

Look Around What I Found





OUR PLATFORM

CITY PRODUCTS

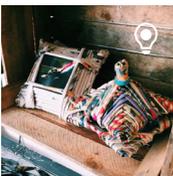
CITY FOOD



#...



Graz



Prologue

Why we wrote this book

A three-minute pitch is enough to inspire, yet a whole book is necessary to persuade you we are using our wits and a clear structure!

After every StartUp event, every mentor meeting and every creative and constructive input from our target audience and partners, we adapted, optimized and enhanced our business plan. Even on weekends, which consisted of intense work and focused on defining milestones together, we continued improving our concept.

A business plan is like a living organism that is constantly adapting and evolving. We are trying to adapt just as fast by moving forward with new ideas, which eventually resulted in over thousand pages of research, survey and preparation material. In the course of the StartUp-garage, we set ourselves the goal to present the gathered information in an interesting way – with a clearly structured and arranged book. It's time for something fresh and we are convinced even a business plan could be a thrill to read.

Our team is not only driven by innovative ideas, but also by immense motivation, solidarity and team spirit, all of which is rare to find in today's world. This is exactly what we want to convey to you through the following pages.

Your LookAroundWhatIFound Team

Matea, Kathrin, Lisa, Lukas and Manfred (and many mentors, motivators and inspirers who accompanied us)

Abstract

A brief overview of our Startup

By using a self-expanding platform or user-generated content, we present products available in a particular city online and bring people back to the city to shop in stores.

This may seem like a highly complex task, but is actually quite simple. A combination of existing solutions can be used to create a new and unique platform. The goal of this platform is to revive the cities worldwide by encouraging people to do something most of them are do daily anyway.

We introduce a city and its products online on our website and on our app compatible with IOS and Android. This means you can browse through the products available in your city from the comfort of your home and get inspired. It's an effortless way to discover the hidden treasures at your doorstep. You can also search for specific products such as "gifts for men", "home decor", "shoes" and many more.

You can share your finds and save them to your inspiration list. Simply set the radius to two kilometers from your current location and you will only see products, you can get your hands on in time between lunch break and your next appointment. Maybe you need a gift for a birthday party later that evening and don't want to show up with a bottle of wine from the gas station, or maybe you forgot your anniversary after a busy day and still want leave a good impression –situations when we you need something as soon as possible occur regularly.

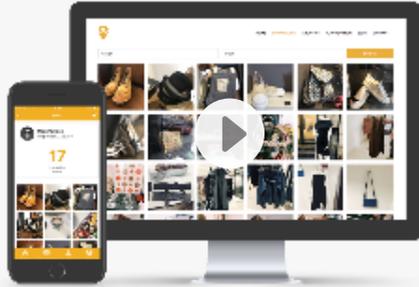
How are all the product pictures added to the platform, you ask? Like on all other social media platforms: with YOUR help. People take pictures of their finds in shops, share them online and become trendsetters in their hometown. By doing so, they support local merchants in the city, can even be rewarded for it.

And the best part? You can not only view pictures of products but also of your favorite meals, available at LAWIF restaurant overview. In the future you will not ask yourself if you want Italian, Asian or Indian food, but instead: »Which picture of those posted meals looks most appealing?«

And now you will see how simple and well-arranged all this could look like...



Look Around What I Found



Explore your city with its unique and wide range of products!

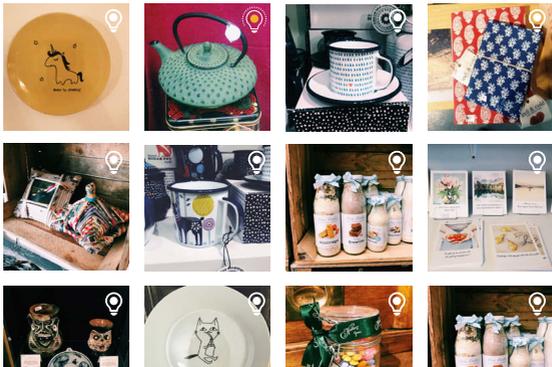
[read more](#)

Download our App for easy mobile access. This way you can upload pictures as you take them, do a local based search or create a profile.



