Assignment 1

Team 37, xx May 2021, SEBA-MA-SS21

Chair of Software Engineering for Business Information Systems (sebis)
Faculty of Informatics
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Team Members

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Pitch of our business idea - Copify

Copify is a web-based printing platform to help students and scholars get efficient printing services with an easy-to-use interface, a selection of templates and order status.

General Overview

Make a printing order / offer printing service

Get your job done remotely

Delivery / pickup

Cluster of BMC structure

drawings by JAM & drawings by Team 37

https://www.projectwizards.net/media/pages/blog/2019/09/business-model-canvas/38d9 9a45a5-1581414468/bmc-2048x-q85.jpg
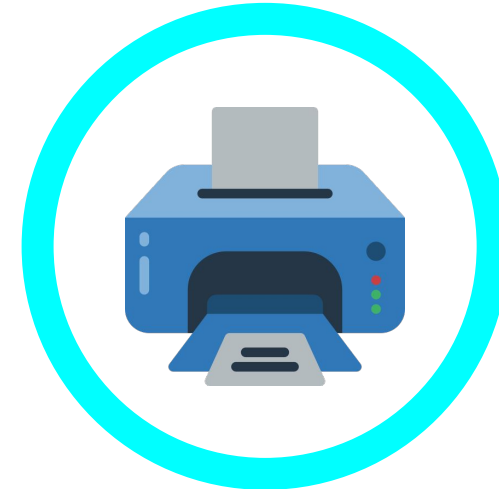
Customers Segments
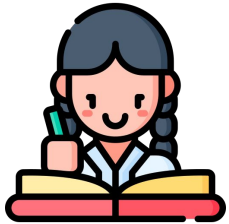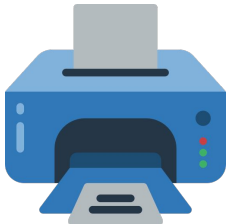
Students / scholars*

Copy shops

*anyone who wants to print, however primary customer segment are students and other scholars

Value Proposition

Students / scholars

- Easy and intuitive search and order process
- Templates
- Order modification
- Save money

Copy shops

- Easy sign-up
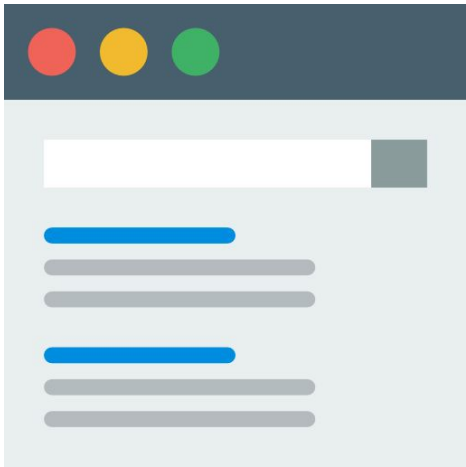- Order management
- Cost reduction

