



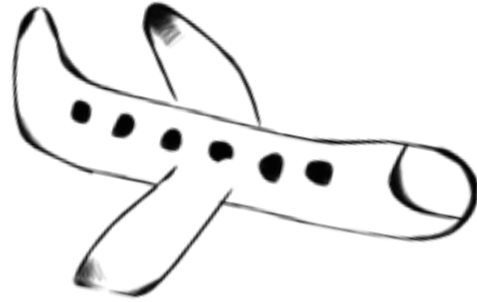
# Cityhunt **for** tourists

Powered by **Cloud Connecté**

Group B

Jenny Hanell | Gigi Ho | Marat Timergaliev | Panagiota Tziova | Gou Jingxiang

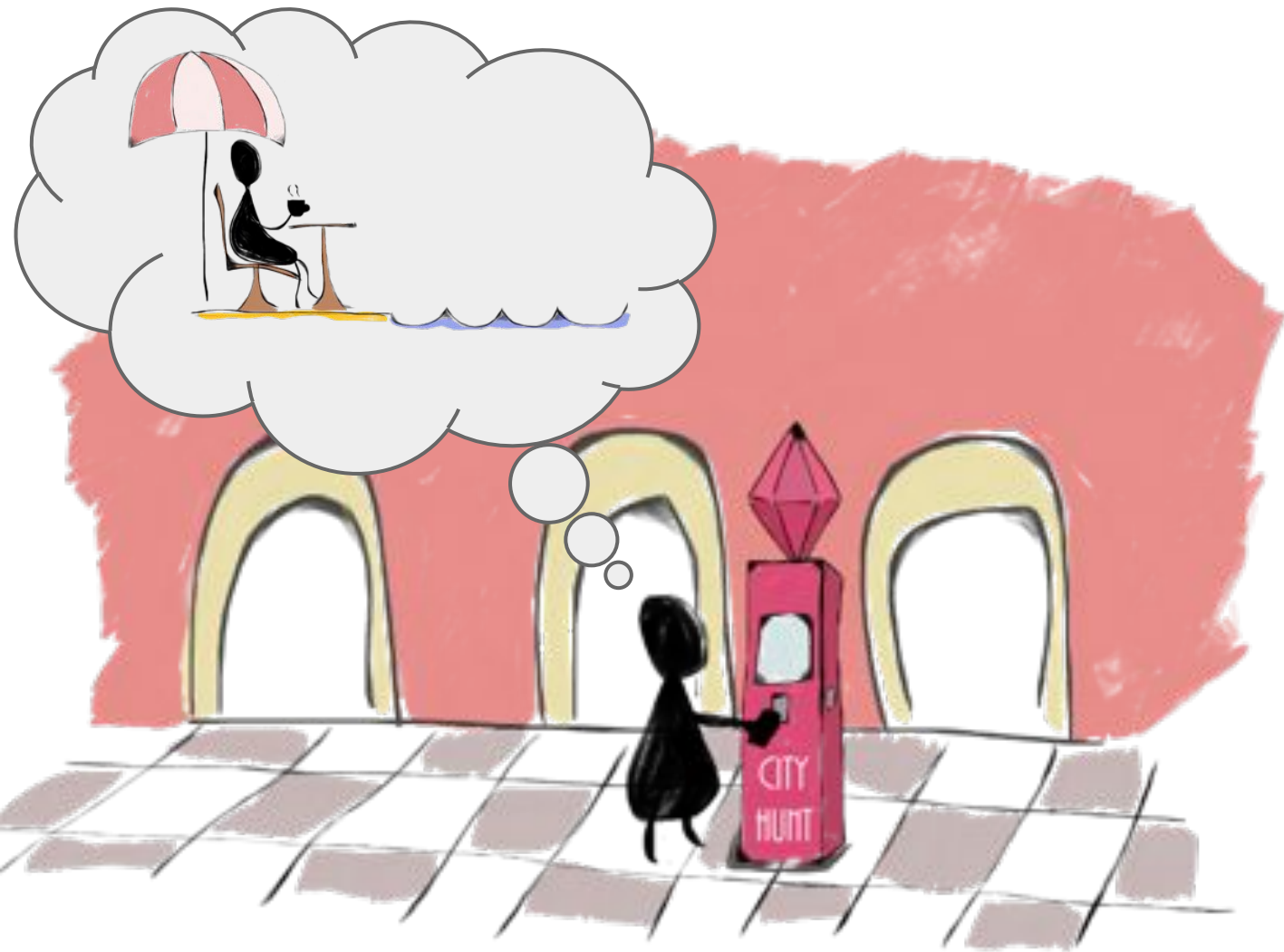
# Storyboard

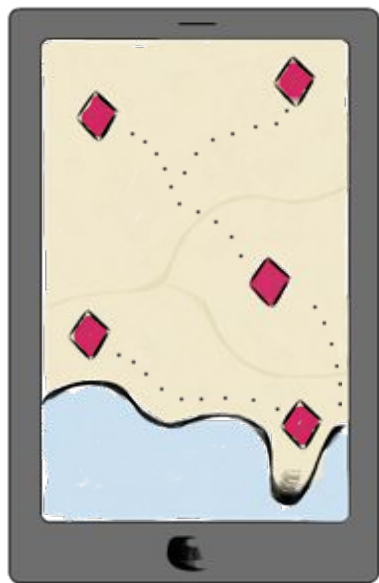


# Nice Côte d'Azur Airport

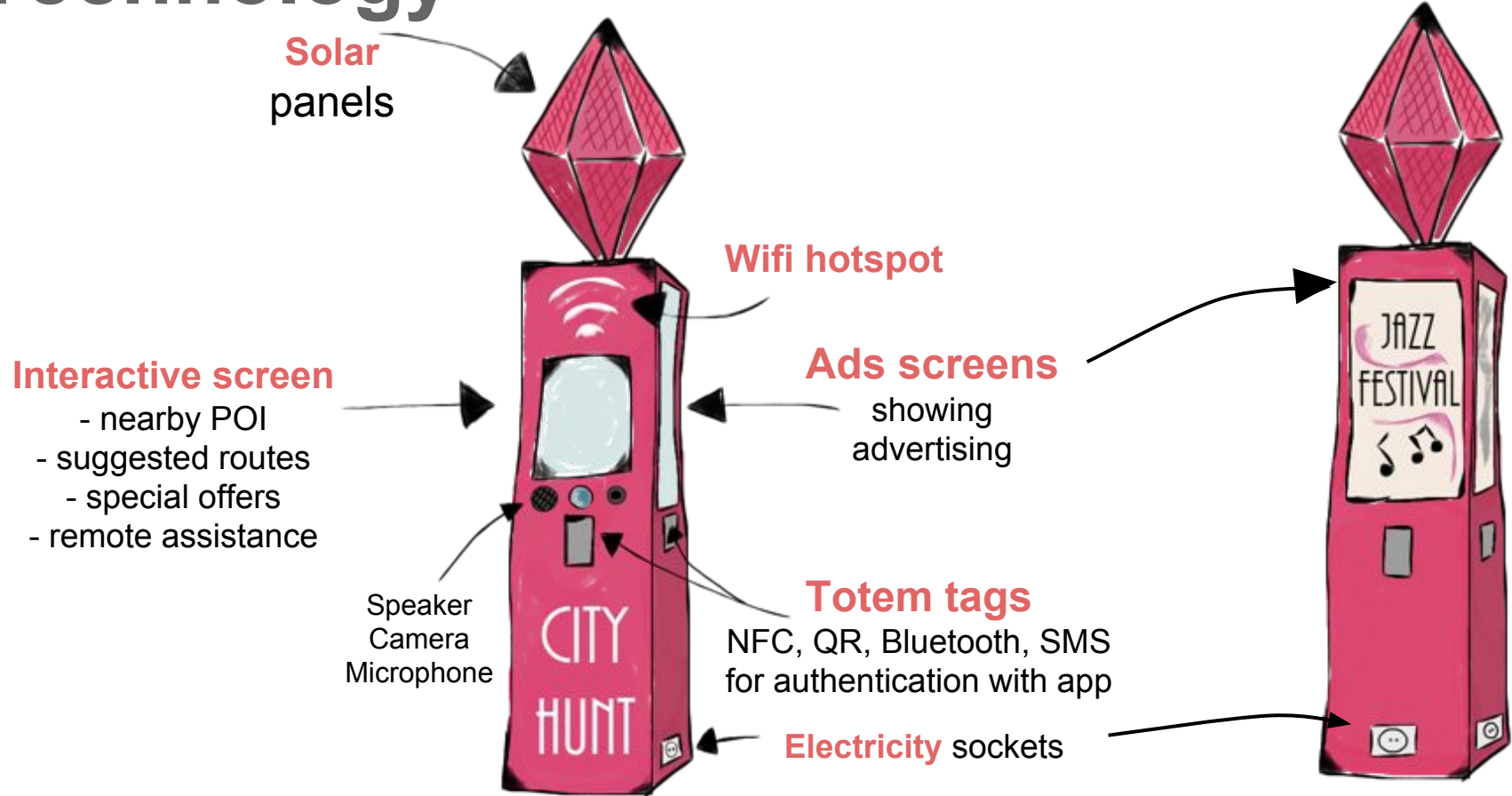


