



Delight




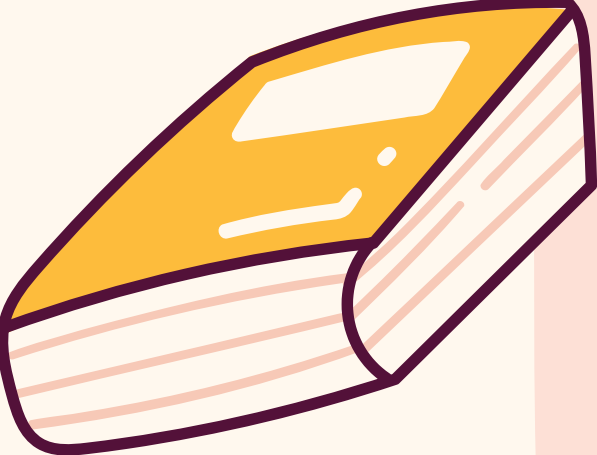
Discover



Develop



Vision



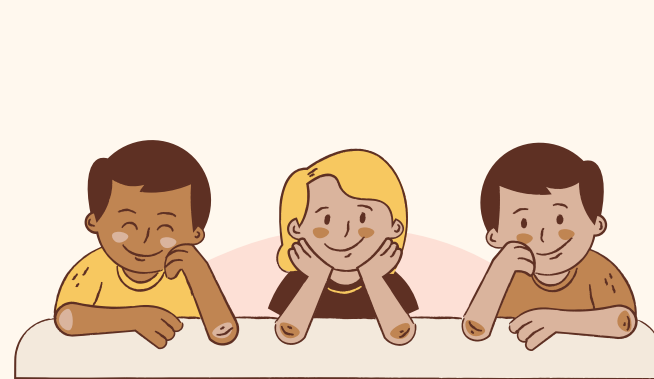
To become the leading digital platform for children's creativity, helping them to express their ideas, share their experiences, and develop their skills in a safe and nurturing environment.



Canva
Jr.

Why?

Children today need creative outlets that can help them develop their cognitive and emotional skills while also allowing them to express themselves in a fun and engaging way.



8%

K-12



21.9%

Teens



33%

Adults

Existing User Base

Survey Synthesis

83%

Loves to draw/sketch
digitally, create
poster or birthday
card

75%

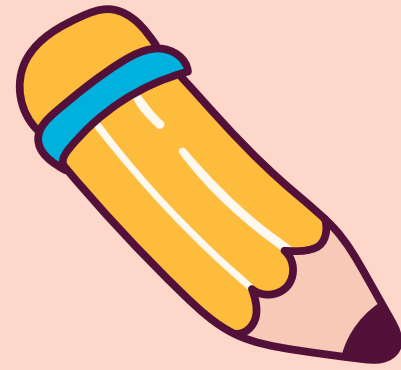
Loves to travel,
capture photos, likes
to create a collage
and create a diary

67%

Loves to write and
maintain a journal

93%

Are interested in
exploring templates for
their creativity



User Personas



Loves to travel
Clicks pictures on smartphone
Interested in creating a travel diary

Soumama
8 yr



Loves hanging out with people
Wants to create a school memory
Interested in creating a Slam book

Allison
9 yr



Loves Reading
Loves writing and summarizing books
Wants to maintain a digital journal

Divija
12 yr

Gaps in Market

One-Stop

Safe &
Appropriate

Fun &
Engaging

User Needs

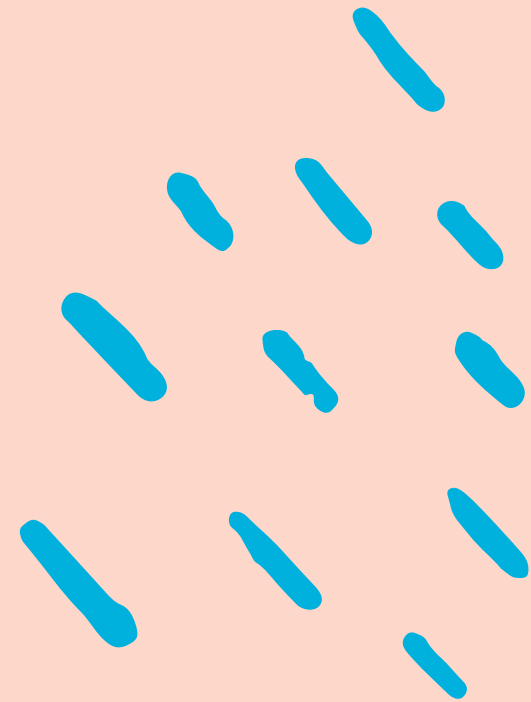
Canva Current Version

Complex

Tech-
Savvy

Steep
Learning
Curve

Market Analysis



80M

- parents with children under 18
- 56 million students in K-12

TAM

25M

- target age range between 5 and 12
- competitors in the market

SAM

10M

- effectively market and distribute the product
- Focused Market

SOM

Competitor Analysis



					
Core Proposition	Social media graphics, editing & Design	Collages, editing & collaboration	posters, flyers & collages	Infographics, ppts, reports	Educational templates, resources & tools
Educational	✓				✓
B2C	✓	✓	✓		

Solution



1. Accessible

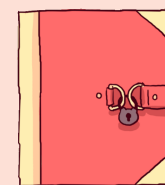
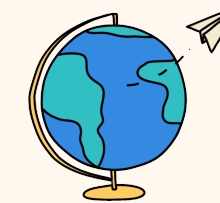


B



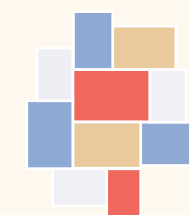
2. Paint dreams

3. Travel Stories



4. Diaries

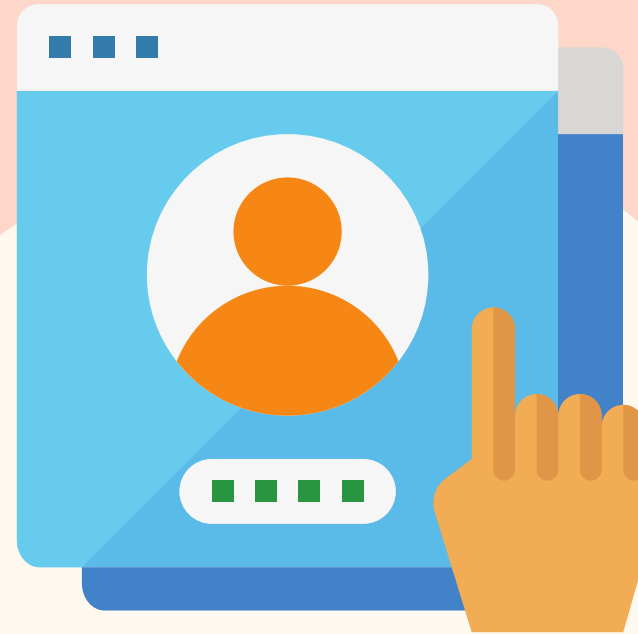
5. Hobbies/ Collages



Risks



Child safety
and privacy
concerns



Adoption



COPA

Regulatory
compliance

EVENT BOOKING

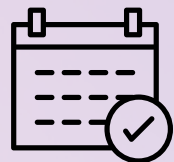




Team 10

INSTAGRAM - BOOKING

Now book your events and reserve a table at restaurant through Instagram



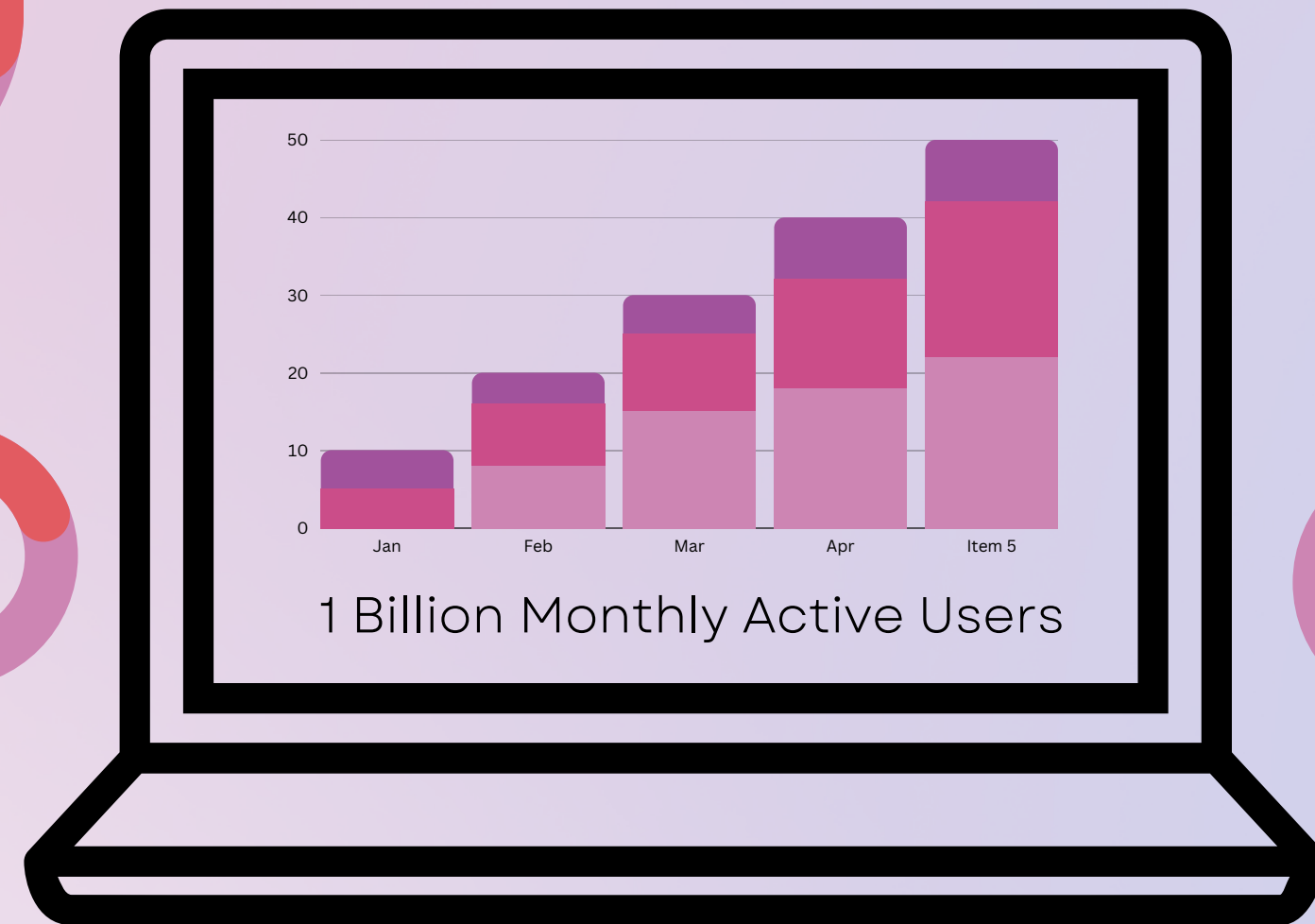
Current User-Base

More than 130 million users tap on Instagram Shopping every month

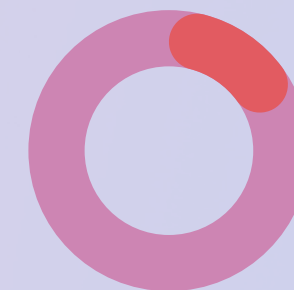
32% of US Instagram users are 25-34 Years



22% (37 million) are 18-24 Years



19% (31.5 million) are 35-44 Years



Problem Statement & Pain points

An Instagram user who is influenced by the content on the platform to explore has to go through the hassle of booking events/restaurants through third-party platforms



- No filtered search

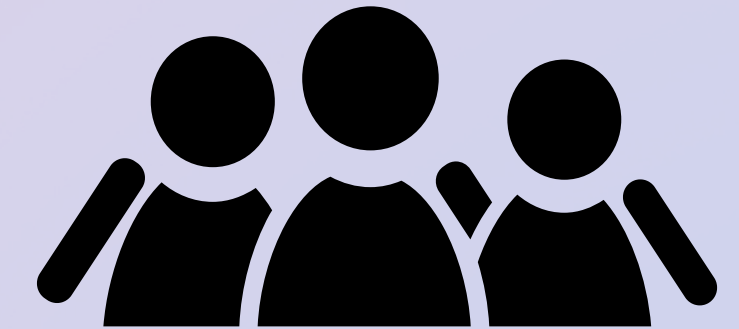
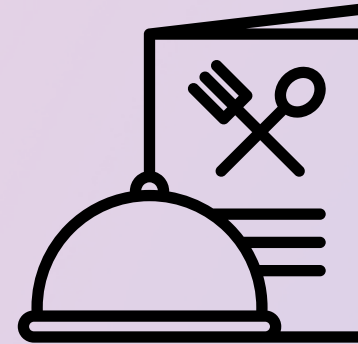
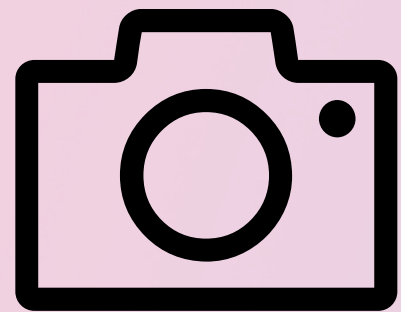


- Limited info on events/
restaurants

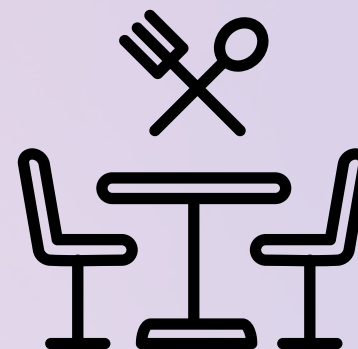
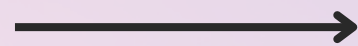
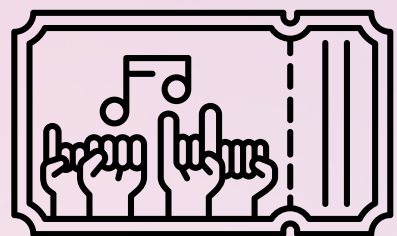


- Difficulty in tracking nearby
events

Vision



For the explorers on instagram, we are providing an in-app booking feature that lets them reserve Restaurant Seats and Book event tickets



Market Sizing

TAM



Total Available Market

Total Market cap of all
Booking and event Booking
companies

SAM



Serviceable Available
Market

Market cap of booking
nearby places


























SOM



Serviceable Obtainable
Market

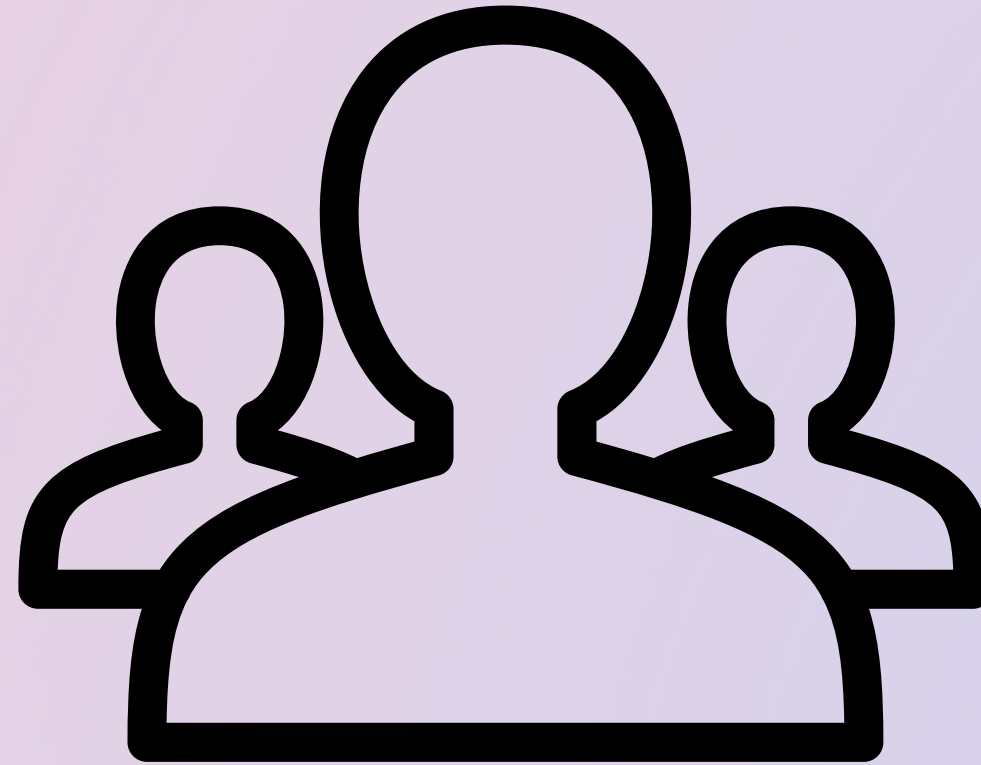
Taking instagram MAU and
instagram shopping GMV

Competitor Analysis

Product/Features	Google Maps	Snapchat	Airbnb	Eventbrite	Booking.com
Booking platform			<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> 
Heat map		<input checked="" type="checkbox"/> 			
Book button on reels/posts					
Trusted Reviews	<input checked="" type="checkbox"/> 		<input checked="" type="checkbox"/> 		<input checked="" type="checkbox"/> 
Authenticity of Service	<input checked="" type="checkbox"/> 		<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> 