CITY PRODUCTS

CITY FOOD



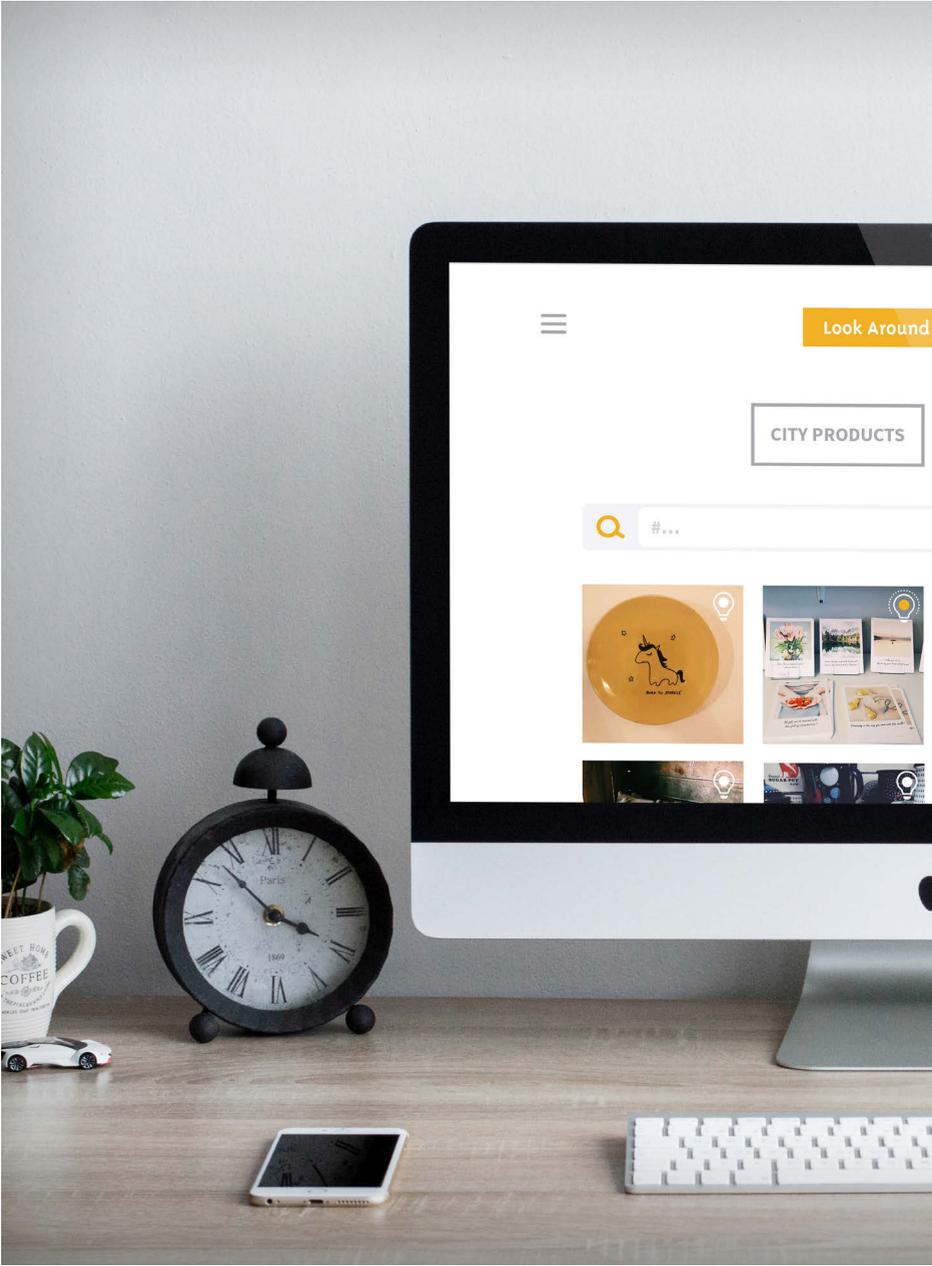
Website

How our website looks like

The appearance? Simple. It looks like Instagram or Pinterest. You can scroll through as many pictures and short videos as you please, or take a closer look at a certain photo, read the hashtags and see the name of the shop and its location. In this way, it is easy to find out where to get the product.

To make things easier for you, you don't have to log in to our website to view all the images/videos. We are happy just to inspire you. You can also access the website from your phone without the app and without sacrificing user-friendliness. Search for hashtags you are interested in and let us show you everything that fits your search criteria. It's free and it allows you to discover unique products located right at your doorstep. If you want to have your own profile to take full advantage of our platform, you can download our free app from the Apple store or the Google Playstore.

We learn and we grow. In January 2017, just two months after our formation, we won a small sum of 6000 Euros. We used this money by following the Lean StartUp principle and started "Learning from user feedback" to build a small prototype. We want to develop a marketable product step by step with your help. As of June 2017, our website is online and our app is available for download. We have already photographed and uploaded over 300 products from Graz as well as a few from Vienna, Zagreb and Cologne, which means you can start testing and looking for inspiration.



Look Around

CITY PRODUCTS

Q #...