CityHunt game with suggested routes of different interests

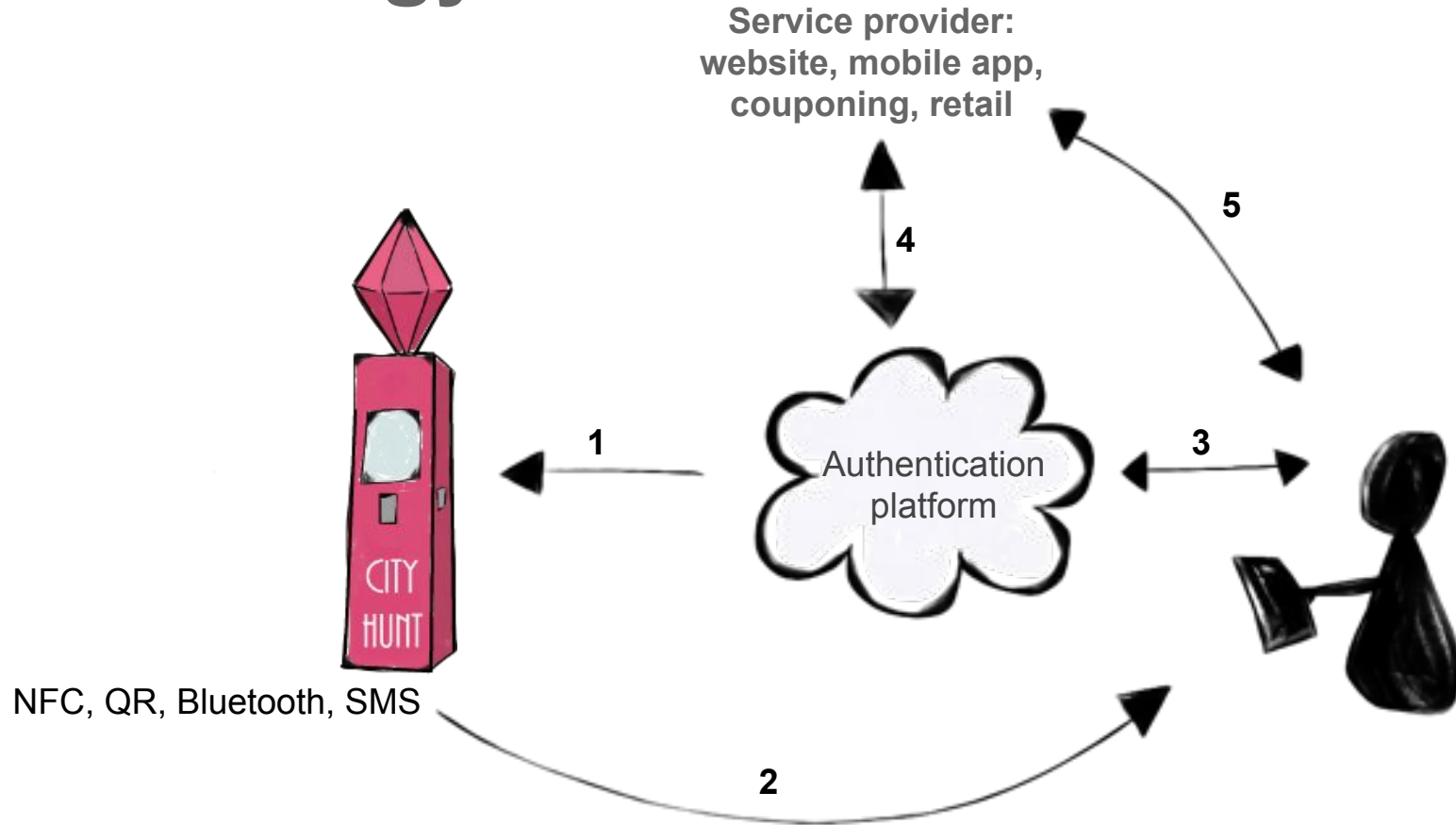




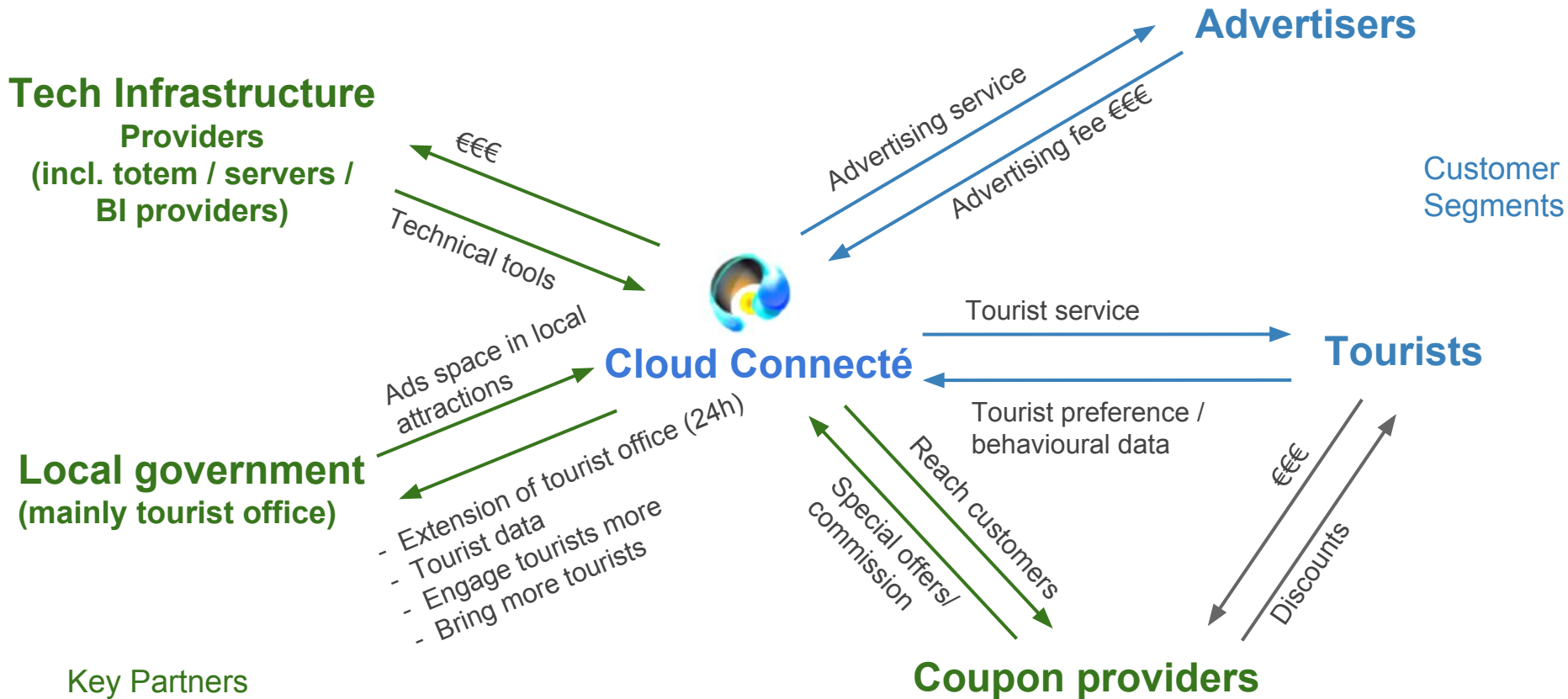
# Technology



# Technology



# Values Chain





# Market & Competition

## Côte d'Azur Market

- 11M tourist per year
- 2nd most popular tourist destination after Paris

### Advertisement

JCDecaux

### Offline maps



### Tourist suggestions



### Trip planning



UVP

Cityhunt

- Gamification
- Special offers
- Souvenir prize



French Riviera Roaming



Côte d'Azur Monument Tracker

# Cost & Revenue

Cost Structure (yearly)



## Hardware:

- Totem Terminal (€17K each)
- Screen on Totem terminal (€2K each)
- Totem tags (5 per cities, €5 each)

## Tech. Development

## Maintenance:

- Platform Maintenance (Software)
- Hardware Maintenance

## Fixed cost

## Marketing

## Revenue Stream

### Public Screen Advertising

- peak season: €6900

- non-peak: €3000

(prices per ads per month)