Customer Segments



Explorers



Creator



Business



Idea Validation

82%

Gets motivated to visit a tagged location/event on Instagram reels/posts

78%

Go to Instagram for travel ideas and then spend an average of 5-6 hours on Google/3rd party apps to make a booking

63%

Make bookings by seeing event pictures, and customer reviews on a trusted booking platform

93%

Travel locally and are interested more in local events like concerts, cheap weekend getaways, dining reservations, etc

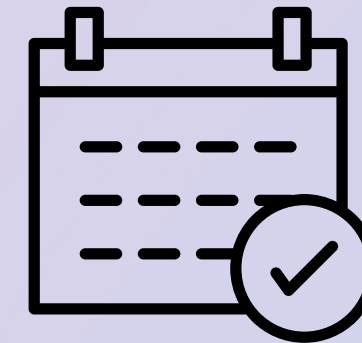


List of Features



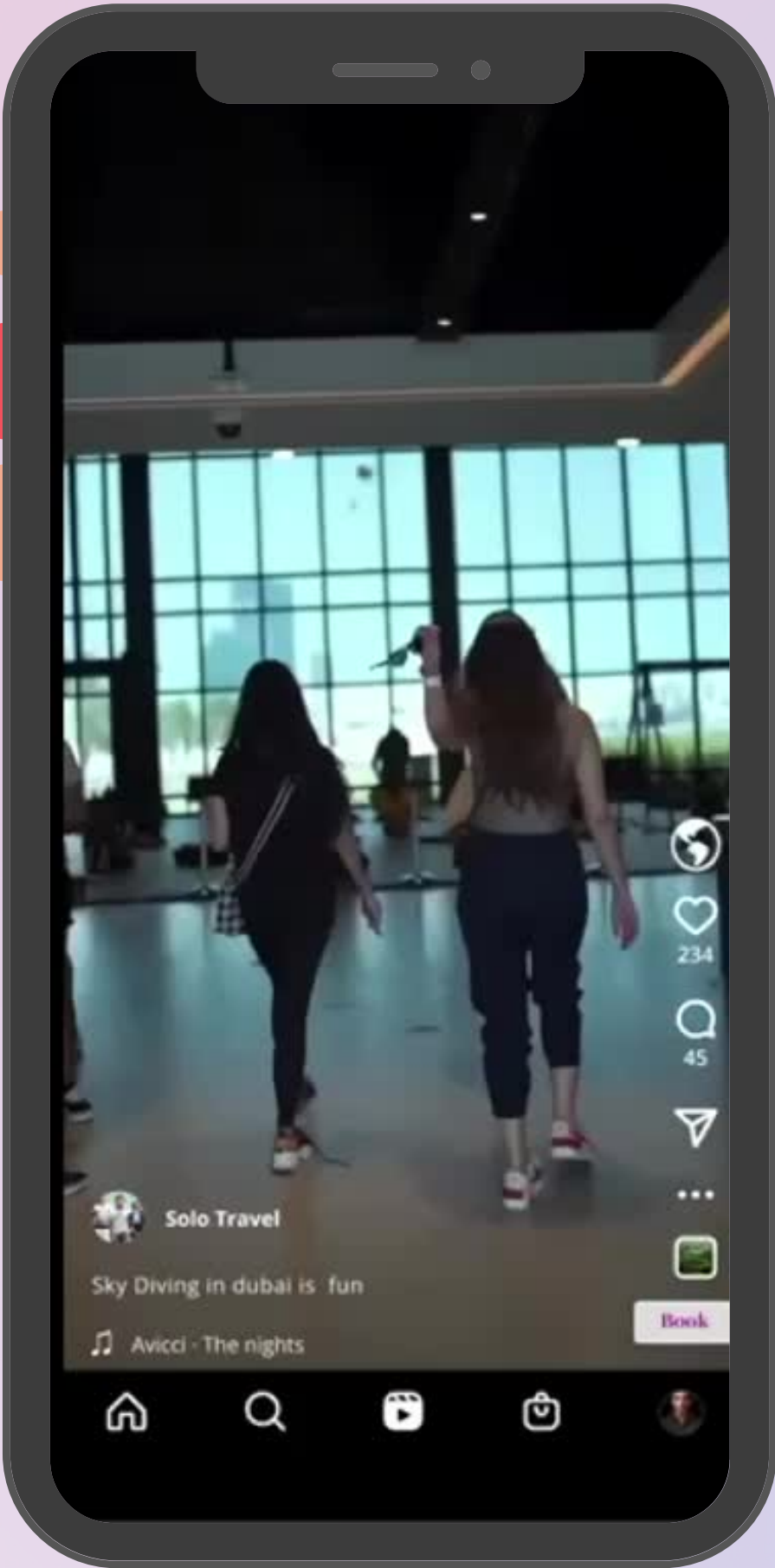
Explore

An improved version of the Instagram map that will show you the location of the restaurant and/or events with similar reels on the map

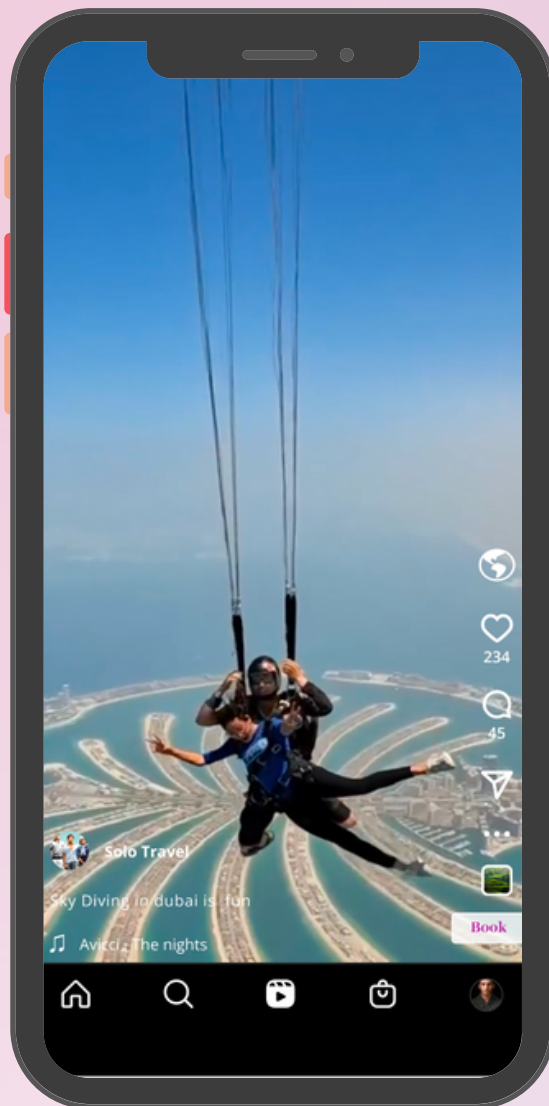


Book Now

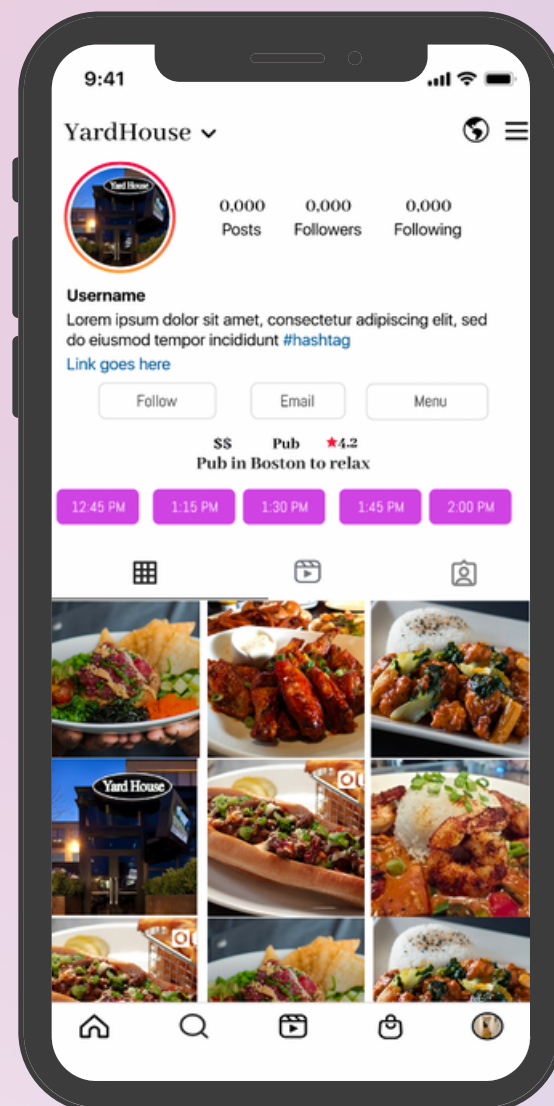
When looking at food/event reels, there would be an option to book restaurants and event tickets through Instagram



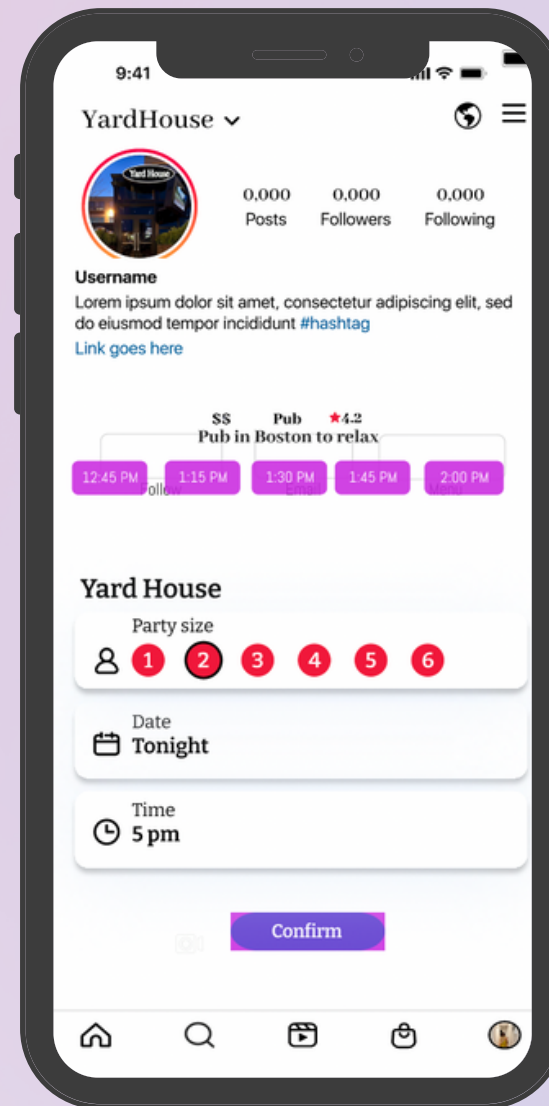
High Fidelity for Explorers



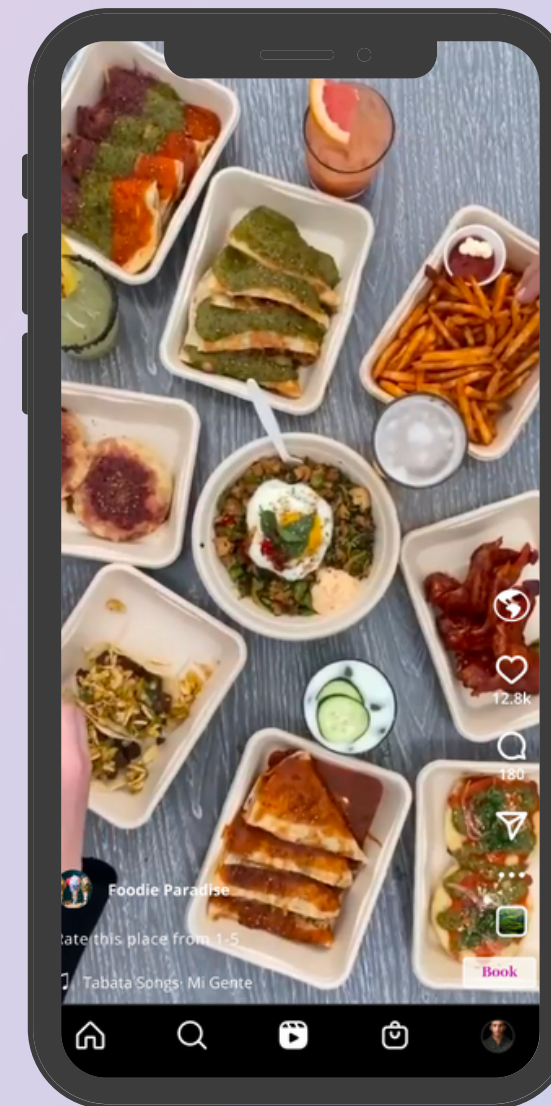
Reel - Book Now



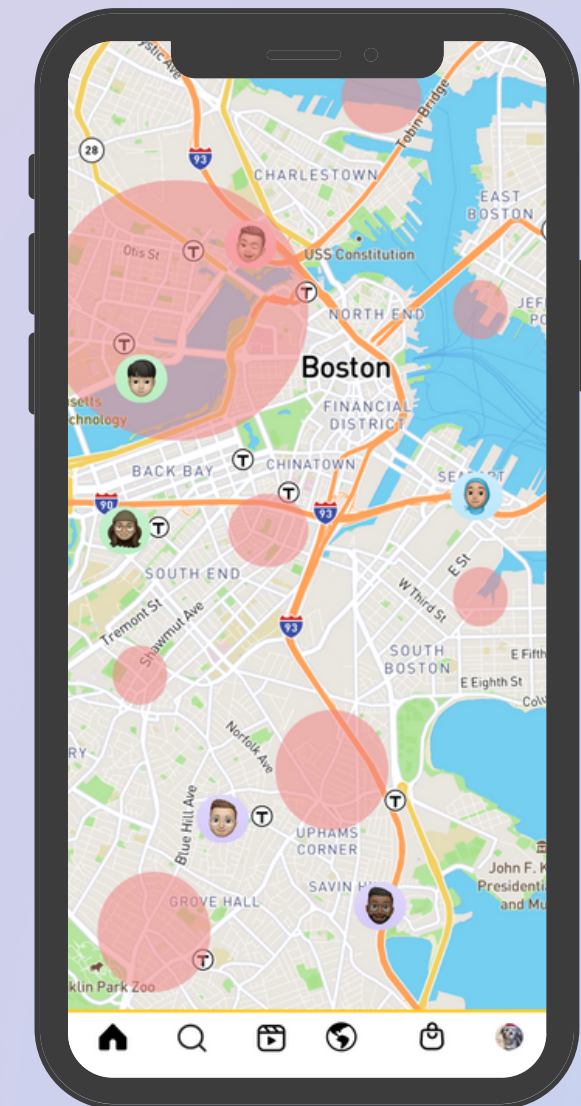
Explore the event



Confirm Booking



Reel - map



Heat map of events



User Flow



Creator

- Geotag Location
- Tag the Event or Restaurant
- Tracking the Analytics



Business

- Create a Facebook business account
- Add events to your Facebook Shop
- Link your Facebook account with your Instagram page



Metrics



Number of Bookings per User



DAU | WAU | MAU

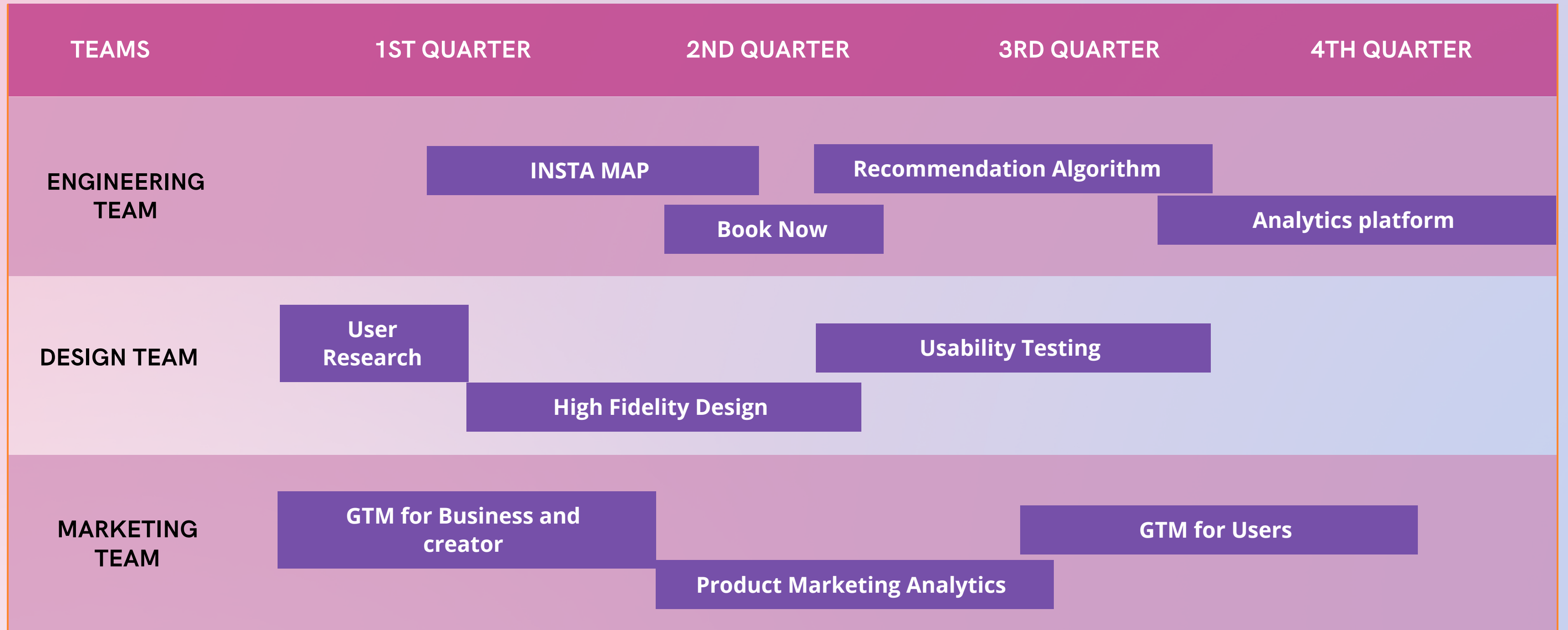


Click-through rate
on Booking



Average Time
spent on
Instagram Map

Product Roadmap





Meet the Team



Aniruddha Patil



Arjun Pardasani



Kanishka Raj



Priyanka Tyagi



Rohit Deshmukh



Uber drivers have a suicide rate that is **46%** higher than the national average.