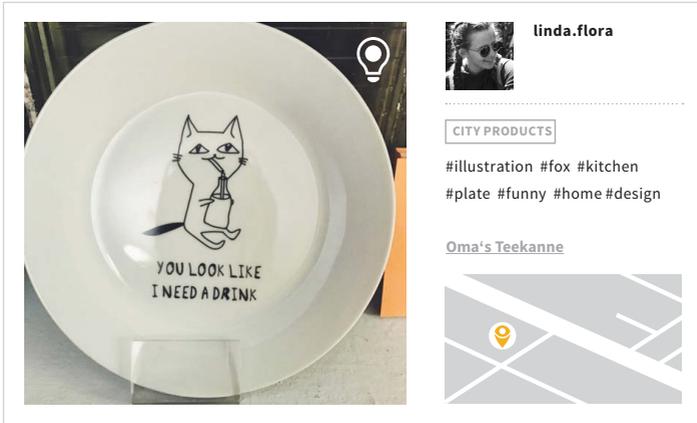
What I Found



CITY FOOD

Graz





You see something you like? Simply click on the image to get the following information: who took the photo, which hashtags are used, how the shop is called and where you can buy the product. To put an "idea" or a photo on your Inspiration List, click on the light bulb icon at the top right corner of your picture. For us, a light bulb is a symbol of inspiration – you found an idea for your next purchase and thus feel inspired.

To create your own Inspiration List, you have register and login per one-click.

To benefit from all our features, like creating your own profile or sharing videos/pictures, you have to download our app. You can read the following pages to find out what these features are and how they can benefit you.

NOT LOGGED IN



To put a photo on your Inspiration List,
you have to register or log in per one-click

 Login with Facebook

 Login with Google+

OR

REGISTER



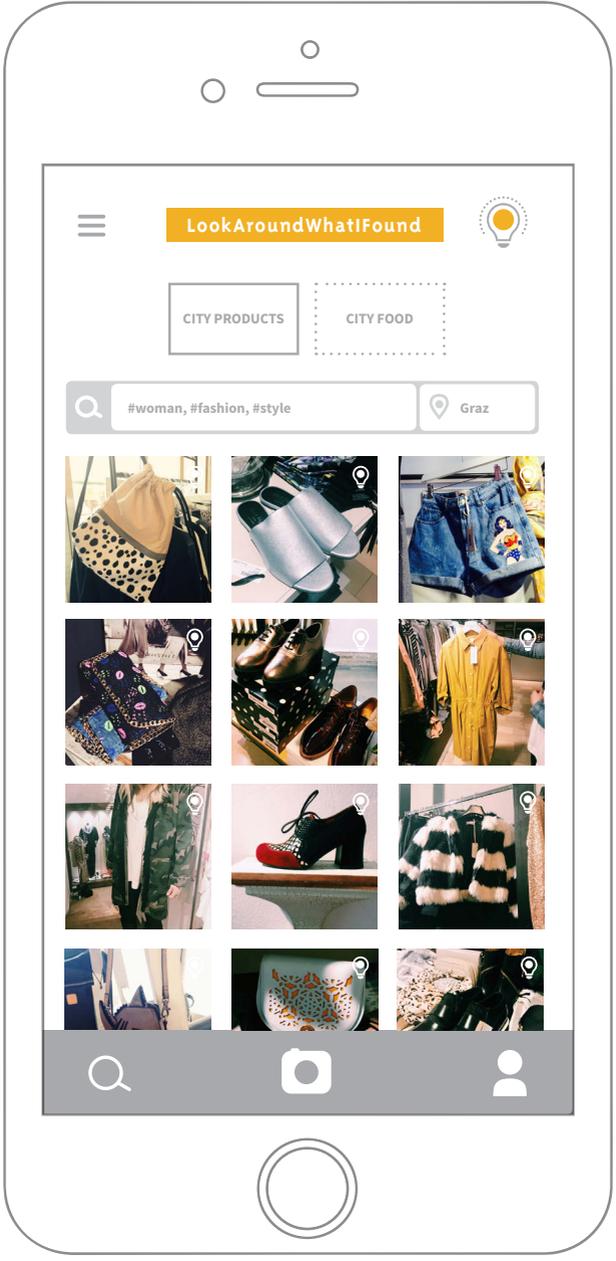
Welcome to your Inspiration List!



You are now able to put pictures that
inspire you on your personal Inspiration List

To benefit from all our features,
just download our app:





LookAroundWhatIFound



CITY PRODUCTS

CITY FOOD



#woman, #fashion, #style



Graz



App

Features of our app

If you decided to download the app, simply register by entering your first and last name, your nickname and your email address. Afterwards, confirm your registration per mail and you are ready to get inspired!

You can also sign up with your Facebook or Google account. Simple as that.

Upload your profile picture and use the camera icon to take your first pictures and share your ideas. We are currently working on enabling several cool filters to enhance your pictures. Given the current technical situation, this should be possible soon.

By using our app, you can enjoy browsing through all the pictures and ideas from other LookArounders and add them to your inspiration list just like on our website. In this way, you already know where to go during your next city visit.



...add to your
Inspiration List!



To add a picture or, as we call it, a **Shared Idea** from other users to your **Inspiration List**, click on the light bulb, which then turns yellow. When we have the resources to take the next step, you will be able to arrange your pictures in folders just like on Pinterest. Create your own list for “Mum’s birthday”, “home decor” or “summer shoes” and make your photos easily accessible and clearly organized.