### Commission of coupons

- 5% of used coupons

## Suggested package for Côte d'Azur market

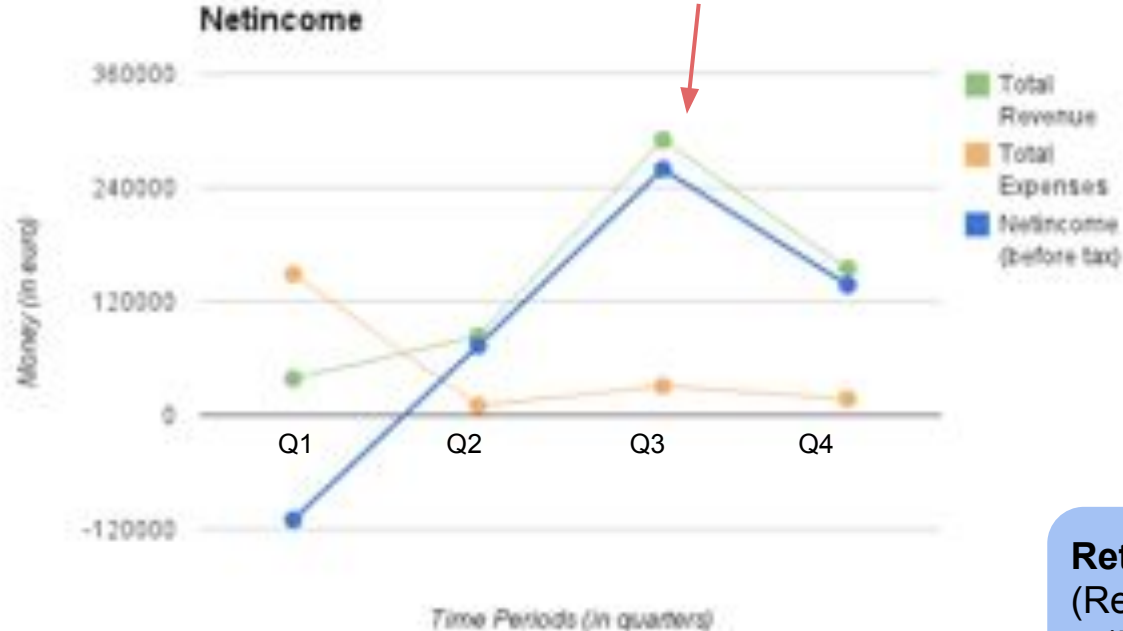
# of Totem terminal: 6

# of Ads screens per terminal: 3

# of Totem tags: 25

# Financial Projections

peak season of  
Côte d'Azur



## Assumptions:

no. of users = 2% of tourists  
(with 2 times growth per Q)

public screen advertising:  
20% of full capacity is occupied  
(with a static 20% growth per Q)

20% of users use coupons and  
spend 20eur in avg.

## Return of Investment (ROI)

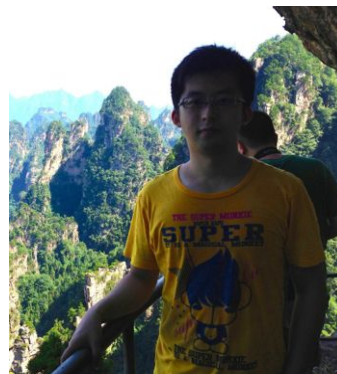
$$\begin{aligned} & (\text{Revenue} - \text{Expenses}) / \text{Expenses} \\ &= (566910 - 207016) / 207016 \\ &= 173.85\% \end{aligned}$$