Uber: Uber Driver
Mental Health: Stress Management

A Positive Path for Uber Drivers



Uber
→

By:
Pragnesh Anekal
Prateek Shetty
Riya Singh

Problem Statement

Uber
→



- **Gap:** Uber drivers face a perpetual cycle of stress, due to challenging rides, traffic, and unpredictable earnings.
- **Orientation:** Originating in congested urban cities, this challenge has escalated.
- **Impact:** Constant stress lowers service quality, offering a subpar experience for drivers and passengers.
- **Importance:** Prioritizing driver well-being is crucial, aligning with Uber's vision to set the world in motion for all.

Approach

Uber
→



1.



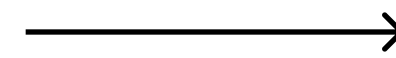
Problem Identification



2.



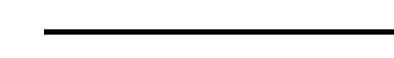
Current User Base & User Persona



3.



Market and Competitor research



4.



Evaluate Current User Journey



5.



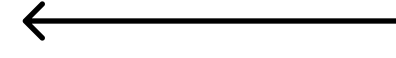
Understand User Pain Points



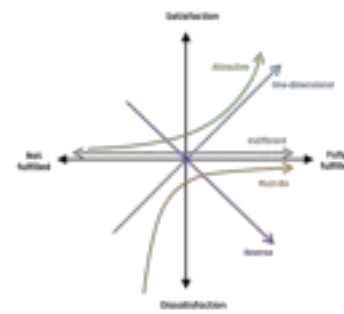
6.



Incorporate solutions/features



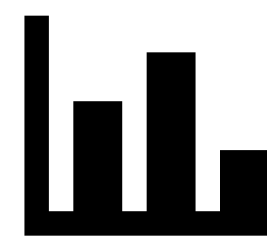
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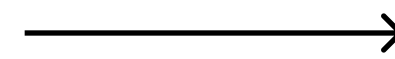
Prioritize and Build MVP



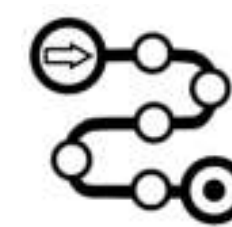
8.



Metrics for Success



9.



Product Roadmap



10.



Scope & Business Model

Vision

Uber
→



To champion the well-being and mental health of Uber drivers through in-app tools and services, promoting a seamless driving experience, and ultimately becoming the premier ride-sharing platform, enhancing the global movement experience for all.

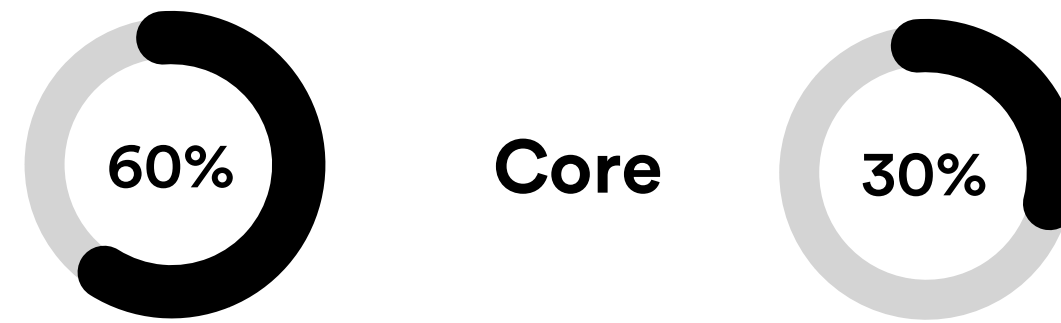
User Research & Persona

Uber
→



Driver Base

Revenue



Driver Base

Revenue



Driver Base

Revenue

Carlos



A 45 year old full-time Uber driver based out of NYC.

Goals:

- Save up for a down payment on a house
- Earn a good living for his family
- Be his own boss

Pain Points:

- Managing physical and mental toll of long driving shifts
- Heavy traffic
- Driving in bad weather

Andrea



A 35 year old high-school teacher working part-time as an Uber driver in LA.

Goals:

- To pay off her credit card debt
- To save for her children's education
- To travel more

Pain Points:

- Managing difficult customers
- Heavy traffic
- Balancing work and family life
- Fear of crime

Jack



A 25 year old student (part-time Uber driver) in Austin.

Goals:

- To graduate from college with little or no debt
- To start his own business
- To meet new people

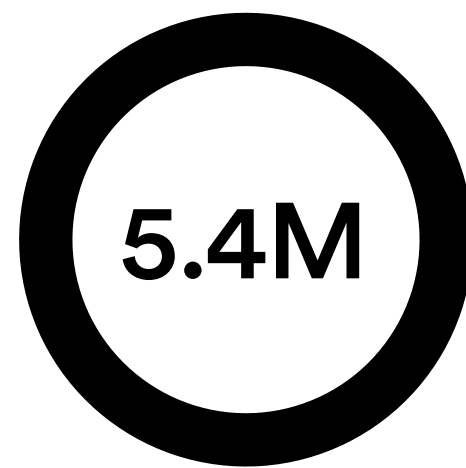
Pain Points:

- Occasional difficult passengers
- Fear of crime

Market Analysis



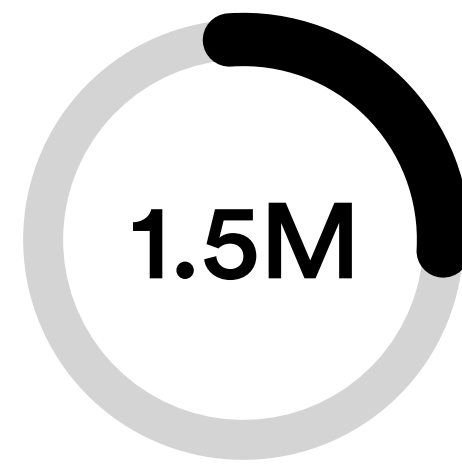
TAM



5.4M

Global Driver Base

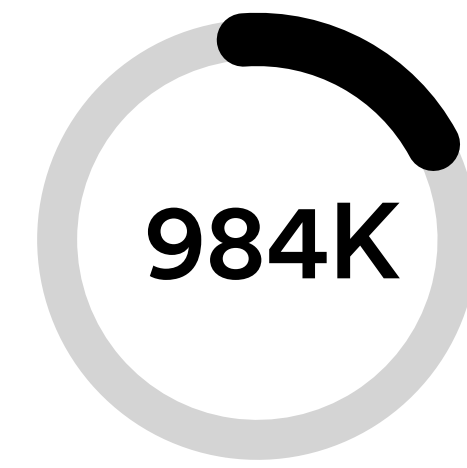
SAM



1.5M

US Driver Base

SOM



984K

Power Users & Core Users

Competitor Analysis (Direct)

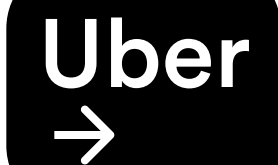


In-app
Feature

Partnership

Subscription
Type

Impact on Overall
Wellbeing



Competitor Analysis (Indirect)



Live Sessions

Guided
Meditation

Subscription
Type

Calm



talkspace



betterhelp



Empathy Mapping

Uber
→

Says 

- “Tired of driving in heavy traffic all day.”
- “Had a few difficult passengers who have made me feel uncomfortable.”
- “Like meeting new people, so driving for Uber is a good way to do that.”

Thinks 

- “I know I have to deal with traffic to make money.”
- “I’ve felt uneasy with some passengers, but fear reporting them due to potential retaliation.”
- “I’m enjoying meeting new people.”

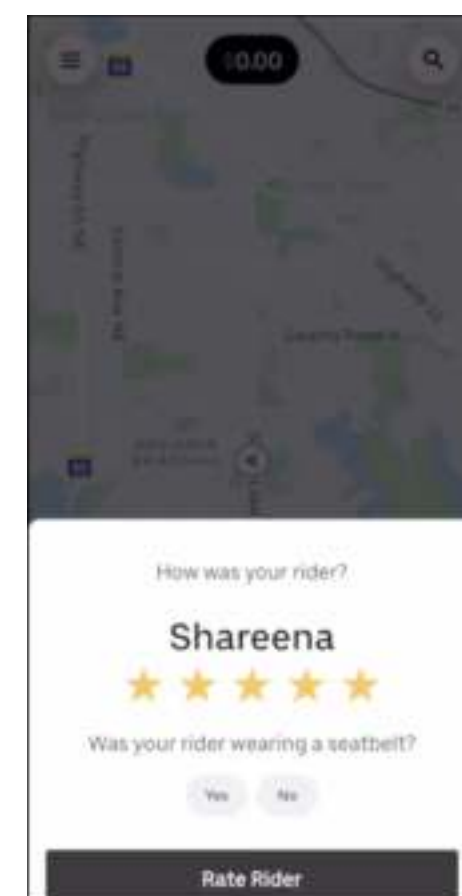
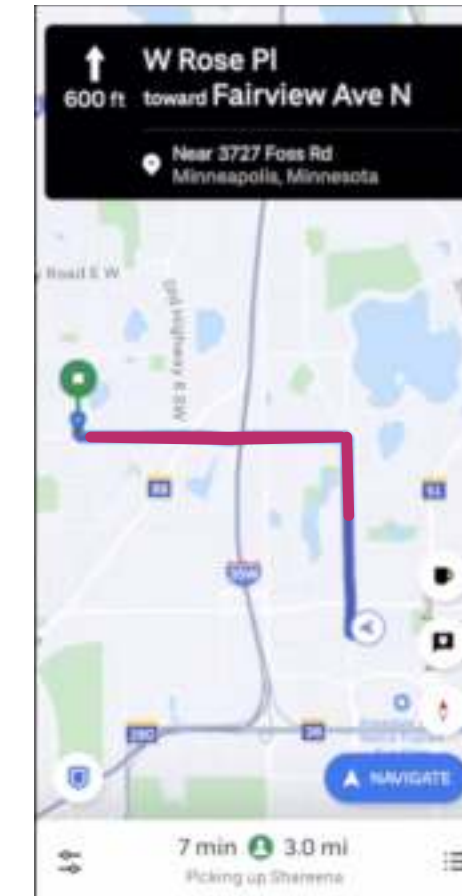
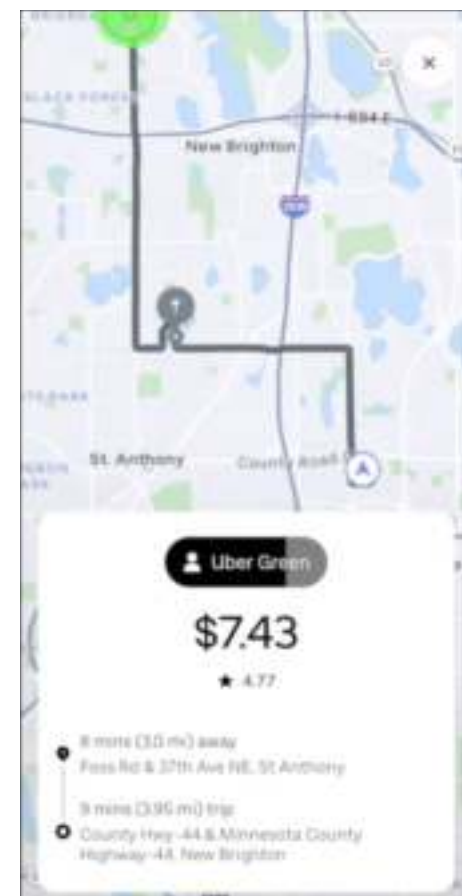
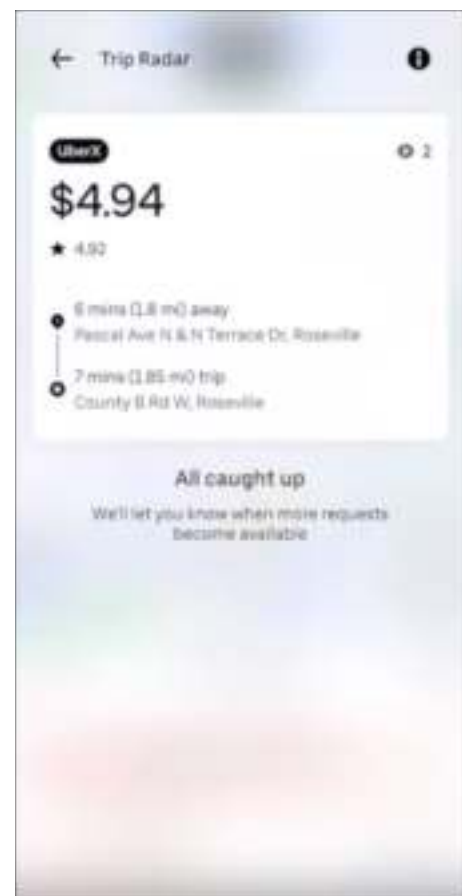
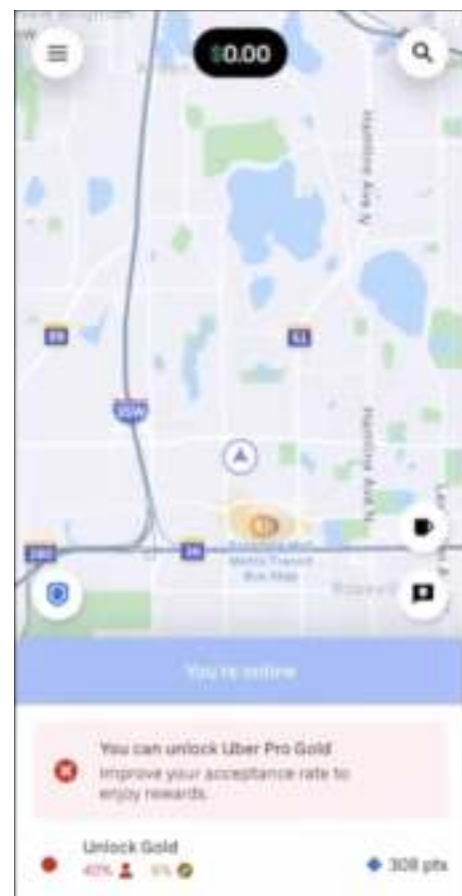
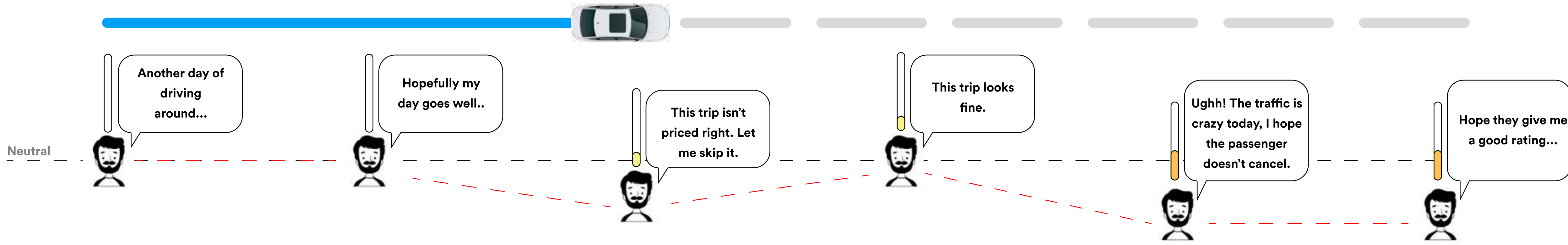
Feels 

- Stressed
- Frustrated
- Anxious
- Optimistic

Does 

- Drives all day, taking as many rides as he can.
- Becomes selective about the rides she accepts.
- Tries to be friendly and outgoing to his passengers.