You can find your **Inspiration List** at the top right corner of your profile. Simply click on it to view your saved photos/videos (see next double page). Now we come to the most exciting part: your **profile**. We don't refer to you as "user", since that would be quite dull, and prefer to call you a **LookArounder**. Why? Because you are a part of our team!

On the one hand, you help us by sharing cool pictures on our page and inspire people to rediscover their hometown with your ideas. On the other hand, you can use LAWIF to get inspired, to look around. We want to inspire you with the ideas shared on LAWIF and encourage you to actively explore your city and make conscious purchasing decisions.

**LookArounder
inspire and get
inspired.**

If someone finds your **Ideas** – your shared pictures or videos – inspiring and adds them to their **Inspiration List**, you automatically earn one **Inspiration Point**.

Without having to establish a community actively, the number of your points grows as you share more and more pictures and videos of products or of delicious food with other people and inspire them.

At the bottom of your profile, you'll be able to see which treasures you've already found and shared with others: your so-called **Shared Ideas**.

A big advantage is that the **LookArounder** who took the picture, is able to keep his **Inspiration Points** even if the person who awarded him a point, removes it afterwards, because she/he is not interested in the product anymore for example. Therefore, a **LookArounder** can only gain in popularity. Once you have inspired someone, you should be rewarded with **Inspiration Points**.

But what do you get for earning Inspiration Points? This will be covered in another chapter. Firstly, let's take a look at our LookArounder and Inventors and how they can use our platform.

Let's take a closer LOOK!



LookAroundWhatIFound



linda.flora

member since 23/05/2017

.....
feels inspired by handmade
products & creativity

422

INSPIRATION
POINTS

Shared Ideas



Dialogues

In which situation our website could be useful

Situation – eating in town



“Where do you wanna go for lunchbreak? Same Hot Dog stand as always?”

“No, please not again! I’m feeling like something different today. Let’s just have a quick look at LookAroundWhatIFound and see what’s nearby.”



CITY PRODUCTS

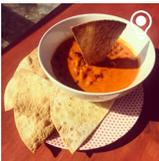
CITY FOOD



#quick, #lunch



~500m





“Wow, this first meal looks yummy! And it’s just around the corner! Let’s go there!”



“Well that was tasty! I’m gonna put it right on my Inspiration List, so we know where to go next time!”



“Wait, I’m just gonna take a quick picture of the dessert. It looks so tasty! I’m sure others would appreciate it as well.”

Situation – evening with friends



“Do you feel like having one of your dinner events at your house again? We haven’t done these for ages!”

“Yes, absolutely! I’ll just have to pick up some stuff beforehand.”



CITY PRODUCTS

CITY FOOD



#decoration, #local, #cuisine



1km





“Wow, where did you get these amazing wine coolers? They are devine! I wanna have one just like that.”

“I’ve found them online at Look-AroundWhatIFound which lead me to this store called ‘s Fachl and picked them up. They have such great local products! Look, I’ve taken some pictures...”



“I’m gonna have to go there too! I’ll just put it right on my Inspiration List.”

Situation - Date



"Do you wanna go for dinner at 8pm?"

"Sounds great! At 8pm in the city center? Alright, I'll be coming straight from work."



Oh no... I'm not wearing anything appropriate for a date today. I'm gonna have to change before 8pm. I'll just have a look at LookAroundWhatIfound and use my lunch break as a spontaneous shopping spree.



CITY PRODUCTS

CITY FOOD



#woman, #fashion, #long, #dress



~300m





“You look stunning! I’ve never seen you in this beautiful dress before... where did you get it?”

“I’ve found this amazing little shop downtown with the app of LookAroundWhatIFound. Look, they also have great and rare stuff for men! I’ve photographed some products for you.”



“This suit look amazing! I’m having a business lunch next week – this suit would be great for that! I’ll have a look at this store tomorrow, I’m putting it on my Inspiration List. Thanks!”

**“Earlier generations
have adjusted their lives
to media – our generation
expects, that media
adjusts to them.”**

– Philipp Riedler



OUR RESEARCH



Social Media

Platforms at a glance

.....
and what we can learn from them
.....

Before we start with the people who are active online, we would like to introduce you to two platforms, which we have tested and analyzed beforehand. Of course, we let ourselves be inspired as well:

Pinterest & Snapchat

We will show you further platforms in a revised version of this book. In the following months, we plan to spend more time exploring the following platforms and their backgrounds:

Instagram

Musical.ly

Facebook

Foresquare

Jodel

Youtube

And many more will follow.



