment :	300
Tools	300
Amortization during 1 years	25

ON THE LONG RUN

A real business based in Paris

BUSINESS PLAN EVOLUTION



The workshop framework has many disadvantages such as a very low flexibility in terms of times and dates, so it would just serve to initiate the project. It would go to the next step after a year.

BUSINESS PLAN EVOLUTION

ACTIVITY:

- A staff member (they receive a salary) is always present in the local (located in Paris, not any more linked with Sciences Po), and people can come whenever they want. They have to book online (2 euros fee reimbursed if we cannot help).

SUPPLY:

- Gathering unused running devices and reselling them (going to companies to ask them if they throw away stuff, or what happens when they change their material).
- Collecting old broken devices, fixing them and reselling them.
- Still buying and selling merchandises.
- Coffee and other beverages.

COMMUNICATION STRATEGY

What is Innovation according to our generation?

- **Before – Innovation was imposed by the company – A top-down model of innovation**

« Stronger, higher, faster »



- **Today – Innovation is a consumer choice – A bottom-up model of innovation**

« Simpler, more human, more inspiring »

U B E R



COMMUNICATION STRATEGY

Generation Y and Z - born during the 1990s and early 2000s

A generation with strong values:

Sharing - intensity - determination - creativity - responsibility

They use digital tools, their phone among all, but not only...

→ 84% of this public believes that making a difference in the world is more important than professional recognition.

→ 62% wants to work for companies which aim at delivering a positive societal and environmental impact.

This generation searches for meaning and flexibility

COMMUNICATION STRATEGY

INSIGHT:

According to Fix & Learn, innovation is no longer simply technical, it is a human movement that allows self-fulfilment.



MISSION:

Providing each one of us with personal fulfilment thanks to a social, professional and societal movement.

COMMUNICATION STRATEGY

CUSTOMER

Self-fulfilment thanks to an access to repair in exchange of a given financial contribution

→ availability of people to help fixing your digital tool...

CITIZEN

Self-fulfilment by a collective movement for the greater good

→ environmental and societal impact: less e-waste

EMPLOYEE

Self-fulfilment by acquiring knowledges and giving a sense to the work done

→ make a career that makes sense

COMMUNICATION STRATEGY

Concrete actions that will be deployed at the launch of the business

DISCLOSURE

Launch of the campaign:
broadcast a video clip on social
media to share our vision of Fix &
Learn and its values : sustainability,
community, learning and social
economy.

&

INTERACTION

A coach that will help the future
members of our business makes
an happening in the hall to show
people how to fix a few digital
tools. This event is filmed and
shared on social networks.

Fix ✖ &Learn