Carlos' Daily Journey

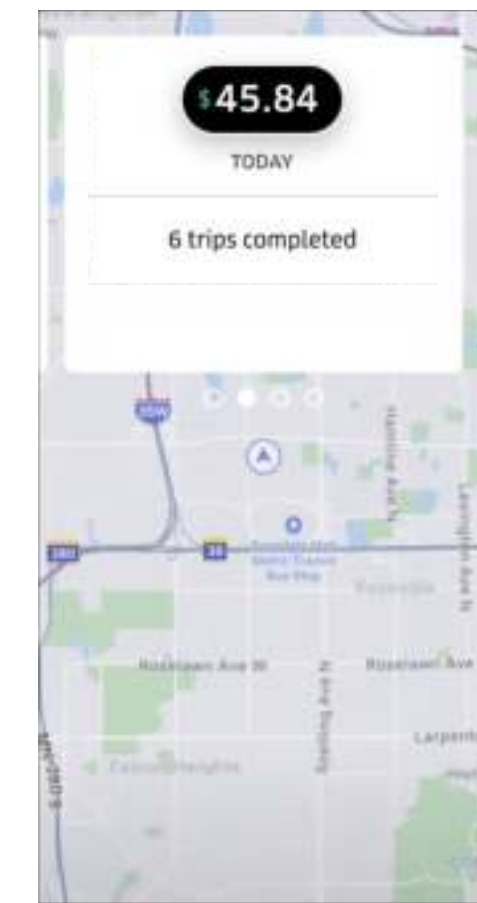
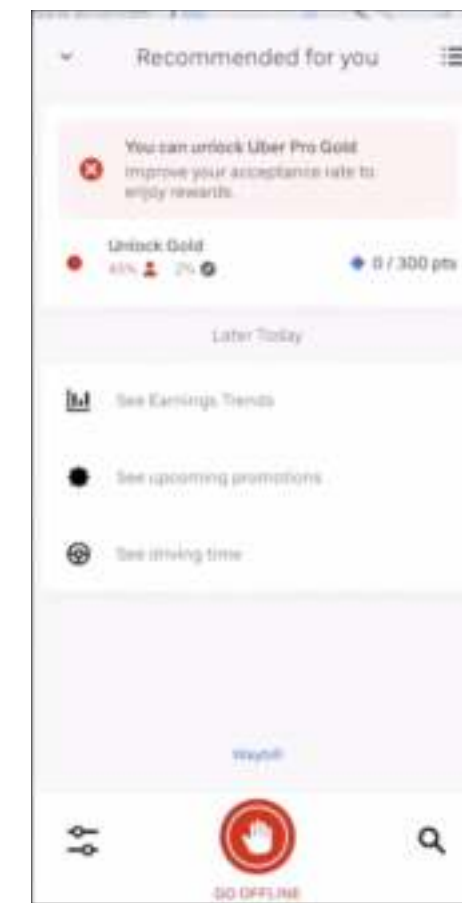
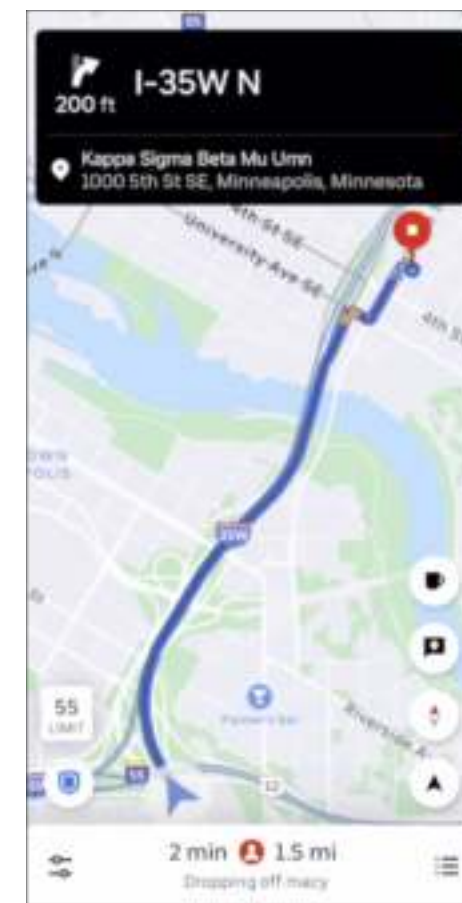
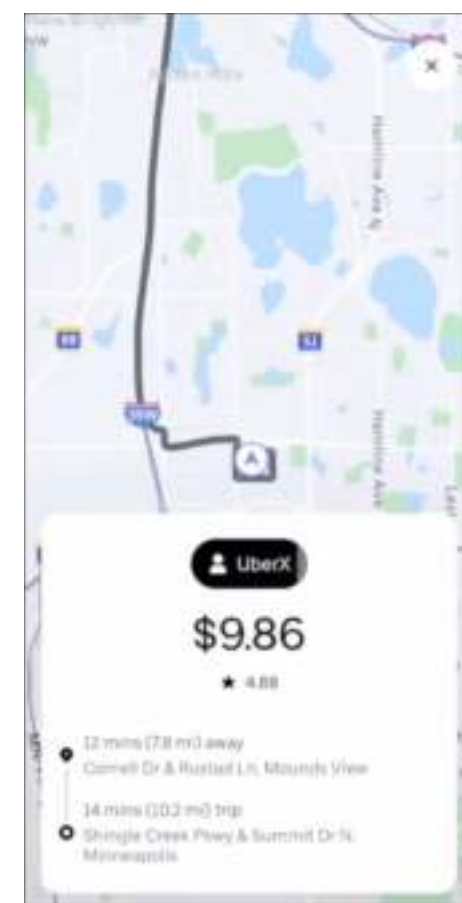
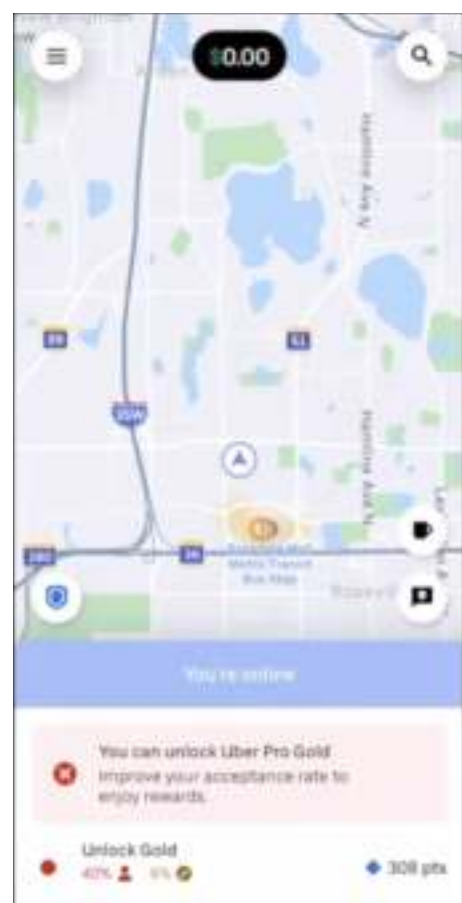
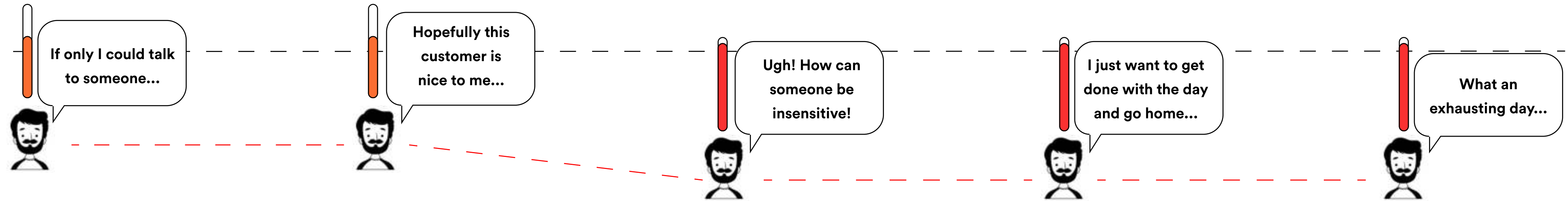


Carlos' Daily Journey



Mid-shift, amidst hectic driving hours...

Neutral



User Pain Points & Assumptions



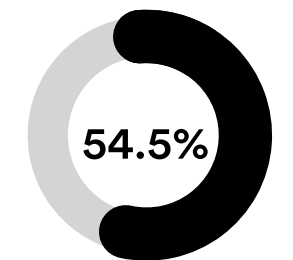
User Pain Points

- Managing the physical and mental toll of long driving shifts
- Heavy traffic
- Handling difficult customers
- Driving in bad weather

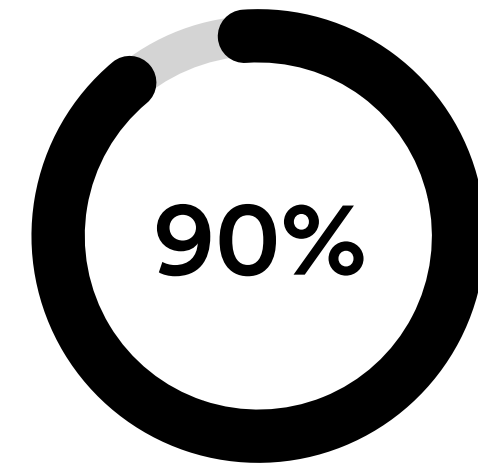


Assumptions

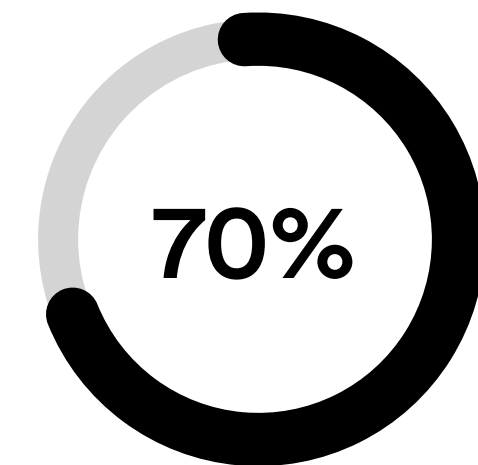
- Power Users & Core Users
- Tech-savvy
- Major Cities



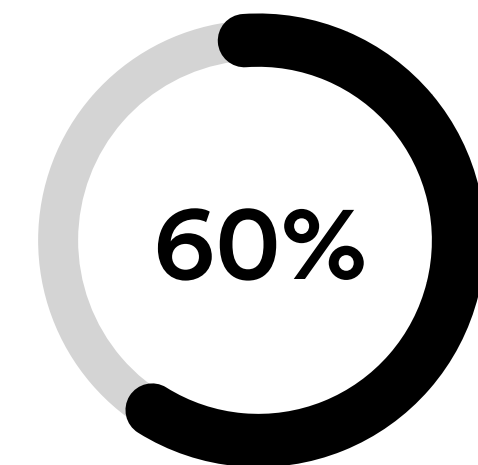
Idea Validation



Stress is a major problem for them.

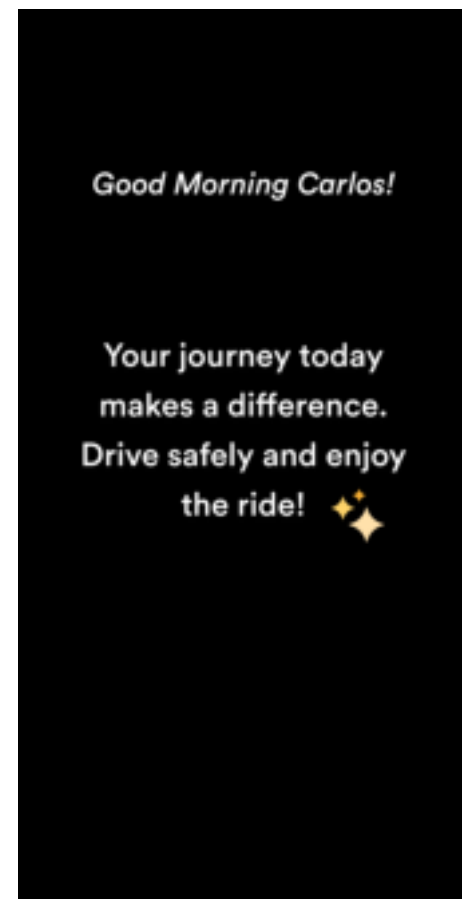
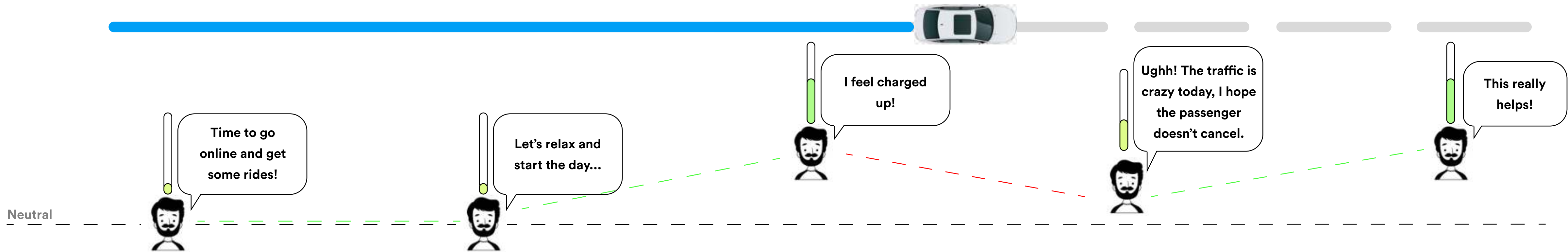


Would use well-being resources if they were available.



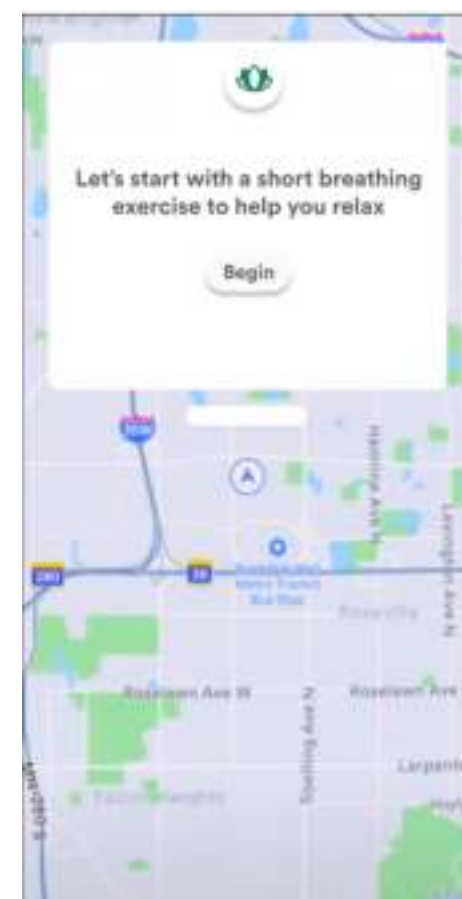
Would be willing to pay for access to mental health services.

New Feature User Flows



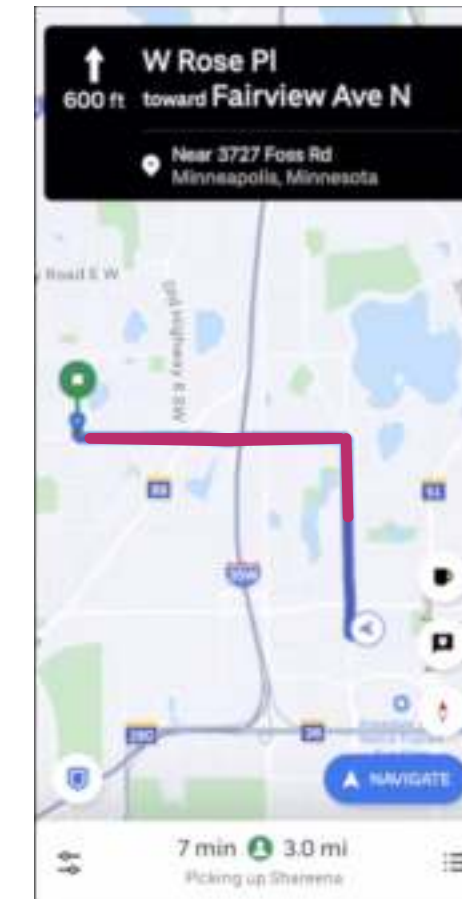
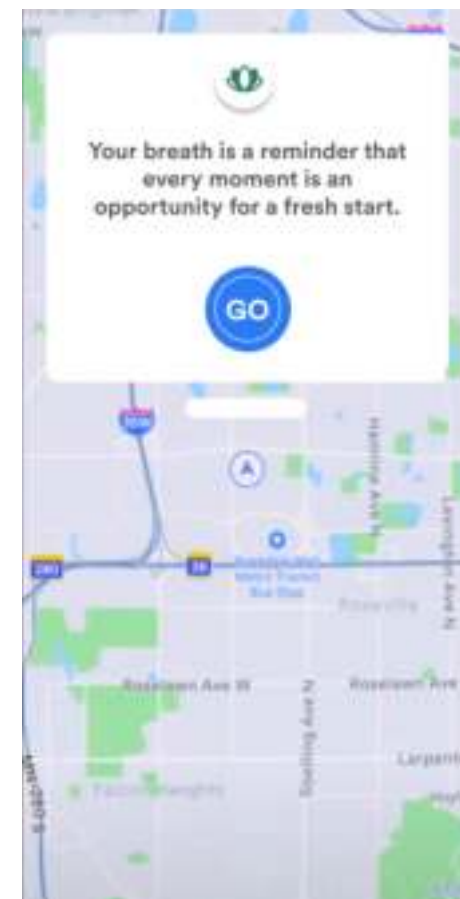
Daily drive boost:

- Elevate every ride with a **daily affirmation**.