Pinterest

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**Collection of links on online
pinboards for sharing your interests**

FACTS AT A GLANCE

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- Founded in** December 2009
- Launched in** March 2010 (received almost \$ 500k for development in January 2010)
- Founders** Paul Sciarra, Even Sharp and Ben Silbermann
- First investor** Brian Cohan
- Use** Finding inspiration, saving and categorizing ideas
- Headquarter** San Francisco, California
- Number of users** 1 million a year after launch, today more than 100 million
- Company value** valued at about \$ 11 billion in 2015

HISTORY

Evan Sharp founded the platform about seven years ago. Initially, the site was created out of passion for design and architecture, rather than with the aim to build a large company. Sharp does not view Pinterest as social network, but as „visual bookmarking tool“. It allows users to save and categorize their personal interests and preferences on boards. Soon after being launched, Pinterest started developing several apps for mobile devices. At times, the apps offered more features than the website.

At the start, Pinterest did not seem to be relevant to companies. It was viewed as a hobby by many people, as a possibility to „get inspired and look at nice pictures“, but that's far from the truth. Meanwhile, small businesses and large companies are using the platform to reach new target groups. Inspirations are shared on Pinterest 24/7, which fosters an „I want it now“ culture among people and affects their purchasing decisions.

Especially for businesses with online shops, Pinterest is a great platform to attract more customers. If companies using Pinterest actively also have a blog, a shop, or a website, Pinterest can even be the main source of traffic on their pages. A few thousand click-throughs from Pinterest are no longer a rarity.

A user may get inspired on Etsy for example and then go directly to the website to shop. It was only after having thousands of users, that Pinterest started thinking about a business model. At that point, it was already worth billions. Why? Because it has built a community. Facebook

and Twitter were also launched without a business model. It's simply not necessary for a community based startup. One should think about the business model and have answers, but first and foremost focus on bringing the community to the platform.

HOW DOES IT WORK?

You can share everything that inspires you on Pinterest. The most popular are beautiful travel pictures, DIY instructions, fashion, art and graphic design ideas as well as recipes. Pinterest is an image-based platform. The uploaded images contain a link to the page where the photo was initially found, which is a great advantage. This allows you to visit the page again and again. You thereby have a virtual and visual collection of links that help you organize, share and save your inspirations.

BUSINESS MODEL

Users get inspired on the platform and are thus encouraged to make a purchase. In the US, you can already find millions of (blue) Buyable Pins for iPhones and iPads coming from various larger department stores, e.g. Macy's, but also from other smaller retailers who have a Shopify online shop. Users can buy the product directly from the pin they like. All dealers are regularly vetted by Pinterest to ensure quality. The purchase and any questions regarding the purchase are not handled by Pinterest, but directly by the dealers. The leading payment gateways Stripe and Braintree protect the customer data and treat it confidentially to ensure a secure purchase. Pinterest also uses affiliate marketing for monetization and charges a commission for every purchase, by embedding a partner ID in the link. However, this monetization method is not deemed as transparent and has caused great displeasure among many people.

LIABILITY

US copyright law lead to copyright infringements in Europe, which resulted in several user warnings. Anyone sharing content on Pinterest is responsible to verify that the content does not infringe copyright. Copyrighted works may only be published and reproduced with the consent of the author. Since the content on Pinterest is published deliberately, the private person sharing it assumes liability for copyright infringements.

TIPS AND TRICKS

As all social networks, it follows a simple principle: The more people you follow and share interesting images and ideas with, the more followers you gain and the higher is your reach. On Pinterest, you can follow profiles or individual pinboards.

It is also possible to work together with others on a pinboard. In this case, the person with the highest reach should create the board allowing you to gain new followers faster. Your pinboards should have a personal touch, reflect your interests and cover topics that are close to you. The success factor lies in the „think small“ mentality. For example, it is better to focus on a region than on a whole country.

Therefore, present your holiday pictures in a folder named „Graz“ rather than „Austria“. Show variety and create short and meaningful names for your pinboards such as „Living room decoration“, „Garden design“ or „Wall paints“. Try to maintain a consistent style with all your pins and don't forget about the tags! Only by adding appropriate tags, people can find your pictures.

CONCLUSIO- What we can use fo LAWIF

One of the first steps to take when signing up for Pinterest is to select five users you would like to follow. This helps you to get an idea of how the platform works, filters your interests and lets you explore the features to gain followers and build your own community.

If you sign up with Facebook, you can see pinboards of your friends and are able to connect with them. In a further development step, it would therefore be sensible for LAWIF to present photos from the hometown of the user and to recommend existing users.

To include the possibility to select areas and topics of interest in advance, allowing registered users to get product suggestions and see ideas that have already inspired someone else. In this way, the community is growing along with the motivation of our LookArounders and inventors. Of course, we have been inspired by Pinterest already.

Based on PINS and PINboards we came up with Inspiration lists. Like Pinterest, we focus on user-generated content and use images/videos for inspiration purposes. The possibility to create folders, where you can sort your ideas by topic, is already on our wish list. As soon as we have the necessary resources and user feedback, we would like to integrate this feature.