# Cityhunt for tourists

Powered by Cloud Connecté

## Group B



Jenny Hanell | Gigi Ho | Marat Timergaliev | Panagiota Tziova | Jingxiang Gou

design

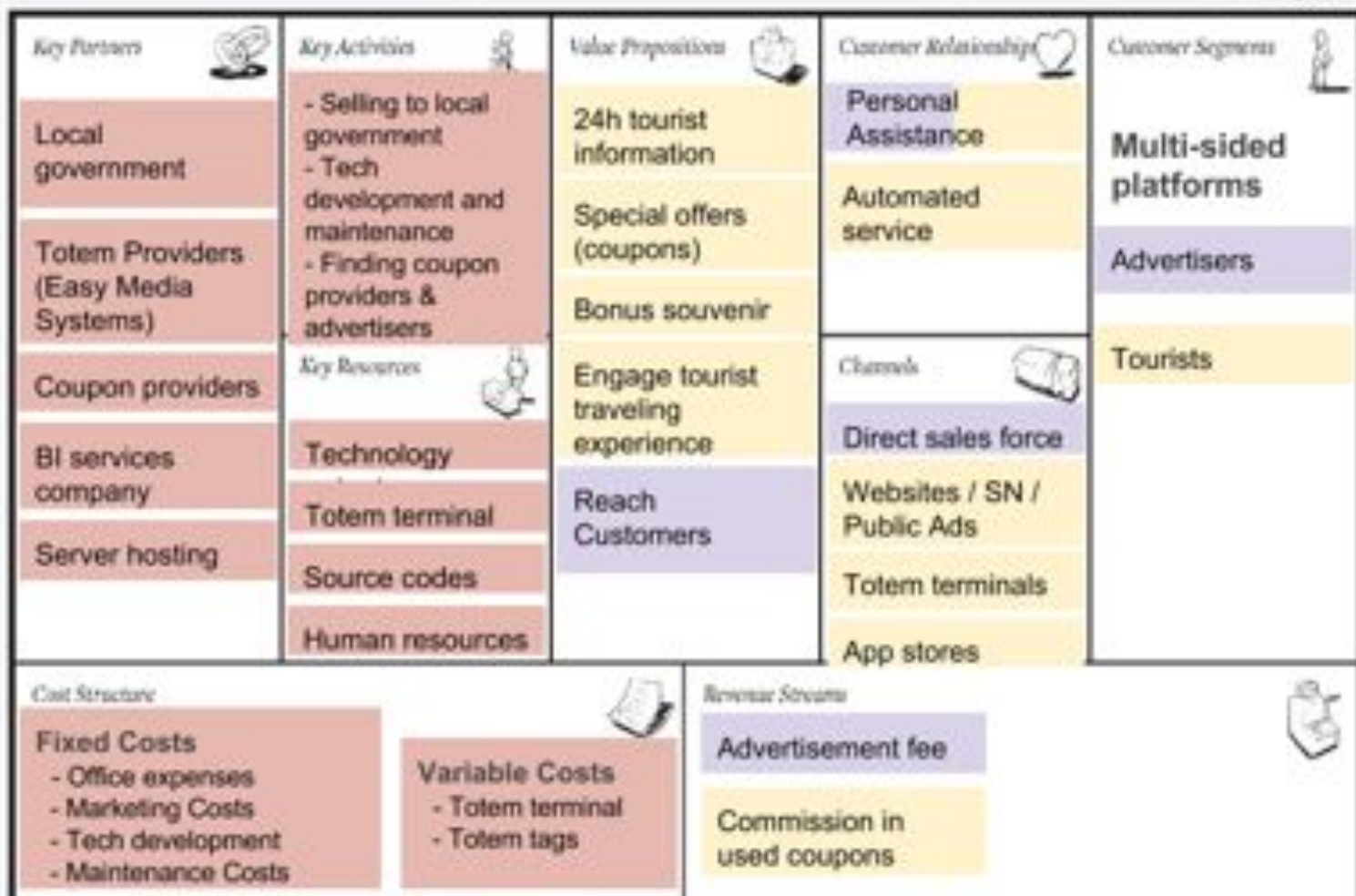
operation

technology

business development

financial

# Supported Slides



# Financial Estimations

	Q1	Q2	Q3	Q4	Year 1
<b>USER</b>					
Total tourist <sup>1</sup>	1543258	2340608	5551442	1584802	11000000
% of tourist as users (Estimated)	2%	4%	6%	8%	5%
# of users	30865	93624	333087	125175	582751
<b>PRICING: Terminal Ads</b>					
Terminal screen ads (per ad per month)	3000	3000	6000	3000	3975
Occupied rate (Estimated)	20%	40%	60%	80%	50%
Estimated earnings per screen	1800	3600	12420	7200	25020
<b>PRICING: Coupon comission</b>					
Comission rate	5%	5%	5%	5%	5%
# of users using coupons (estimated: 2)	6173	18725	66617	25035	116560
Avg spendings using coupons (per user)	20	20	20	20	20

