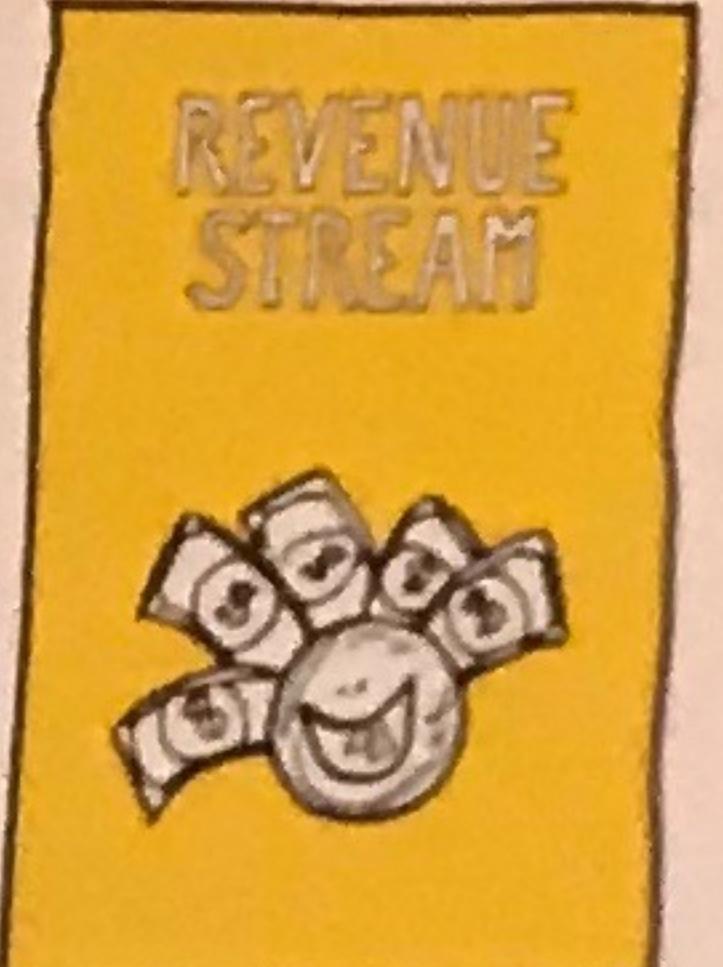


## = BUSINESS MODEL GAME =



### PARTNERS

- \* Collaboration agreement with grocery stores and banks.
- \* Environmental organisations.

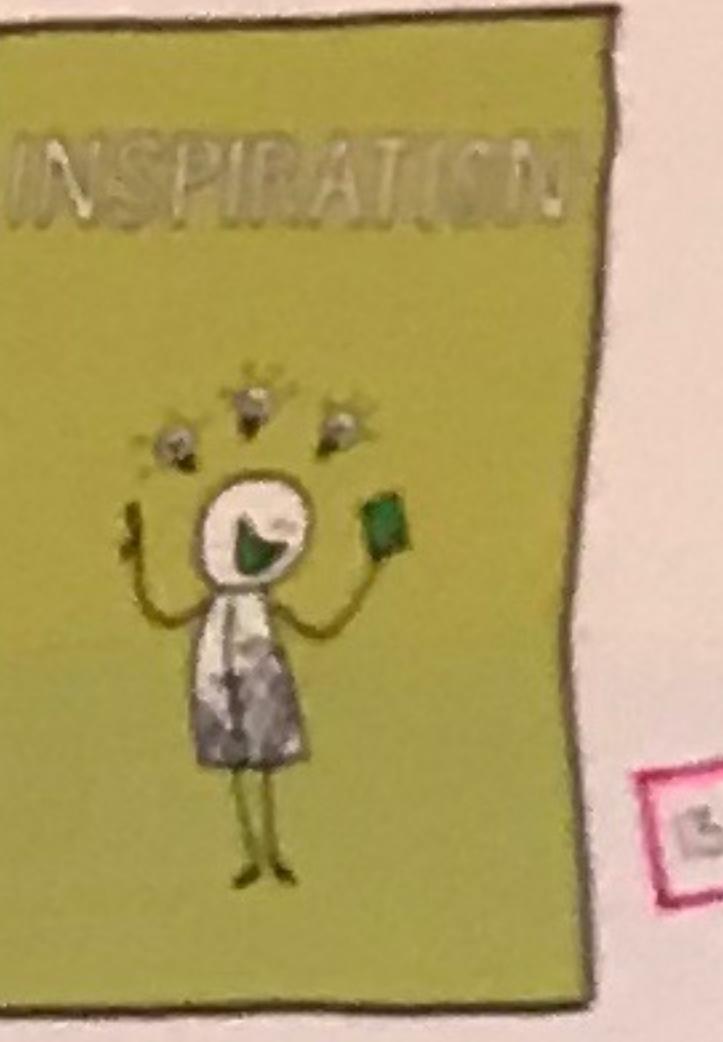
22 min

### ACTIVITIES

1 2 3 4 5  
START DATE: 16 November 2017 END DATE: 1 December

1. Research
2. Collaboration agreement
3. Programming
4. Design
5. Marketing

15 min



### RESOURCES BRAND

Get a trust worthy and clear brand.