Snapchat

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Foto und Video-Chat Plattform

FACTS AT A GLANCE

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- Founded in** July 2011 (Picaboo)
- Launched in** September 2011 (iOS), October 2012 (Android)
- Founders** Evan Spiegel, Bobby Murphy & Reggie Brown
- First investor** Barry Eggers (\$ 485k)
- Use** Sharing photos and videos
without saving them, chatting
- Headquarters** Venice, California
- Number of users** 46 million users in March 2014, reached 158 million by December 2016
- Company value** valued at \$ 70 million in December 2012,
after public offering in 2017 the value increased
to \$ 33 billion.

HISTORY

Snapchat was founded in September 2011 by Robert „Bobby“ Murphy and Evan Spiegel. Spiegel allegedly got the idea during a product design course at Stanford University. There are, however, different versions of Instagram’s founding story available, all of which reminiscent of those of Facebook. Reggie Brown is said to have been the first to come up with the idea and to have created the name as well as the symbol.

After several legal disputes, the founders agreed on a settlement and publicly admitted that Reggie Brown was indeed part of the founding team. Initially, they claimed him to be a trainee who did not contribute to the founding of Snapchat. Spiegel describes the app as a snapshot of human emotions, which has nothing to do with the „embellishment“ of situations and is thus more authentic and genuine. The one billion takeover bid by Facebook Inc., which then rose to three billion dollars, was declined.

Spiegel wanted to increase the number of users and achieve higher sums. Since the purchase of the Startup Lookery in 2015, the users are able to change videos. Just a few months later, over 10 billion of such videos were shared using the app. In 2016, Snapchat was rebranded as Snap Inc. and launched its own camera lens called Spectacles, allowing users to record a ten-second video.

The sales channel used here is very unusual. The glasses are available at vending machines, which always change their location. Currently, they are also available online and can be delivered within the US. An active internet connection allows you to send your snaps directly. The criticism of the innovation is obvious: Compared to very striking looking Google Glasses, the Spectacles remind of cool designer glasses and are discrete. You would not notice that you are being filmed, even if lights indicating recording are on. In 2017, Snapchat went public valued at about 33 billion dollars.

HOW DOES IT WORK?

In addition to the traditional messaging function, which allows communication between one person and another or within a group, users do not have profiles. Instead, you get your own, one-way channel, which can be used to spread new content. The contents can be viewed by other users, but cannot be commented or liked. After a while, these contents are deleted. You can set a time limit to delete your snaps automatically. Snapchat is more like a diary, which can be temporarily shared with other users. In short, each user receives a channel and thus the possibility to build a channel with photos or short films for his target group. Geofilters, face filters, voice change filters, holiday-themed filters, etc. can be applied.

You can add people to your friends list by adding contacts from your phone, search by usernames or by scanning their personal Snapcode „QR code“, which can be shared on various platforms. Snapstreaks or emojis next to each contact, indicate how much content has already been exchanged via Snapchat.

In addition to one-to-one communication, you can create stories (a feature copied from Facebook) which allows you to save your snaps for 24 hours and share them with others. You can chat, make voice calls or video calls. Snapchat features are extensive and relatively complex. Even after in-depth analysis, you probably still won't know all the Snapstreaks and their meaning.

An example: Fire! Fire emoji means you and your friend are on a Snapstreak! It appears next to the number of days you and a friend have been sending snaps to each other. If you and your friend don't share a new snap within 24 hours, the fire will disappear! Keep the fire burning, or the hourglass emoji will come, and your Snapstreak will be gone. As we discussed this topic during our target group analysis with the 13-year-old Linda, it soon became clear that „This is very important!“.

Snapstreaks are important to the young people, even though they cannot explain why exactly. At the end of the day, they mean nothing and are just collected. If you're bored, you can watch videos and reviews from Snapchat's partners like MTV, Vice, National Geographic and few others. However, you should bear in mind that the contents are created for a very young target group and can therefore be very shrill and not interesting to everyone.

BUSINESS MODEL

The decision to go public suggests that Snapchat founder Spiegel wanted to make money quickly in order to expand the platform. Companies like Uber, for example, are reluctant to list on stock exchange since they have to provide investors and analysts with deep insights into the business figures of their business models.

Since many other companies such as Facebooks, Instagram and WhatsApp constantly imitate Snapchat features and now allow you to send messages, record stories, delete calls, make calls, and select filters, Snapchat will not have it easy.

The current figures show that many users switch to Instagram because they find more friends there. The company value of Snapchat can be explained by the fact that one believes in the creative power of the company.

Snapchat mainly earns money with targeted advertising placements using the collected user data. Although Snapchat's sales are up, the big profit is still missing. Therefore, it is hoped that Snapchat will scratch the curve with creative new approaches and come up with a new exciting business model.