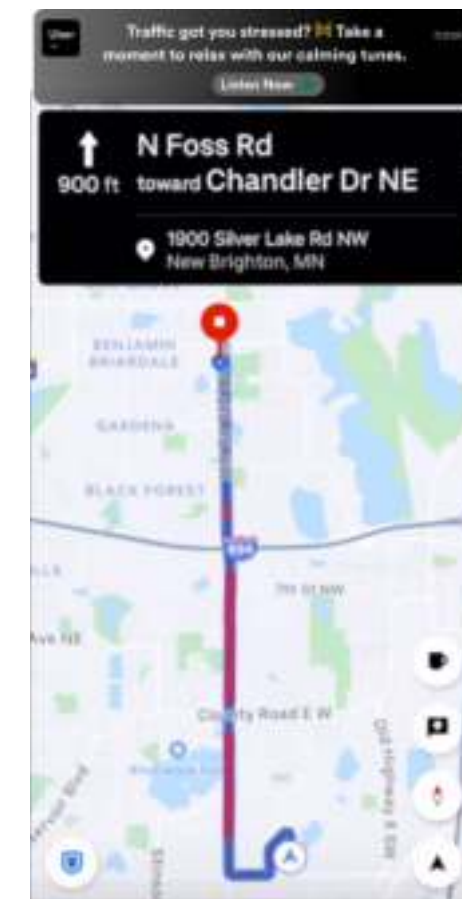
Mindfulness:

- Log your **mood** (Thrice a day).
- Discover **personalized** relaxation techniques.
- Earn **reward points** for completing exercises.
- Redeem points into **free minutes** of premium wellness hub.

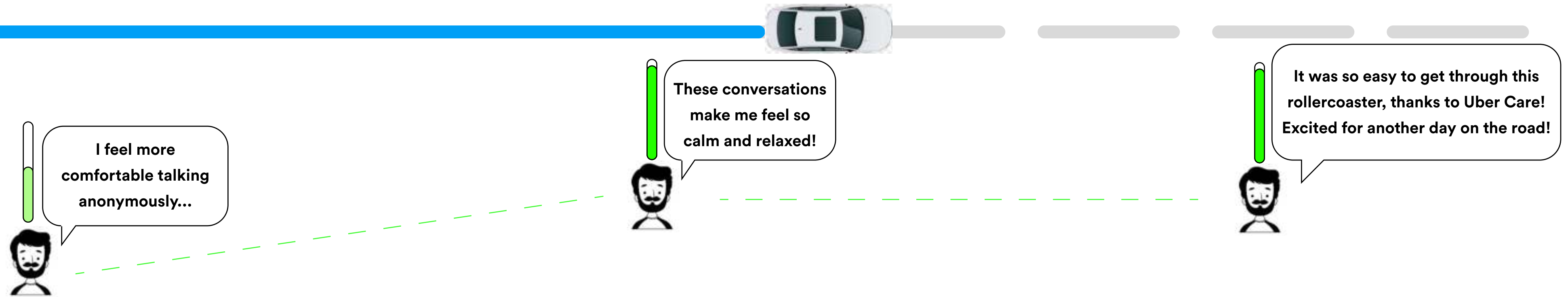


Push Notifications:

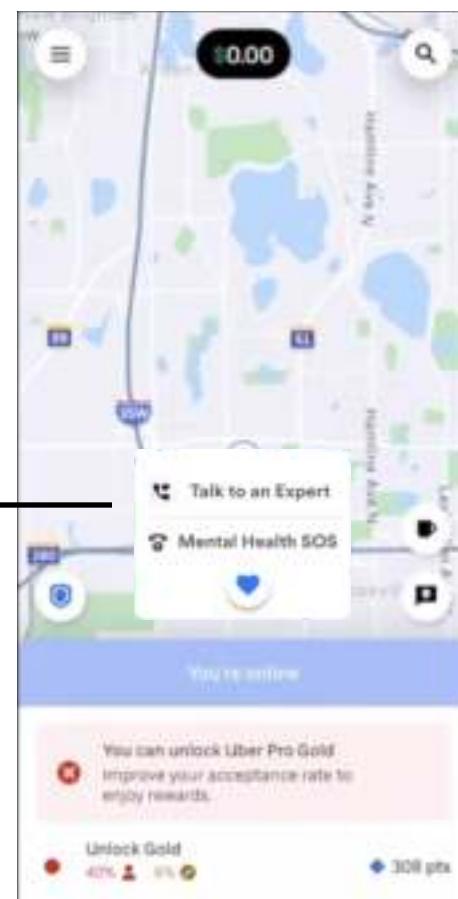
- Suggest **personalized tunes and podcasts** to calm the mind.
- Situational affirmations** to help relax and refocus.



New Feature User Flows

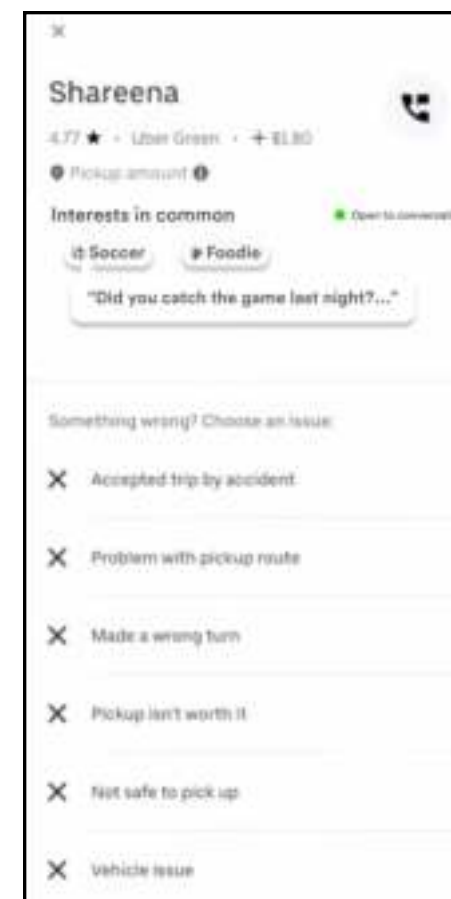


Neutral



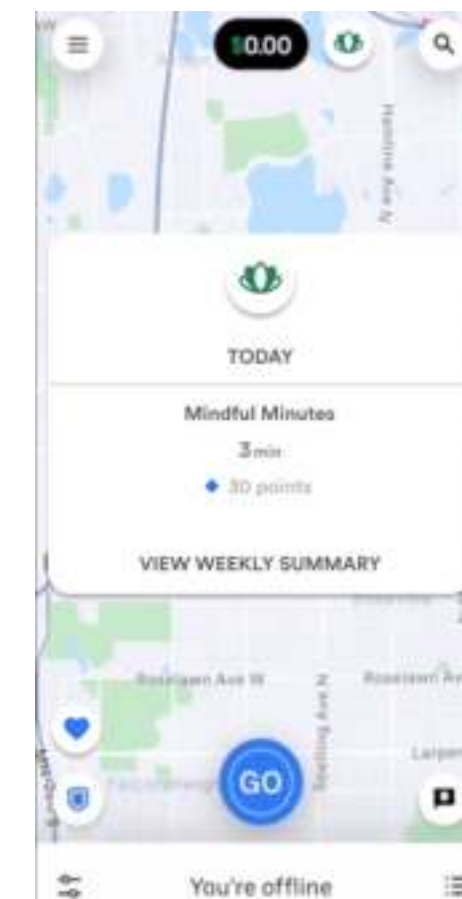
Uber Care Hotline:

- Talk to an Expert - 24/7 dedicated mental health support from **licensed professionals**.
- Mental Health SOS - **Immediate** crisis intervention.



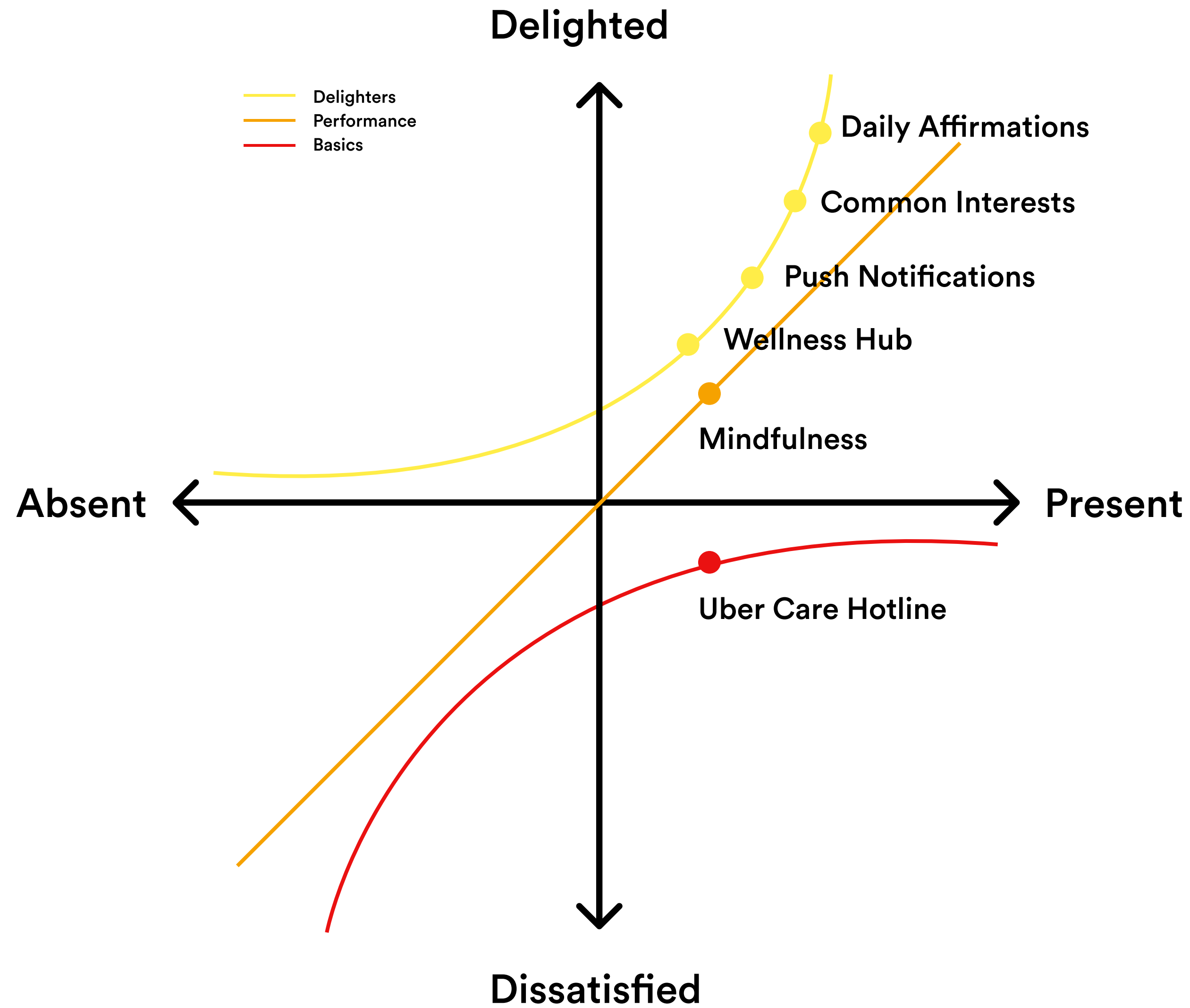
Common Interests:

- Highlight **shared interests** between passengers and drivers.
- Enhances the journey through **meaningful conversations** and connections.



- Brief **summary** of daily relaxation journey.

Feature Prioritization



Our Prototype MVP



<https://www.figma.com/proto/ySvL6SG3kVt00nSfCmAOhw/Untitled?page-id=0%3A1&type=design&node-id=214-43&viewport=137%2C444%2C0.1&t=6NiiYOKElbfAvoiV-1&scaling=scale-down&starting-point-node-id=166%3A640&mode=design>

Metrics Considered



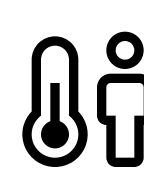
Uber
→



 Activation

 Acquisition

Our Northstar Metrics

-  Number of calls to the support hotline
-  Time spent on mindfulness exercises
-  Impact on feelings logged

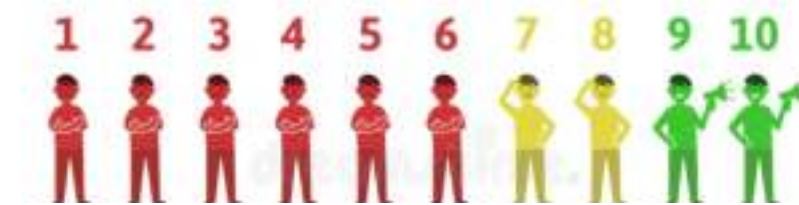
Counter Metric

-  Number of rides completed by a driver

Conversion Rate



Net Promoter Score



CLTV



Churn Rate



 Retention

 Retention

Product Roadmap

Uber
→



Feature	Goal	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Support Hotline	Supporting driver mental health	Staffing requirements Trained Professionals Targeted Awareness	Gather driver insights Iterative Improvements	Multilingual Support Specialized Assistance	Quantitative analysis Driver Satisfaction
Mindfulness, Wellness Hub	Boost Mental Health, Drive Subscriptions	Prototyping Sample User Segment	Feedback Analysis Gamification Music Introduction	Podcast Integration Personalized Techniques Premium Teasers	Premium Launch User Satisfaction
Common Interests, Push Notifications, Affirmations	Foster Positive Connections, Timely Prompts, Improve Mental Wellbeing	Interests Research Sample User Segment Testing	Gather driver insights Iterative Improvements	Quantitative analysis Conversation Prompts	Driver Satisfaction

Subscription Introduction

Business Model & Scope



Basic

- Breathing and Meditation
- Music Playlists
- Wellness Hub

Premium

- Personalized Meditation
- Curated Music and Podcasts
- Exclusive Wellness Services

Future Scope

Target Audience → Uber drivers prioritizing wellbeing

Distribution Platform → Integration into Uber Driver app

Features

- Exclusive content
- Personalized music and podcast suggestions
- Wellness ecosystem
- Strong community forum

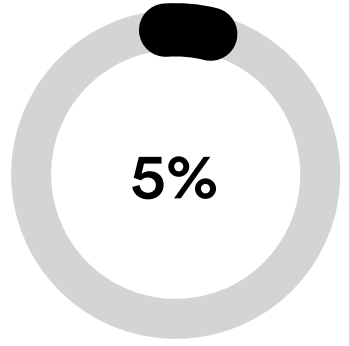
Targeted Revenue



Target Audience



Uptake Rate



Subscription Price

14.99/mon

Revenue Generated

8.8M

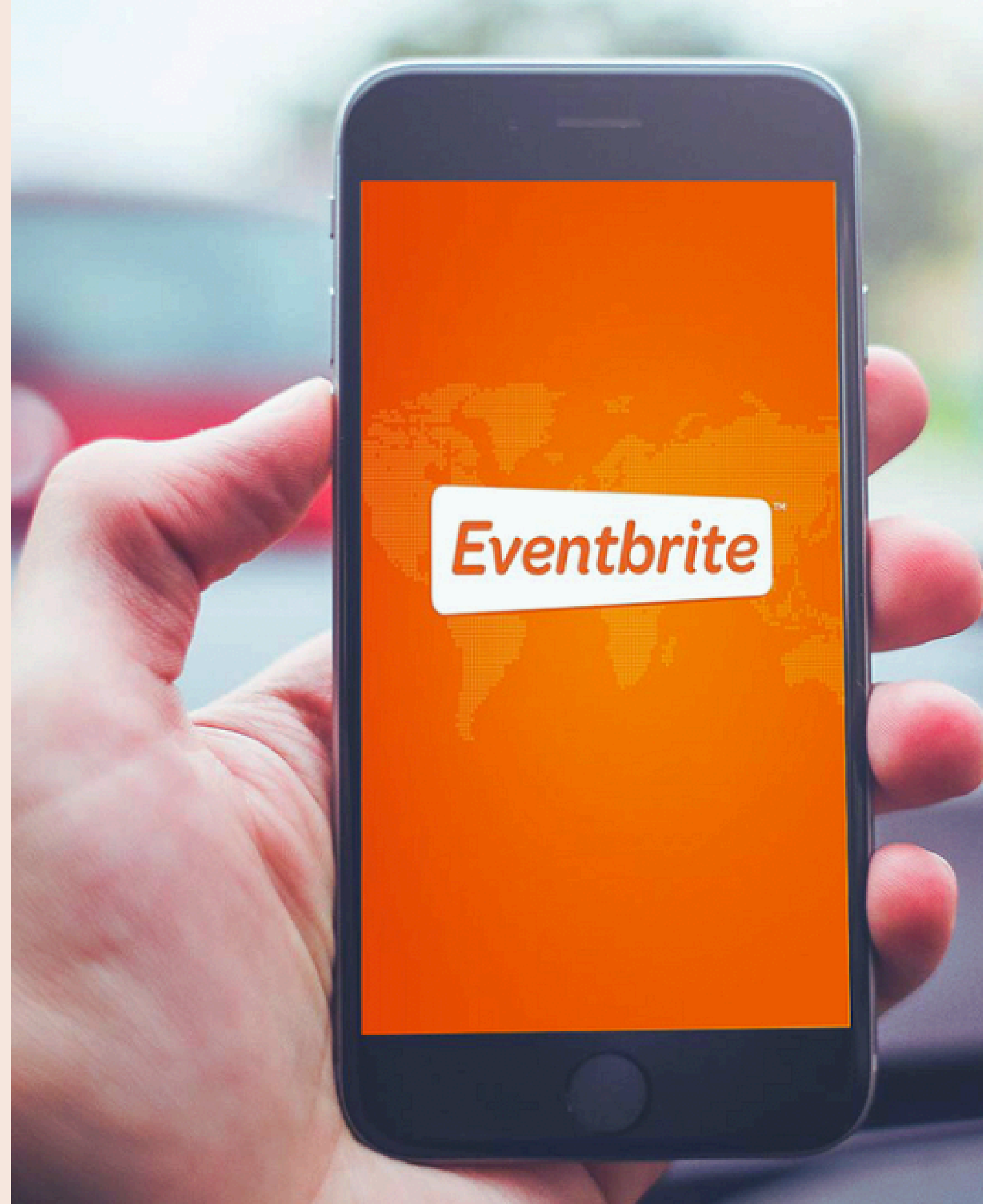


Questions?