Key Partners, Key Resources, Key Activities
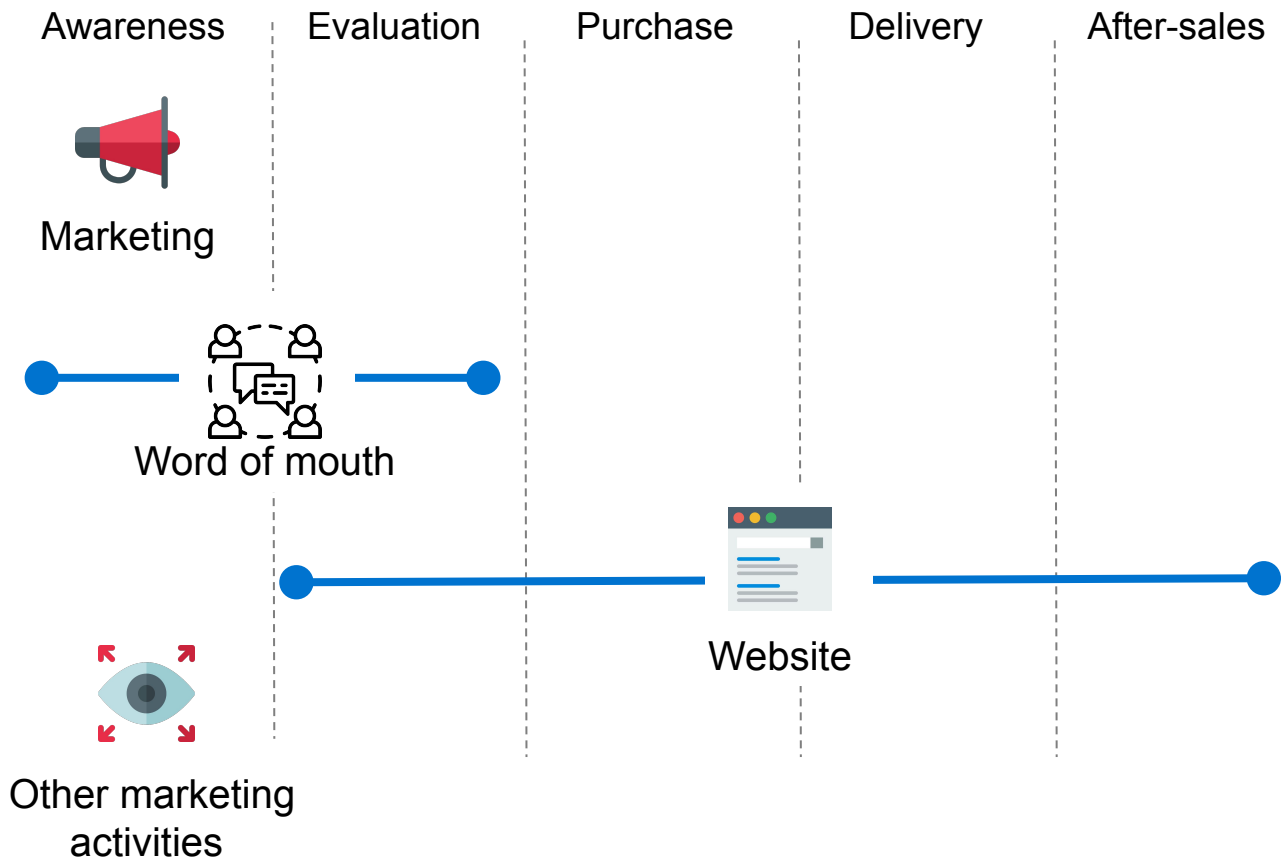
Key Partners

- Copy shops
- Internet provider
- Payment provider
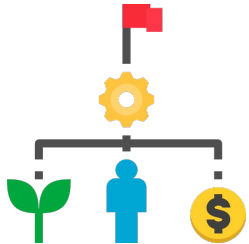
Key Resources

- Platform
- Financials
- Employees
- Brand
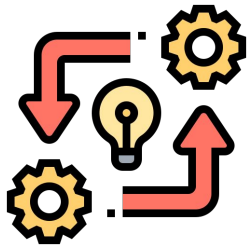
Key Activities

- Develop platform
- Maintain platform
- Customer onboarding
- Customer service
- Sales and marketing

Cost Structure:

- Employees
- Platform operation cost
- Financial provider
- Marketing
- Other costs

- Economies of scale
- Economies of scope

Revenue Streams :