LIABILITY

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Snapchat is known to delete the images, videos and text messages soon after they have been seen or watched. These contents disappear from the network and are not saved. The stories shared by the app developers show how quickly Snapchat contents can become „public“. Snapchat also reserves the right to combine geodata stories of the users into longer stories at major events.

Only a few know that these stories are saved for a longer period and can be viewed by users worldwide. In order not to cause a stir among users, Snapchat only uses „nice and harmless“ parts of the stories. Snapchat therefore reserves the right to store user data including telephone number, email address, bank data, IP address, GPS data, etc.

All this data is stored on a server in the US and can even be passed on to authorities in case of emergency. In 2013, a hacker attacked Snapchat and released data from around 4.6 million Snapchat users. Most of them were from the US. After several further attacks, Snapchat changed its privacy policy and tried to close its security gaps. According to the revised data protection guidelines, Snapchat now has the right not only to use the images stored on the server, but also to edit and publish them. As of November 2015, Snapchat is allowed to use the name, pictures and voice recordings of the user in all media for an unlimited period. If someone decides to use Snapchat, he/she agrees to all these terms and conditions.

TIPS AND TRICKS

You can see if someone took a screenshot of the photo you sent, but beware! If the other mobile phone is on flight mode when the screenshot is made, you are not able to see it. Creativity plays a big role on Snapchat. Only those who display authenticity, give insight into their company, are able to earn customer trust. Since the target group here is young and modern, the content is fresh and trendy. So be authentic and be who you are without thinking about it too long. Exclusiveness is also an important point. If you post content on Snapchat such as short movie clips regularly at a specific time, users are looking forward to it and you can build a community. Keep in mind that you do not primarily advertise your product, your company, or yourself. Dietmar Muchitsch from Cloudthinkn showed us the ways to build a diverse content strategy. We then tried to develop one ourselves. You can read more about this in the „Inspiration Concept“ section.

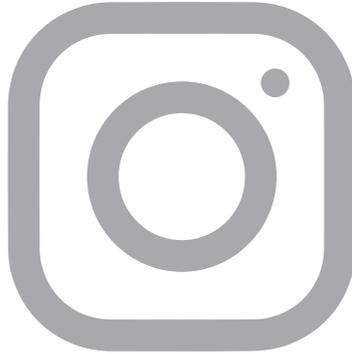
CONCLUSIO – What we can use for LAWIF

Data security, which has been estimated as very high on Snapchat, is in fact much lower. Unfortunately, many young people still firmly believe Snapchat does not save their photos and that they are deleted afterwards. This makes community platforms for younger audience an easy target. Instagram under Marc Zuckerberg and other services of Facebook are real masters when it comes to copying Snapchat features and are often successful in doing so.

LAWIF decided to choose a completely different approach; an approach that is not based on „funny filters“ and data misuse for advertising purposes. Our „Inspiration Concept“ described in the next chapter could be a new approach to business models. We do not want to rely on user data, but rather on active participation of the users. The gamification aspect of Snapchat encourages users to „collect“ Snapstreaks with no real value and indicates that young users like collecting and appreciate the collective factor. The fast, short-lived communication using few if any words focuses on videos and photos and reflects the current era and above all, the generation that is to come.

Seriously – who still likes making calls today? Who prefers writing long messages over voice messages? And who has time to pay attention to people who actually deserve it – considering all daily commitments?

The secret of successful companies is thus obvious: Providing content that captures reality fast and authentic reports, which do not require elaborate preparation. That is the future! Customers appreciate authentic insights. Insincere or embellished stories are mostly rejected.



Instagram

Digital photo and video service

FACTS AT A GLANCE

Founded in	March 2010, \$ 500k investment (Burbn)
Launched in	October 2010 (iOS), April 2012 (Android)
Founders	Kevin Systrom and Mike Krieger
First investor	Baseline Ventures & Andreessen Horowitz (\$ 500k)
Use	Sharing photos and videos
Headquarters	San Francisco, California
Number of users	one million in December 2010, 80 million in July 2012 and currently over 600 million
Company value	\$ 25 million in February 2011, valued at \$ 35 billion in March 2015



Tripadvisor

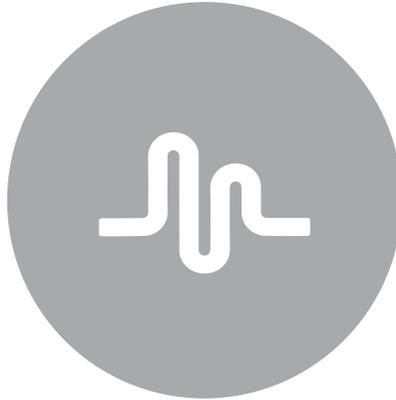
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Travel service provider

FACTS AT A GLANCE

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- Founded in** February 2000
- Launched in** in 2010 (Website)
- Founders** Stephan Kaufer
- First investor** Flagship Ventures, Bollard Group and private investors
- Use** Hotel and flight bookings, reviews, travel guides
- Headquarters** Needham, Massachusetts
- Number of users** 390 million in December 2016
- Company value** valued at \$ 13.6 billion in 2014