Eventbrite
bring the world
together
through live
experiences

Objective -
Customer Acquisition and Retention





EVENTBRITE

PROBLEM STATEMENT & USER PAIN POINTS

Navigating endless online event listings can be overwhelming, making it difficult for individuals to discover activities that match their interests or to find others with similar passions, often leading to missed opportunities for shared experiences.



Lack of a centralized platform to find events



Difficulty in finding people



Lack of time to search for events

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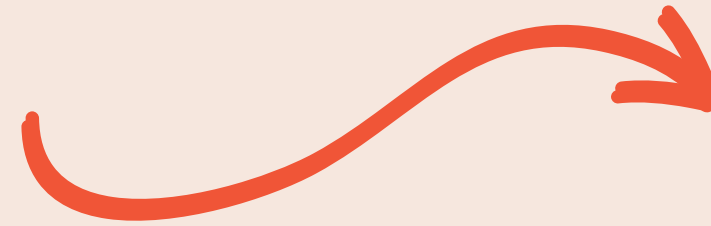


EVENTBRITE

VISION



From Digital



To Delightful

Our vision is to inspire users to step out from behind screens and into real-life experiences, creating unforgettable memories

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USER SURVEY SYNTHESIS

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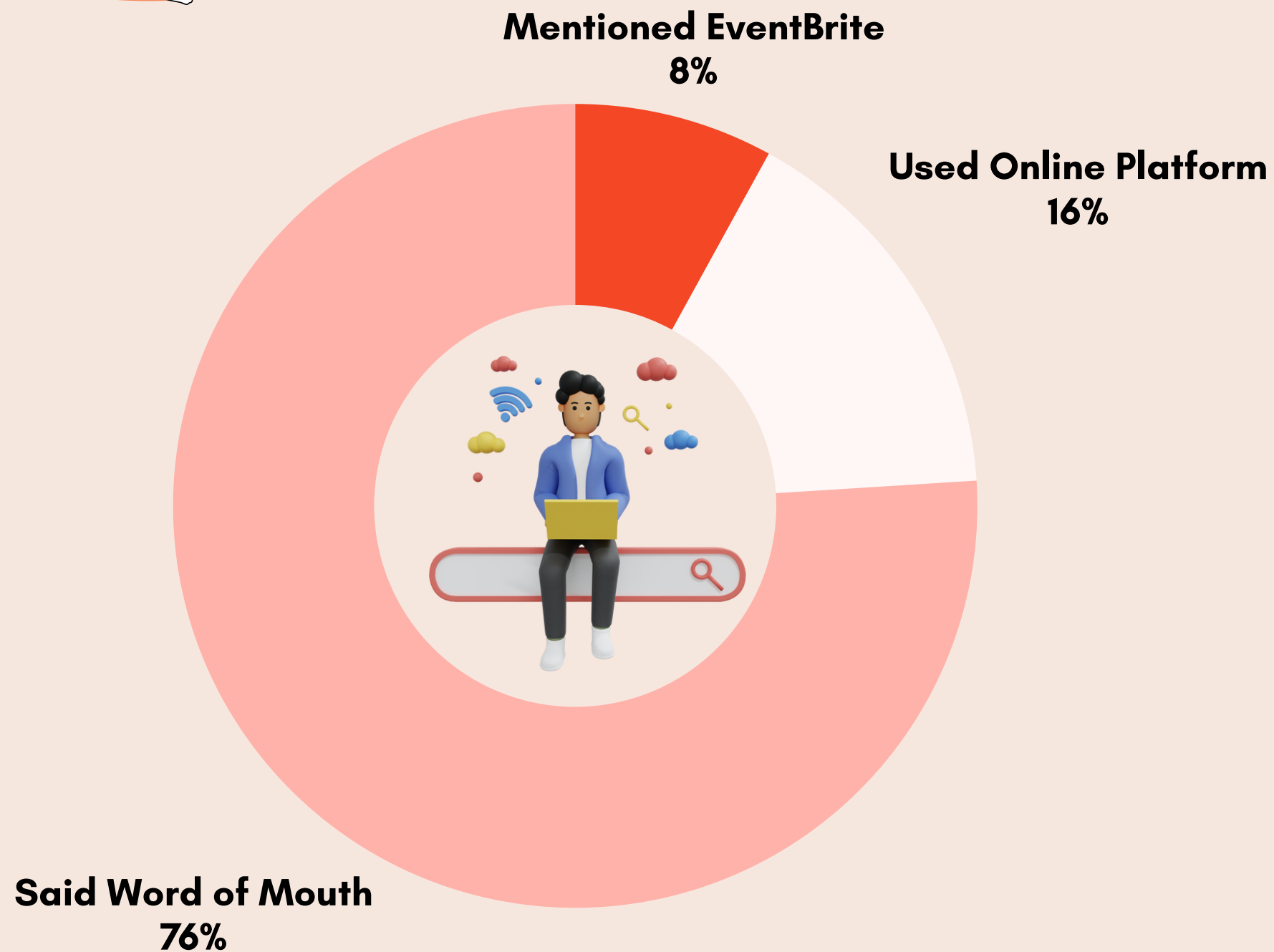
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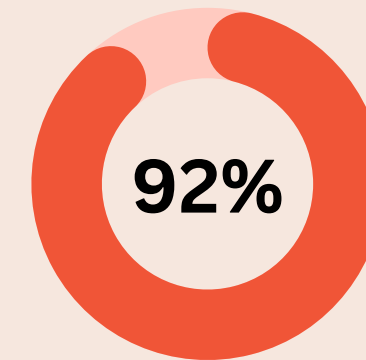
12



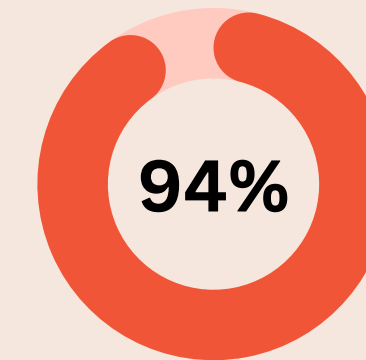
HOW DO THEY FIND EVENTS?



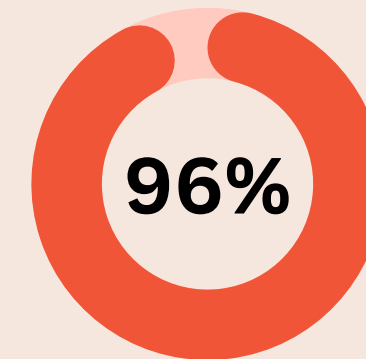
WHAT DO THEY NEED?



Needed reviews to choose events



Favored incentives for posting reviews with photos and videos



Loved connecting with people to go out with

EXISTING USERS & PERSONA



EVENTBRITE

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Power Users

Frequently use the app
~10%



Casual Users

Occasionally use the app
~60%



Core Users

Regularly use the app
~30%



Name: Alex Karev

Age: 29

Occupation: Graphic Designer

Interests: Photography, Painting, Sports, Travel

Scenarios and Goals

- Struggles to find and plan activities
- Seeks unique experiences
- Desires a hassle-free way to discover activities

Frustrations

- Difficulty in finding a company with similar interests
- Limited time for event discovery and planning



Name: Rachel

Age: 20

Occupation: Student

Interests: Exploring mindfulness practices

Scenarios and Goals

- Wants to attend stress reduction workshop
- Hopes to find rejuvenation through meditation

Frustrations







- Busy schedule during finals season
- Overwhelmed by multiple event platforms

COMPETITORS



EVENTBRITE

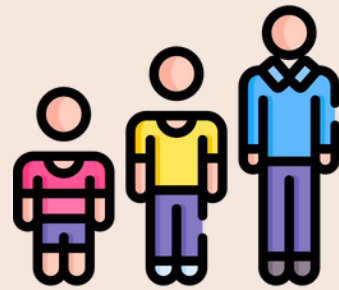
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Features/Competitors						
Networking based on Interest	✓	✓	✗	✗	✗	✗
Event reviews with photos and videos	✗	✓	✗	✗	✓	✓
Reward points	✗	✗	✗	✗	✗	✗
Referrals	✗	✓	✗	✗	✗	✗



EVENTBRITE

USER ASSUMPTIONS



Age 18-64



Tech savvy



Enthusiastic to attend events

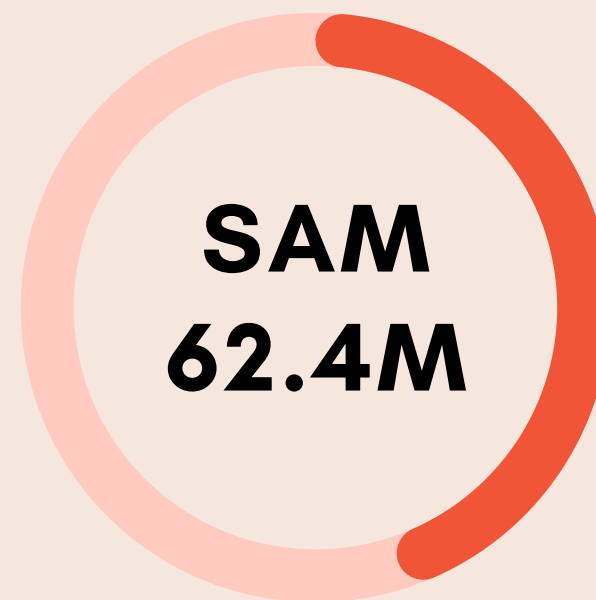


Person having a busy schedule

MARKET ANALYSIS



60% of 256M



40% of TAM



10% of SAM

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EVENTBRITE

USER JOURNEY

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Sophia wants to attend a painting workshop



Searches for options on multiple platforms



Gets confused with scattered information



Finally decides an event



Messages her friends



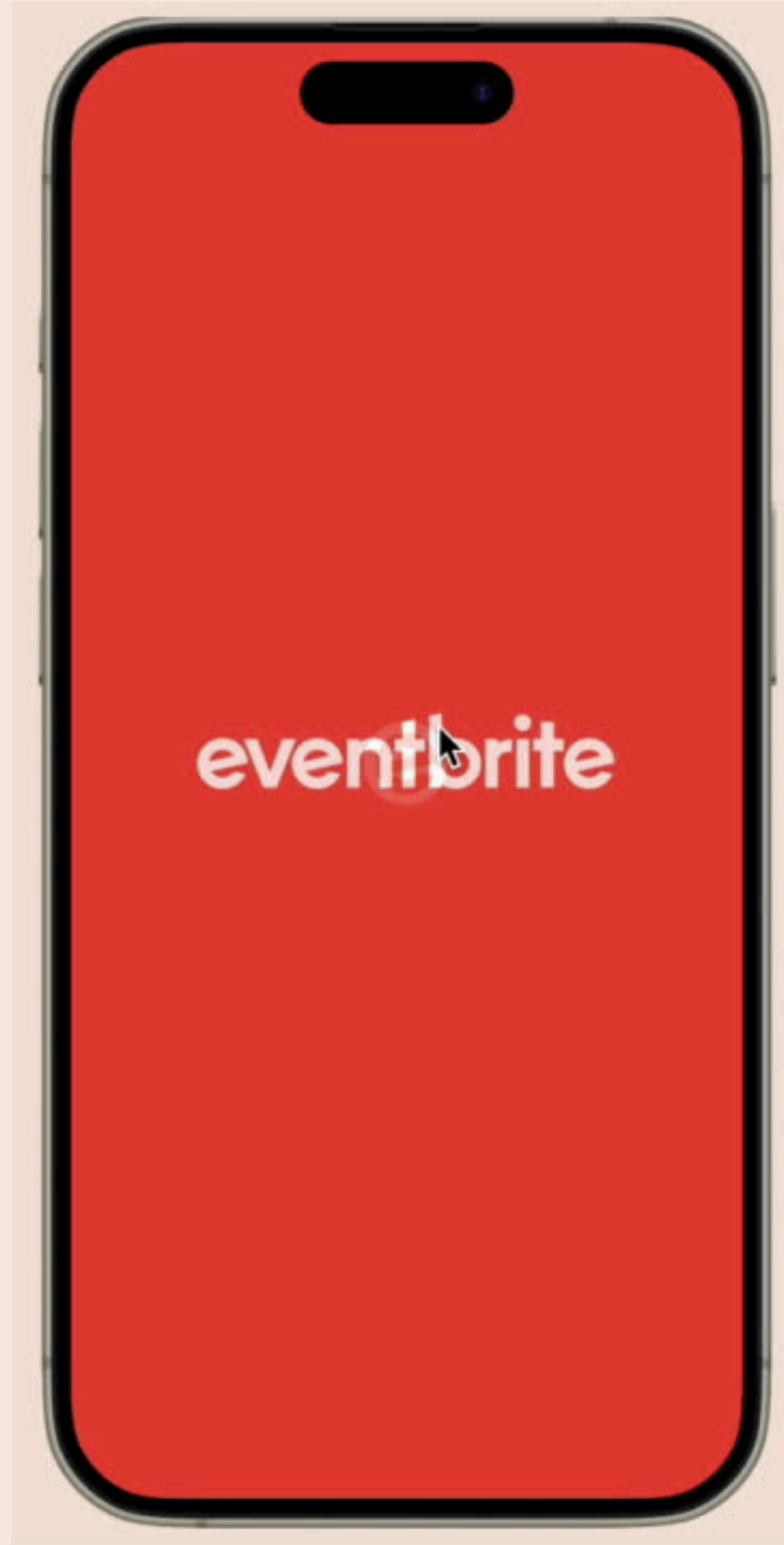
Everyone is busy and cannot make it for the plan





EVENTBRITE

PROTOTYPE MVP



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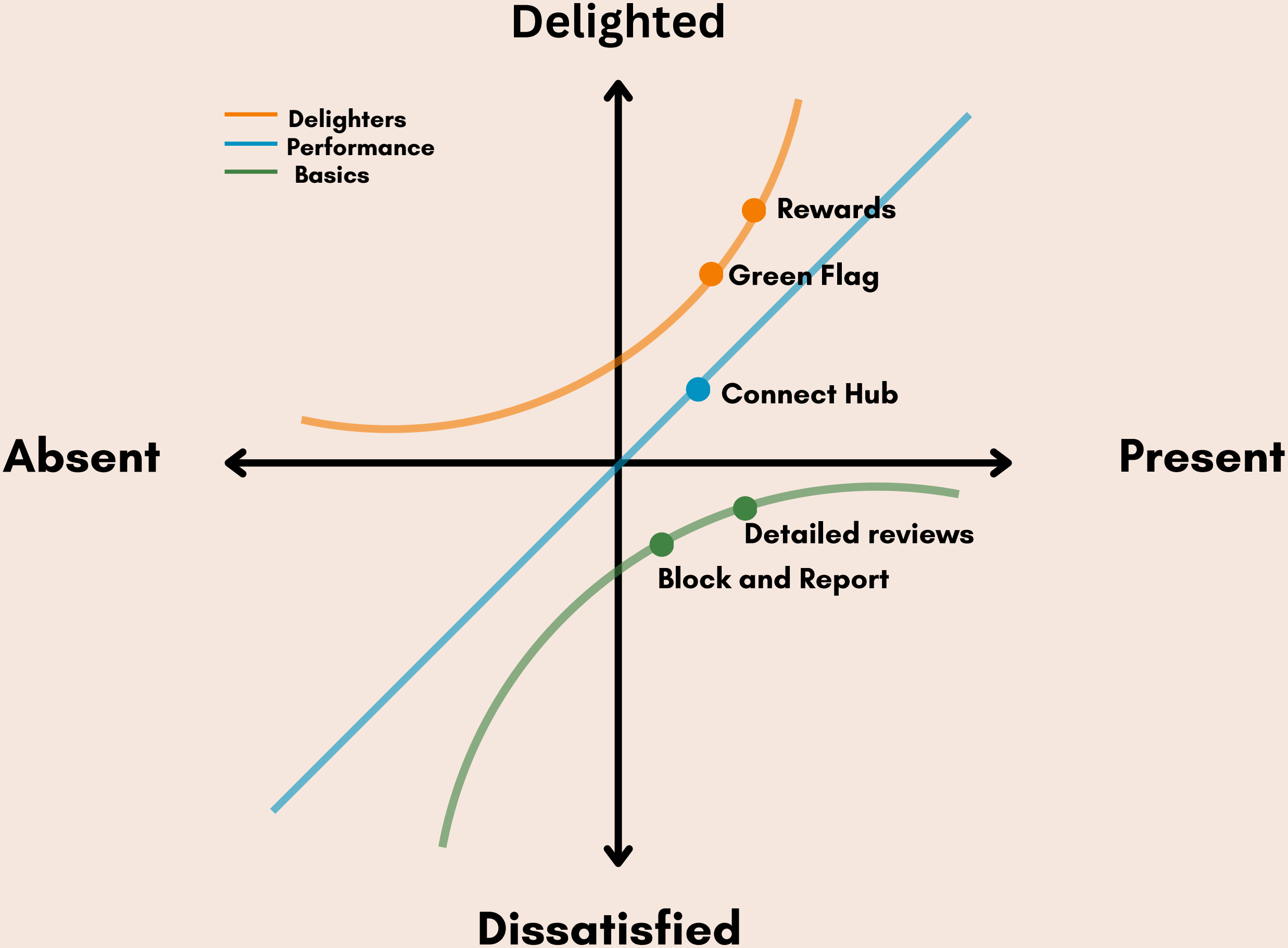
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KANO MODEL



EVENTBRITE



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SUCCESS METRICS



EVENTBRITE

NorthStar Metrics

SIGN UP



Sign-up Rate



Number of users
engaging with reviews



Number of users who
opt in to connect

Counter Metrics



Number of event bookings

Parameters Considered

Referral rate

Customer Acquisition Cost(CAC)

Customer Lifetime Value(CLV)

Repeat Purchase Rate

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EVENTBRITE

BUSINESS MODEL

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Basic Model



- **Connect feature**
- **User profiles**
- **Event Reviews and Ratings**
- **Referral system and Reward Points**

Subscription Model



- **Smart connect suggestions based on similar likes**
- **Discounted prices on selected events**

Future Scope



- **Event-specific group networking**
- **Analytics and Insights for the organizers**
- **AI assistance for writing reviews**



EVENTBRITE

PRODUCT ROADMAP

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Feature	Goals	Q1	Q2	Q3	Q4
Connect	Add and enhance networking capabilities	User profiles Chat facility Report & Block	Investigate and Optimize features	Smart Connect Option to endorse people	Enhanced user privacy settings
Reviews	Improve event information sharing	Enable users to leave reviews	Multimedia sharing facility	Observe user trends Introduce review incentives	Optimize review display Filtering options
Rewards	Boost user loyalty	Research on reward strategies & Design the system	Introduce reward redemption options	Analyze user behavior Introduction of premium discounts	Revise rewards program offerings
Referral	Increase user base	Construct a reward point system for referrals	Launch the referral program	Track referral metrics	Introduce referral leaderboard and recognition



EVENTBRITE

TEAM: CHANGE CATALYSTS

1. Thrisha Chandrasekar
2. Amrutha Hari
3. Koushi Kothari
4. Pooja RS
5. Sanjana Naveen





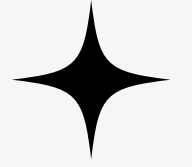
EVENTBRITE

THANK YOU!