### NETWORK

Have a good network for promotions and iterations.

### KNOWLEDGE

Get better knowledge about the technology behind the receipt process/app.

### VALUE PROPOSITION

THE RAW IDEA:  
\* An App for managing receipts and grocery expenses. So the user can get a bigger and better overview of their economy.

WHAT VALUE DO WE DELIVER TO THE CUSTOMER?  
• WHICH ONE OF OUR CUSTOMERS PROBLEMS ARE WE HELPING TO SOLVE?  
• WHICH CUSTOMER NEEDS ARE WE SATISFYING?

- \* Problem of receipts
- \* money management

### CUSTOMER RELATIONSHIPS

- ECO
  - Chat
  - Customer service
- they feel important  
- give the user power  
- making a change.  
- Saving money.

### CHANNELS

Some (Facebook, Instagram, Snapchat):  
- through short tips and videos about Saving money. + Environmental benefits of using our app.  
Influencers: vloggers and bloggers promoting  
Reviews & Word of mouth.

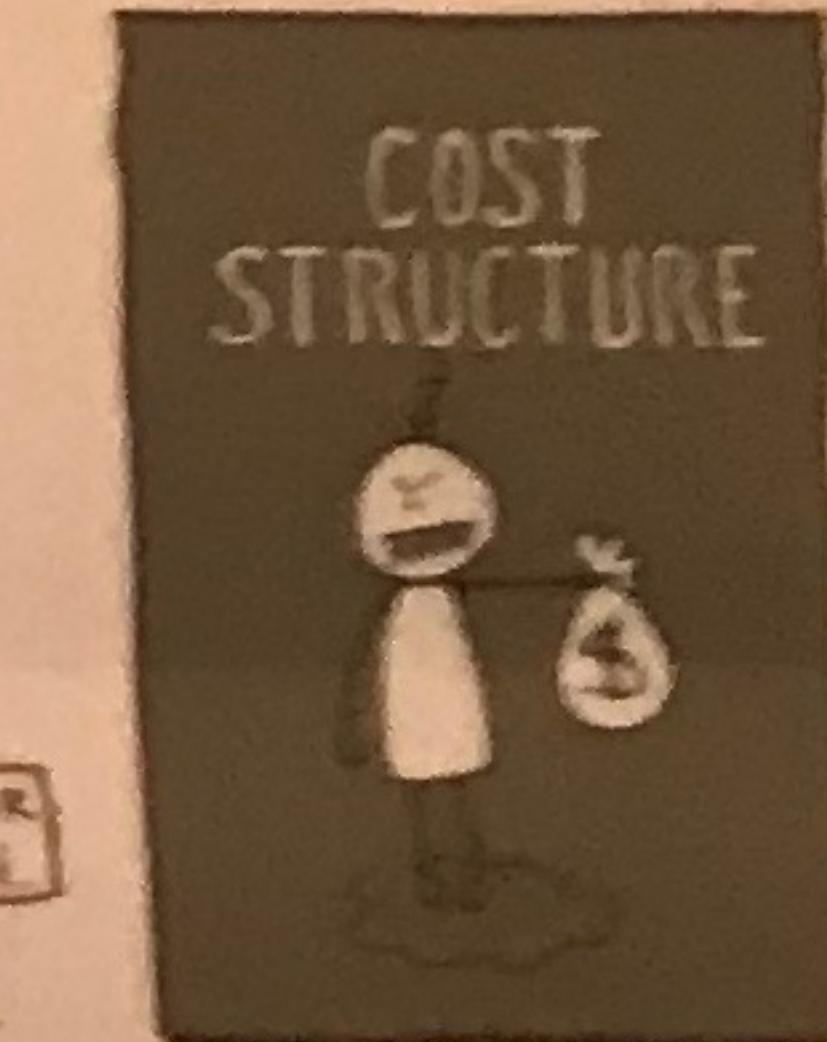
### CUSTOMERS

Target: Young People:  

- living alone
- have control
- Students.
- tailored to help them.
- money management.

 Environmentalist  
Plus version:  

- Business based



YOU HAVE SUCCESSFULLY PLAYED THE BUSINESS MODEL GAME AND HOPEFULLY YOU'VE GOTTERNED CLOSER TO THE CORE VALUES. SPEND 5 MINUTES ON SUMMARISING AND ANSWER THE QUESTIONS FOUND IN THE BOTTOM BOX OF THE VALUE PROPOSITION FIELD

### START

### COST STRUCTURE



BEFORE JUMPING PAST 'START'  
SPEND 5 MINUTES TO DISCUSS YOUR RAW IDEA WRITE IT DOWN IN THE TOP BOX OF THE VALUE PROPOSITION FIELD, LOCATED IN THE MIDDLE OF THE BOARD

### INSPIRATIONAL NOTES

Expand  
ECO

- Investors. Banks.
- Sponsor: Environmental organisations
- Plus version will cost

### REVENUE STREAM

Earning money from:  

- Appstore, play store (downloads)
- Adds by grocery store