**Source:** 1. Observatoire Du Tourisme De La Côté d'Azur. <http://www.cotedazur-touriscope.com/>



# Financial Projections

# of Totem Terminal : 6

# of Ads Screens per terminal : 3

	Q1	Q2	Q3	Q4	Year 1
<b>REVENUE</b>					
Terminal Advertising	32400	64800	223560	129600	450360
Comission of coupons	8173	18725	66617	25035	116550
<b>TOTAL REVENUE</b>	<b>38573</b>	<b>83525</b>	<b>290177</b>	<b>154635</b>	<b>566910</b>
<b>EXPENSES</b>					
Platform Maintenance (Software)	600	600	600	600	2400
Hardware Maintenance	600	600	600	600	2400
Office Rent	600	600	600	600	2400
Totem Terminal	6	102000	0	0	102000
Big Screen on Totem Terminal	3	36000	0	0	36000
Totem tags (5 per cities)	25	125	0	0	125
Marketing cost (10% of revenue)	3857	8352	29018	15464	56691
Technology dev (backend platform)	5000	0	0	0	5000
<b>TOTAL EXPENSES</b>	<b>148782</b>	<b>10152</b>	<b>30818</b>	<b>17264</b>	<b>207016</b>
<b>NETINCOME (before tax)</b>	<b>-110209</b>	<b>73372</b>	<b>259360</b>	<b>137372</b>	<b>359894</b>
<b>Return on Investment (ROI)</b>					<b>173.86%</b>