BLUEBIKE

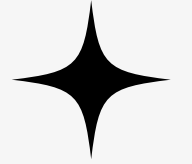
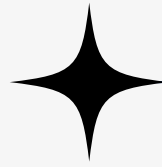
Blueprint Program





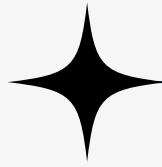
BLUEBIKE
Blueprint Program





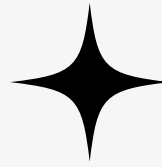
8 in 10 people don't use BLUEbikes because of **unavailability**





PRESENTATION OUTLINE

- Business Problem
- Objective
- Pain Points and Assumptions
- Competitor Analysis
- Potential Market Size
- Solution
- Prototype MVP
- Feature Prioritization
- Success Metrics
- Product Roadmap
- Key Performance Indicators
- Business Model Canvas



CORE BUSINESS PROBLEMS

GAP

Users have trouble finding bikes due to limited and unclear availability; quality of bikes is compromised



ORIENTATION

This problem is worse in Boston, making it hard for people to use bike-sharing easily.

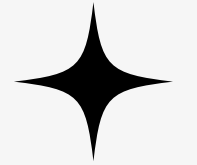


IMPACT

It makes users unhappy and decreases BLUEbike usage



✦ **PRODUCT VISION**

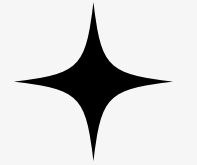


With a mission to Transform Boston's Urban Commute
make BLUEBikes - **the top choice** for efficient commute that is
easy, sustainable and **affordable.**





★ OBJECTIVE



Optimize BLUEBikes platform to enhance bike availability,
leading to **increased revenue** and **improved customer retention**





★ **EMPATHY MAPPING**

SAYS

- “My App glitches out and wouldn’t let me take bike from the station with a lot of bikes”
- “App shows that bikes are available but there are no bikes when I reach the station”
- “The bikes are old, seat adjustment is a problem and the quality is overall bad”

FEELS

- Stressed
- Frustrated
- Uncertain
- Hopeful

DOES

- Chooses the alternative mode of transportation - MBTA, cab that solves the problem of availability.
- Turns wary of choosing BLUEBikes for the next ride





✦ **USER PAIN POINTS**

● **Availability**

Users frequently encounter unavailability of bikes, leading to inconvenience and frustration in accessing our service when needed.

● **App Glitches**

The app occasionally displays incorrect information regarding bike availability, resulting in users being misled about the availability of bikes at specific stations.

● **Maintenance**

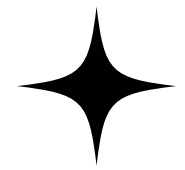
Complaints about bike maintenance, including issues with aging bikes and malfunctioning adjustable seats, impact user experience and satisfaction with our service.

✦ **USER ASSUMPTIONS**

During our survey and initial interviews with the consumers the findings were:

- Customers are price sensitive
- Consumers want to steer clear of uncertainty of waiting
- The mix of consumers include Daily Commuters and multimodal commuters





IDEA VALIDATION

Learnt and validated through discovery and survey from the customers

80 %

Feel stressed & frustrated due to non-availability of bikes

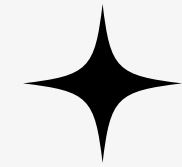
65 %

Would dock bikes at under-docked station to avail discount

60 %

Would feel less uncertain and want to know wait times of incoming bikes in-advance





POTENTIAL MARKET SIZE

TAM

Population of Boston in

2023:

4.3 MN

SAM

Annual Bike Count in

2023

68,884

Pursuable customers:

4.2 MN

SOM

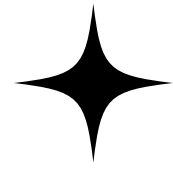
Potential customers:

1.4 Mn

Commute through Public

Transport





COMPETITOR ANALYSIS



BLUEBIKE
Blueprint Program

Company



Strength

- City-Wide Coverage
- Time Flexibility

- Dockless storage option available
- Time Flexibility
- Well maintained assets

- Dockless storage option available
- Time Flexibility
- Well maintained assets

- Mentions Incoming train time
- City-Wide Coverage

Weakness

- No Incoming bike time update
- Dockless storage option not available
- Bikes are not well maintained

- No Incoming bike time update
- Limited coverage area

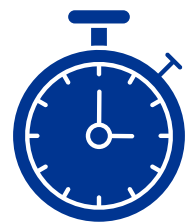
- No Incoming bike time update
- Limited coverage area

- Available at Fixed Time
- Poorly Maintained



BLUEbikes Plus

With 'BlueBikes Plus', users can



Assure

Grow more awareness about availability of upcoming bikes via bike availability wait times

Benefit: User satisfaction via reducing bike wait uncertainty



Act

Avail incentives for parking bikes at under-docked stations by getting seamless access to alternative bike routes

Benefit: User loyalty via bike availability and incentives



Pilot

Receive aid in finding the closest available parking stations and receive route guidance through AI Voice assistance.

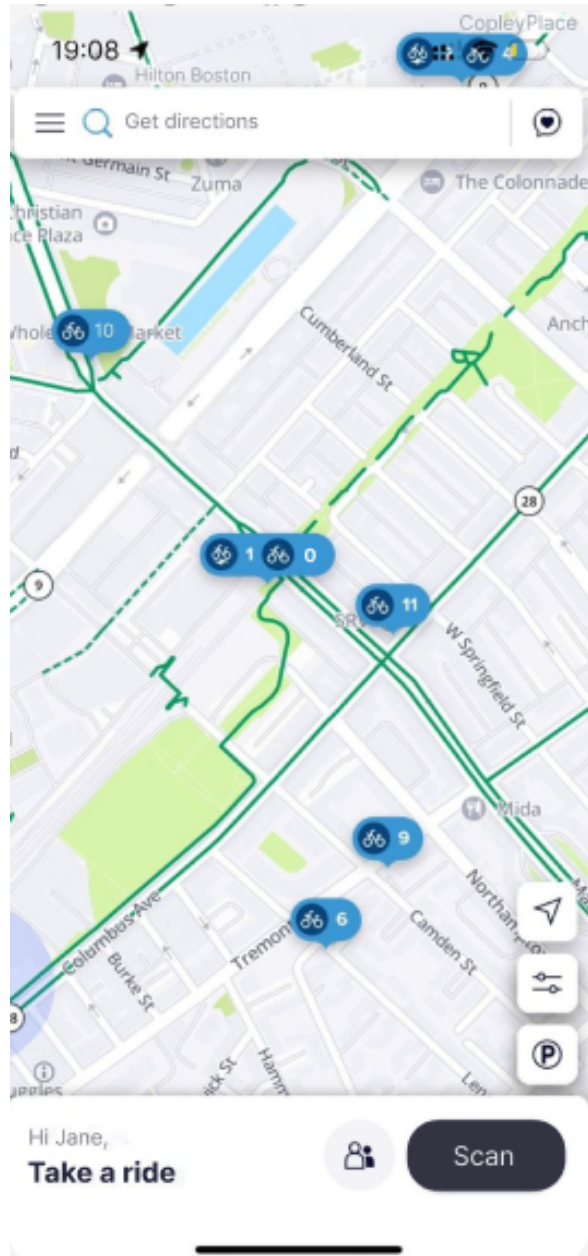
Benefit: User delight via customised assistance

NEW FEATURE FLOW

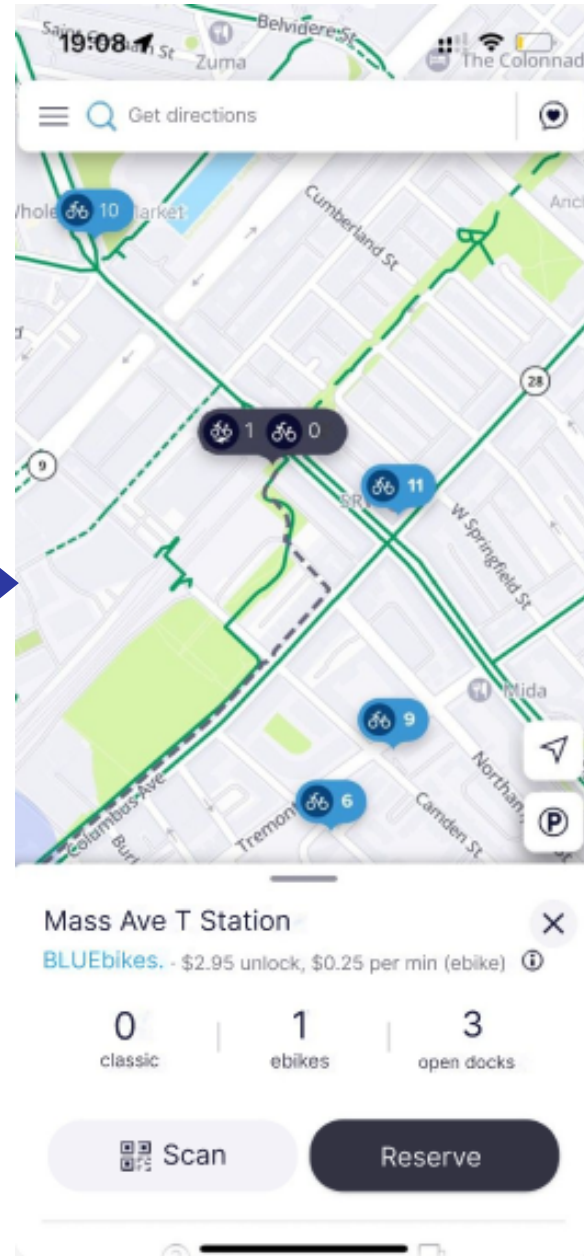


BLUEBIKE
Blueprint Program

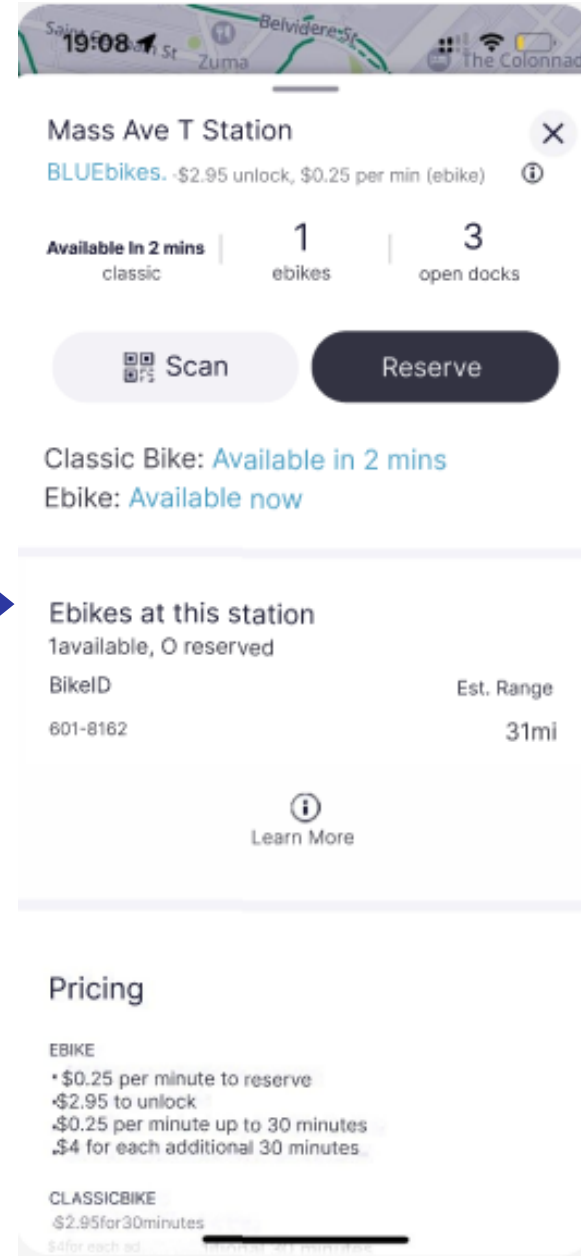
Landing Page



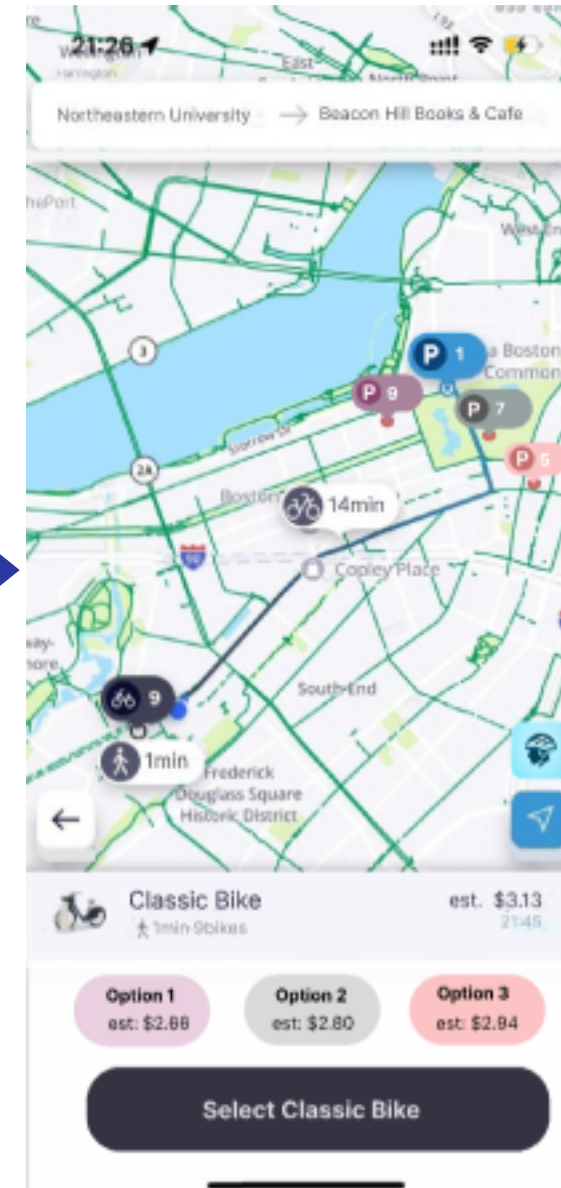
Selecting the Bike



Viewing Details



Entering Destination



BLUEbikes Pilot



Welcome to
BLUEbikes Pilot



Your Voice Only Assistant for
hassle-free biking queries.

It can help you with assisted
navigation and can attend to
your needs like getting
directions, where to dock
your bike, how to get the
most out of your biking
experience.