- Fee for each transaction

Business Model Canvas

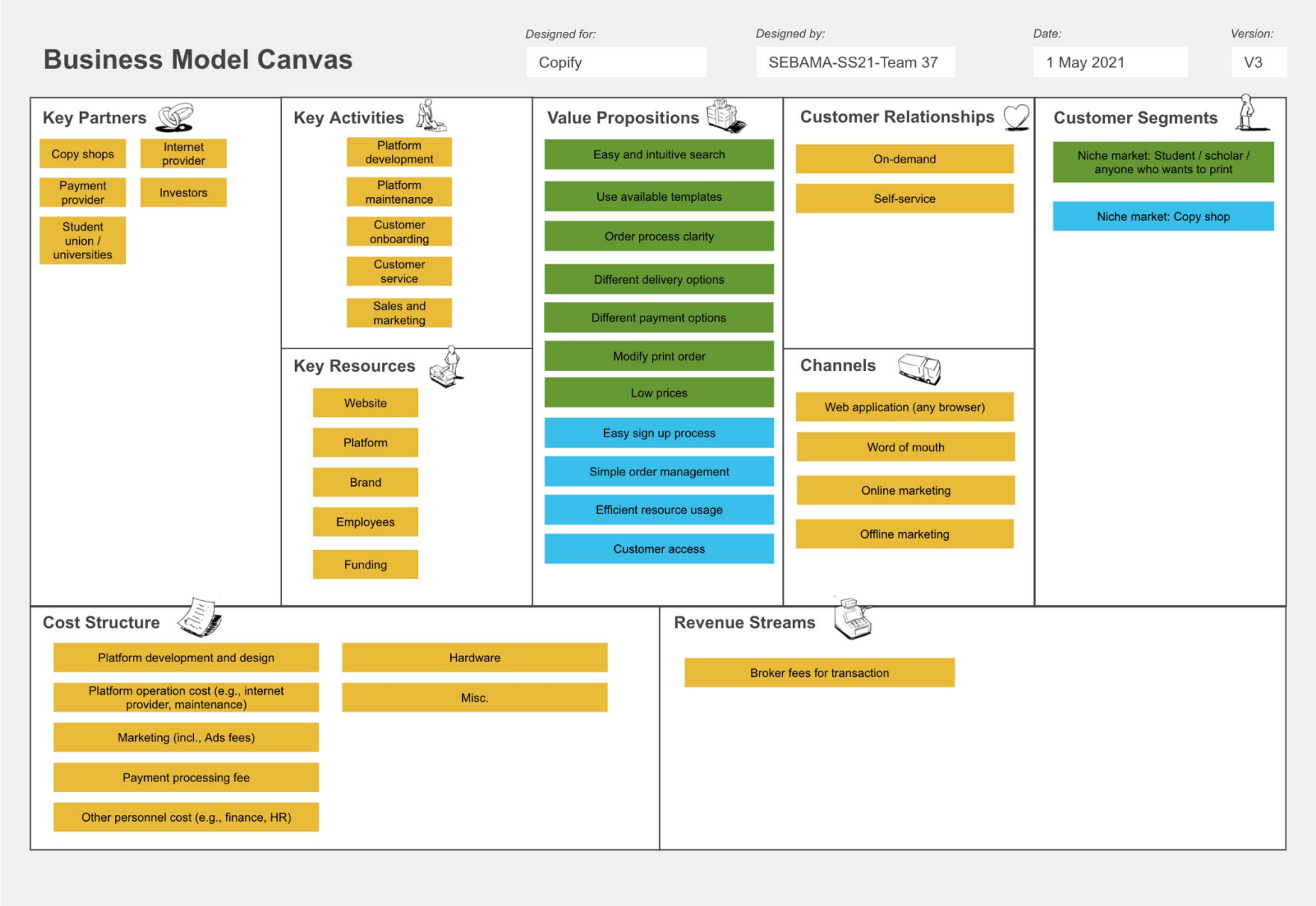|		
Designed for:	Designed by:	Date:	Version:
Copify	SEBAMA-SS21-Team 37	1 May 2021	V3

Key Partners
- Copy shops
- Internet provider
- Payment provider
- Investors
- Student union / universities

Key Activities
- Platform development
- Platform maintenance
- Customer onboarding
- Customer service
- Sales and marketing

Key Resources
- Website
- Platform
- Brand
- Employees
- Funding

Value Propositions
- Easy and intuitive search
- Use available templates
- Order process clarity
- Different delivery options
- Different payment options
- Modify print order
- Low prices
- Easy sign up process
- Simple order management
- Efficient resource usage
- Customer access

Customer Relationships
- On-demand
- Self-service

Channels
- Web application (any browser)
- Word of mouth
- Online marketing
- Offline marketing

Customer Segments
- Niche market: Student / scholar / anyone who wants to print
- Niche market: Copy shop

Cost Structure
- Platform development and design
- Platform operation cost (e.g., internet provider, maintenance)
- Marketing (incl., Ads fees)
- Payment processing fee
- Other personnel cost (e.g., finance, HR)
- Hardware
- Misc.