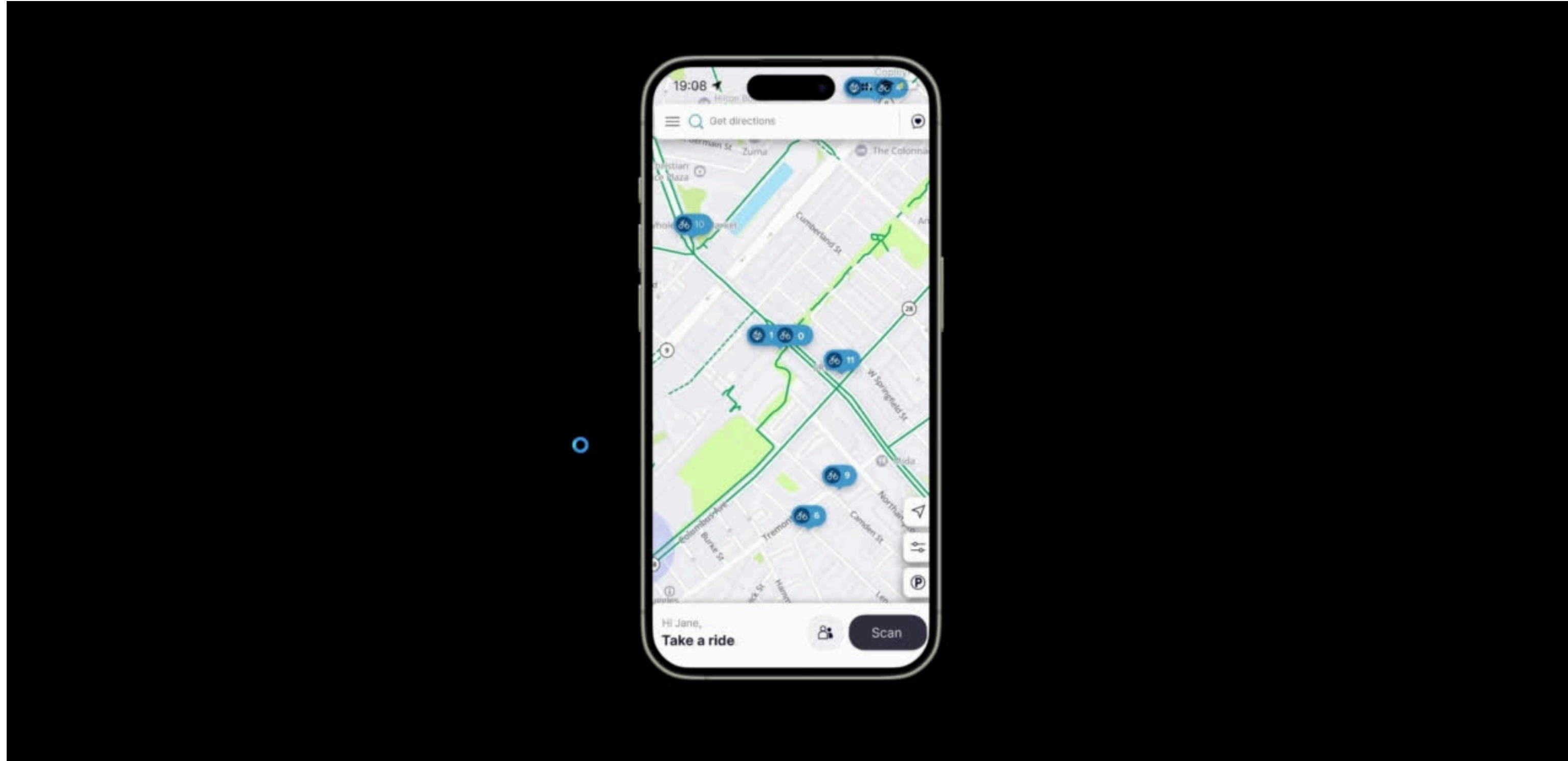




BLUEBIKE

Blueprint Program

★ PROTOTYPE MVP - #1

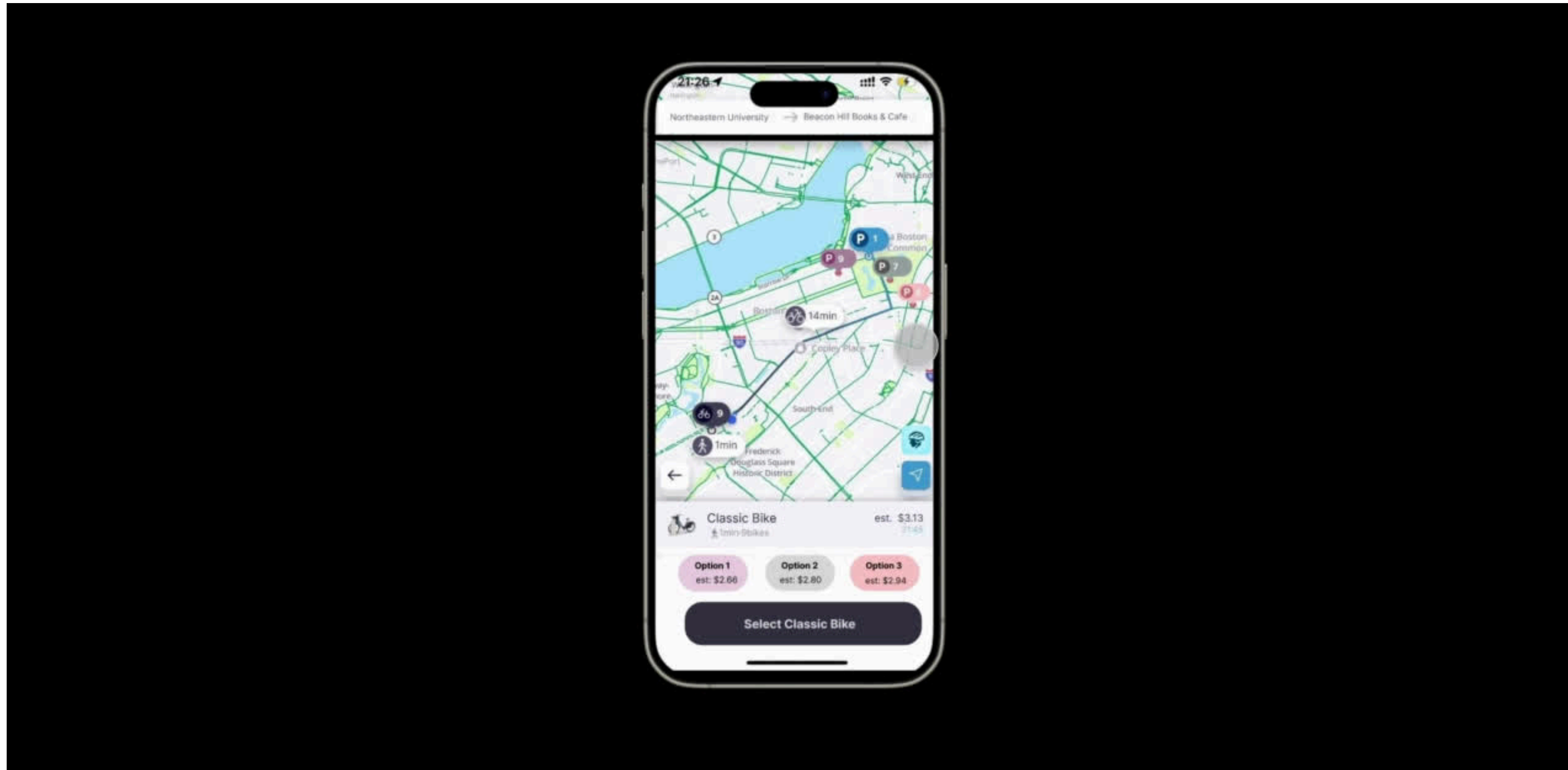




BLUEBIKE

Blueprint Program

★ PROTOTYPE MVP - #2



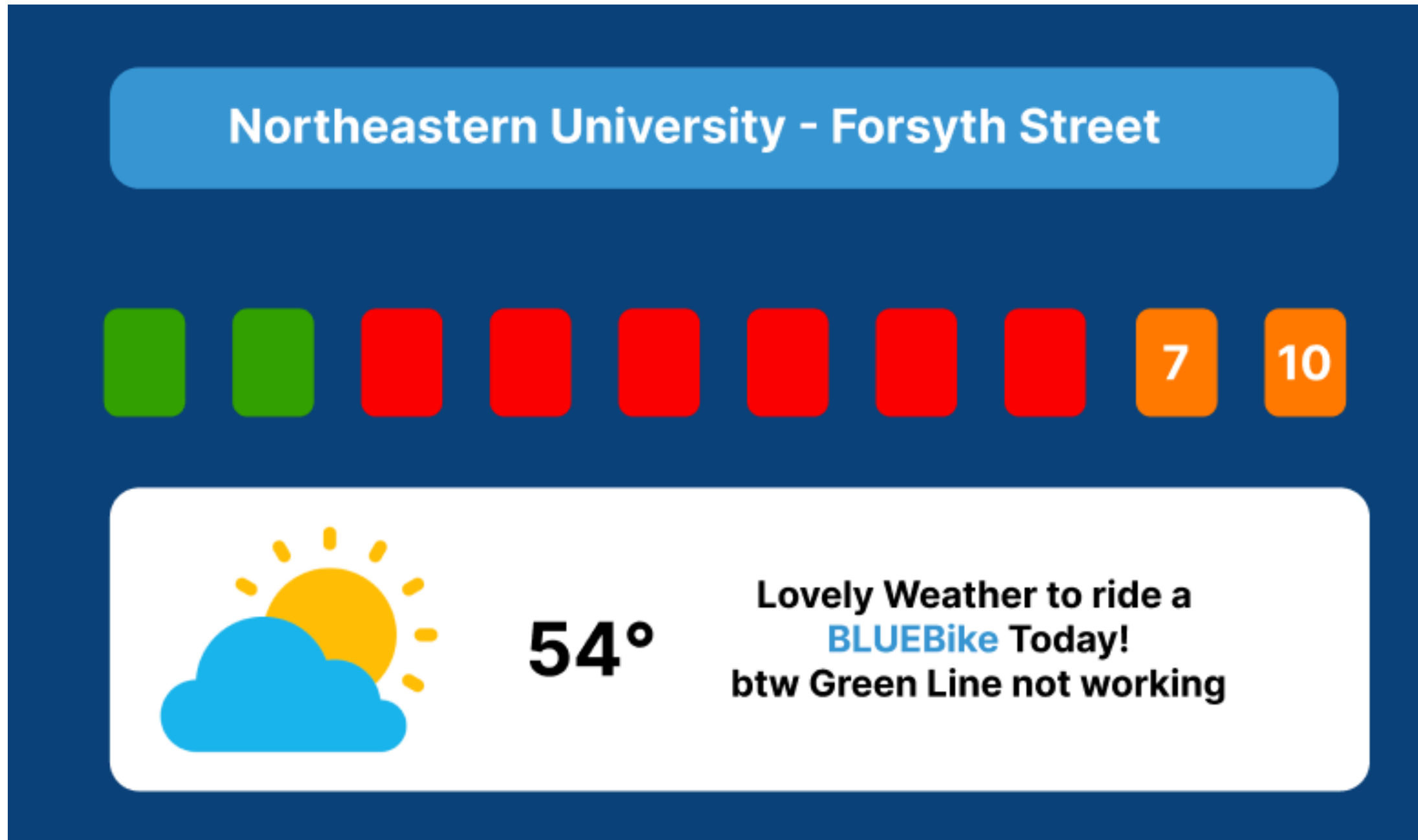


BLUEBIKE

Blueprint Program

★ PROTOTYPE MVP - #3



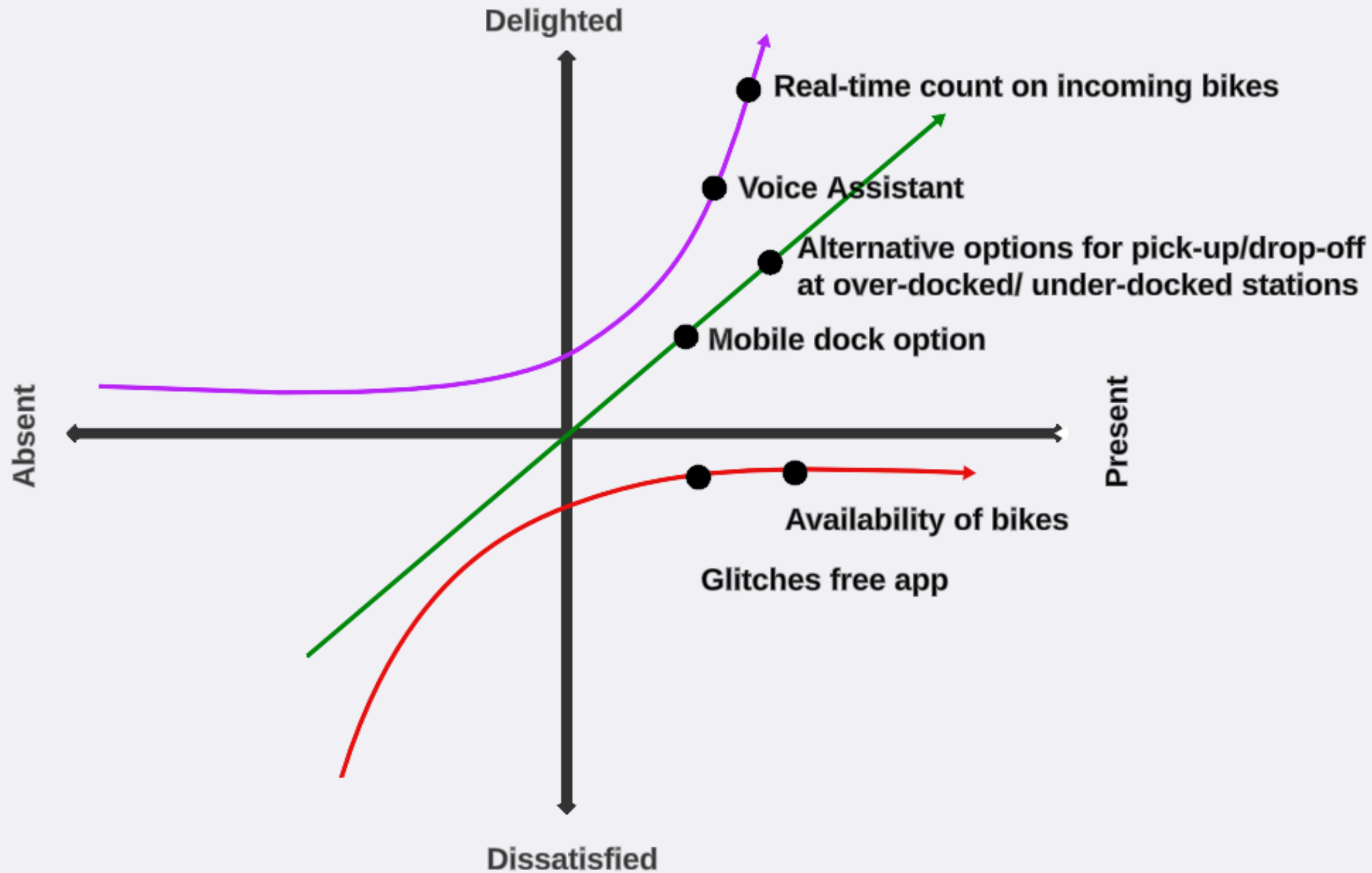


The proposed BLUEbike Widget:

- Green - Bike is available at the station
- Red - Empty space
- Orange - Bike approaching soon, the digit represents time in minute

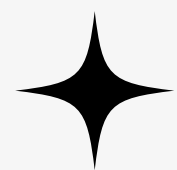


★ FEATURE PRIORITIZATION





Stages	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
<p>Discovery & Assist</p> <ul style="list-style-type: none"> • Conduct surveys to gather feedback. • Analyze bike usage, hotspots, & ride requests to address gaps in bike availability. • Define & polish feature requirements and validate with the business. • Collect feedback from internal stakeholders and make improvements. 	<p>Feedback Collection & Analysis phase</p>	<p>Feature Development & Validation</p> <p>First cut POC for Internal Stakeholders</p>		
<p>Implement & Optimize</p> <ul style="list-style-type: none"> • Develop a bike station reset algorithm. • Develop Optimised Pricing Calculator • Design In-app user interface. • Design the Bike Pilot feature. • Revenue Module Optimisation 	<p>Revenue model optimisation</p>	<p>Iterative Improvements</p>	<p>Limited Pilot Launch</p>	
<p>Invest & Expand</p> <ul style="list-style-type: none"> • Scale up features and expand • Invest in more Bikes to get better ROI • Involve Partners & Launch Campaigns 		<p>Gather feedback to scale & optimise</p>	<p>Full-blown Launch & Go Live</p>	



KEY PERFORMANCE INDICATORS

MISSION RELATED METRICS

- #Number of rides using optimized ride options*
- #Churn Rate*

PRODUCT HEALTH METRICS

- #CTR of optimized ride options**
- #Number of people opting to wait and ride**
- #Number of clicks on Widget**

BUSINESS METRICS

- #Avg. revenue generated using unused bikes

*Northstar Metric **Counter Metric





<p>Key Partners</p> <ul style="list-style-type: none"> • Municipalities of Boston • Lyft • Massdot • Motivate 	<p>Key Activities</p> <ul style="list-style-type: none"> • Bike Plus Feature Development • Backend Framework for Bikeplus • Customer awareness program 	<p>Value Proposition</p> <ul style="list-style-type: none"> • Improved Bike Availability: Always find a bike when you need it • Real-time Optimized Discounted Pricing • BLUEBike Pilot: Voice-only assistant for seamless support • Bike Maintenance Assistance: Hassle-free help with bike problems. 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Free to use • Customer loyalty Program • Bluebike Crew 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Existing Users <ul style="list-style-type: none"> ◦ Short term users ◦ Annual members • Targeted Users <ul style="list-style-type: none"> ◦ Tourists ◦ Students ◦ Other Public commuters
<p>Cost Structure</p> <ul style="list-style-type: none"> • Server costs • Legal costs 	<p>Key Resources</p> <ul style="list-style-type: none"> • Bluebikes • User base • Development Team • Bluebike crew 		<p>Distribution Channels</p> <ul style="list-style-type: none"> • Bluebikes Mobile App • Bluebikes Website • Municipalities of Boston Websites 	
<p>Revenue streams</p> <ul style="list-style-type: none"> • Revenue optimisation for unused bikes at cold locations • Boosting Customer retention through Bluebike Plus • New User acquisition 		<p>Cost Structure</p> <ul style="list-style-type: none"> • BikePlus feature Development costs • BlueBike crew 		



✦ THANK YOU

TEAM BLUEPRINT

- Aditya Wanjari
- Atharva Rotkar
- Prashant Singh
- Vidhi Bhatia