Revenue Streams
- Broker fees for transaction

Thank You

Team 37

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Backup

VPC

Backup
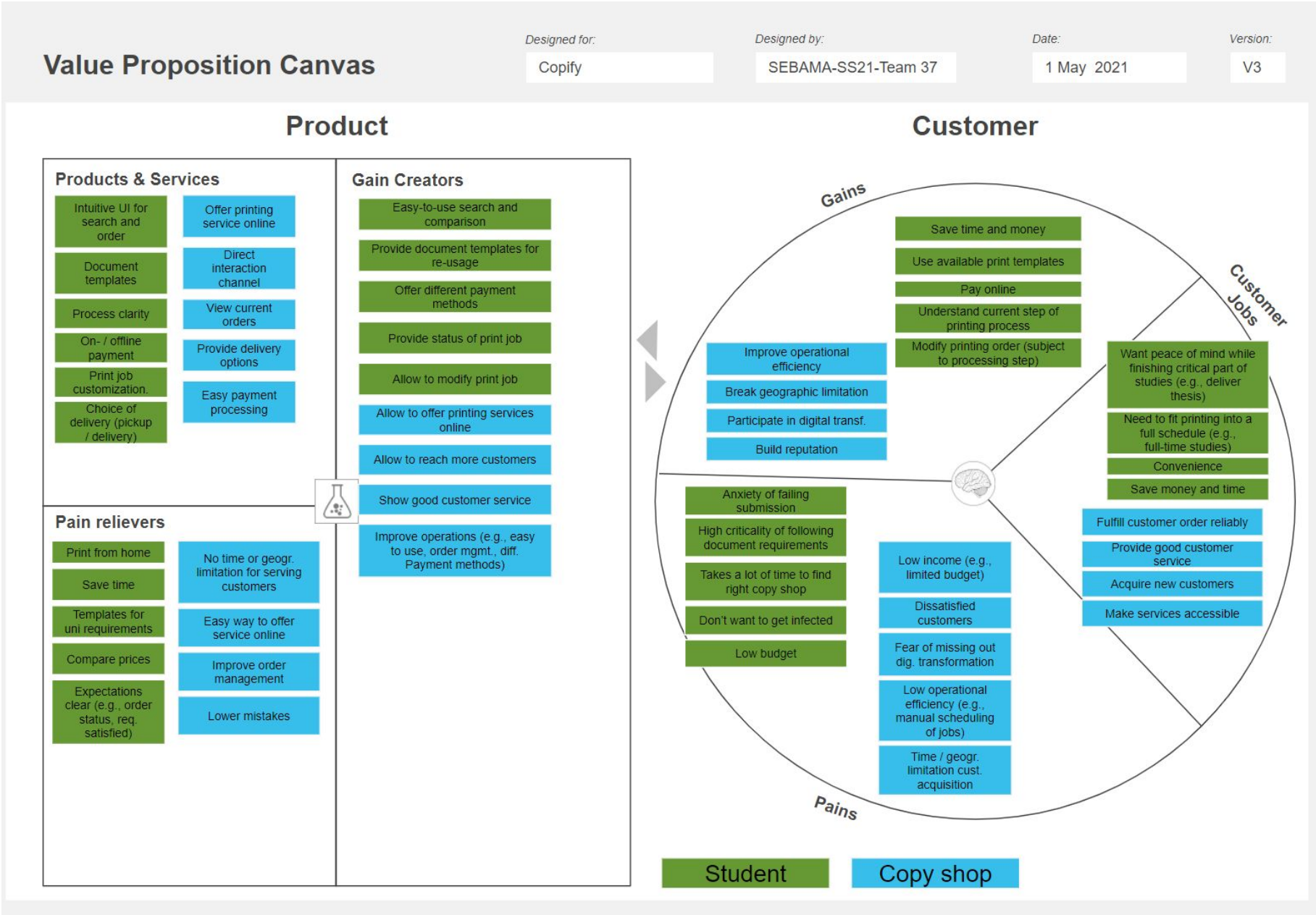
Financial Statement

Revenue Streams							
Students of Munich	Graduates in Munich (per Year)	30% Market Share in Munich	Spend on Printing per Student in Munich (per Year)	Transaction Volume (per Year)	Revenue - 10% of Transaction Volume (per Year)	Revenue - 10% of Transaction Volume (per Month)	Revenue-per Month -Expand in 4 Cities (München, Berlin, Stuttgart,Köln)
120.000	30.000	9.000	120,00 €	1.080.000,00 €	108.000,00 €	**9.000,00 €**	**36.000,00 €**

Backup

Financial Statement

It takes 3 years to reach the break even point.

Cost Structure		
Fixed Cost (Once a life) in EUR		**25.000,00**
Costs for registering GmbH	25.000,00	
Variable Cost (per Month) in EUR		**25.690,00 / Month**
Personal Cost		16.000,00
Employees DevOp team(2 Persons)	8.000,00	
Employees of Marketing Team (1 Persons)	4.000,00	
Employees of Management Team (1Persons)	4.000,00	
Platform Operation Cost		190,00
Hosting the Platform	40,00	
Buying Cloud Credits (730 hours/ month)	150,00	
Payment Method Fee		4.500,00
Fees Charged by Bank/Payment Platform / PayPal	5% of Transaction Volume per Month	
Marketing Cost		2.000,00
Promotion Fees via Digital Ads（Google Ads, Instagram, Facebook）	1000,00	
Offline Marketing Activities Fees	1000,00	
Variable Cost - Hardware		1.000,00
Laptops	500,00	
Other Office Supplies	500,00	
Other Cost		2.000,00
Rent of Office	2000,00	