Musical.ly

Video and entertainment platform

FACTS AT A GLANCE

- Founded in** April 2014
- Launched in** August 2014 (first prototype)
- Founders** Alex Zhu and Luyu Yang
- Use** Sharing funny videos with friends
- Headquarters** Shanghai, China
and offices in San Francisco, California
- Number of users** 90 million in July 2016
- Company value** valued at \$ 500 million in May 2016,
investment of \$ 100 million



Facebook

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Social media platform

FACTS AT A GLANCE

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- Founded in** Early 2004
- Launched in** February 2004 (Website)
- Founders** Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes
- First investor** Peter Thiel (July 2004)
- Use** Maintaining social contacts
- Headquarters** Menlo Park, California
- Number of users** 1.86 billion in December 2016
- Company value** Microsoft paid \$ 240 million for 1.6 % in 2007 (valued at \$ 15 billion), market value in May 2016 is \$ 340 billion



Foursquare

Social media platform

FACTS AT A GLANCE

Founded in	End of 2008
Launched in	March 2009, the app came out in August 2014
Founders	Dennis Crowley, Neveen Selvadurai
First investors	Alex Rainert, Union Square Ventures, SV Angels, Sergio Salvatore, Jack Dorsey, Joshua Schachter, Kevin Rose
Use	Recommendation service for restaurants and other places
Headquarters	New York City
Number of users	7 million in February 2011, 45 million in December 2013
Company value	valued at \$ 600M in June 2011, investment of \$ 50 million

Influencer

The new stars of young people

We looked at many influencers and listed some of them for you below. This helps us to understand our target group better. We want to know what our audience is looking for on the internet and who they choose as role models. This information should help us make LAWIF attractive for the target group. Community platform, meets community.



Bibis Beauty Palace

Bianca Heinicke

Youtube: 4,4 M Subscribers

Instagram: 5,2 M Followers

Facebook: 1,3 M Likes (Friends)

Foto: facebook.com/Bibis Beauty Palace



Cologne, Germany



**#beauty, #comedy
#entertainment,
#lifestyle, #travel**

TARGET GROUP

Young audience, between 10 – 19 years, mostly girls but also boys, since her videos are often about fun and entertainment

ADVERTISING

product placement,
selling own beauty products

CONTRACT

Check One Two Perfect GmbH

SUCCESS TRIGGER

Playaward of Videodays

MOST POPULAR VIDEOS & PHOTOS



38 M Views



370 k Likes



400 k Likes



Foto: facebook.com/ Julieno

Julieno

.....

Julian Claßen

Youtube: 3 M Subscribers

Instagram: 3,8 M Followers

Facebook: 666 k Likes (Friends)

Musical.ly: 134 k Muser



Cologne, Germany



#craziness, #comedy
#entertainment,
#lifestyle, #travel

TARGET GROUP

young audience, girls and boys between 12 and 20 years.

ADVERTISING

Snapchatads, product links and mention in videos

SUCCESS TRIGGER

Boyfriend of Bibi, who pushed him and added him in her videos

CONTRACT

Check One Two Perfect GmbH

MOST POPULAR VIDEOS & PHOTOS



14,6M Views



275 k Likes



240 k Likes

Target group analysis

Generation "We are creative makers,
.....

but not without our mobile phones"
.....

We now know what platforms exist and how they work. Let us look at the people viewing the influencers – their followers. People who make Influencers into what they are today – stars.

Generation Z

.....

Generation Z is the successor generation of generation Y (Millennials) and represents the so-called "digital natives". The birth years of generation Z range from 1995 to 2010. Compared to other generations they do not have high purchasing power, but they strongly influence buying decisions of their environment (e.g.: parents).

They trust their friends rather than anonymous advertisers. Marketing campaigns have to show "real faces" or even better, turn this generation into advertisers. They are "digital natives" whose smartphones can almost be seen as part of their body. They rely on brands they trust and have a positive association with. They have a "we" rather than "I" mentality: They are selfless, altruistic and patriotic, and can decide for or against a product very quickly after they made their research.

Because they are highly creative, they prefer to develop their own products and are very fond of hyper-personalization. This generation does not only consume advertising, but it also helps to shape it according to its own convictions. They thus create a culture of uniqueness, authenticity, creativity, community and recognition within the advertising industry.

AUTHENTICITY AND SOCIAL MESSAGE

Up to 60% of teenagers prefer brands that support social movements they believe in. Transparency or a quick response to customer requests on social media also help to build trust. Youngsters from this generation consider the company as a whole, not just its product.

They want to see if the brand is authentic and whether it is worthy of their time, money and values. They can turn away from a brand within a second, when they notice something is off. This can be explained by the fact that 60% of them want to have a positive influence on the world with their actions.

NO (BRAND) LOYALTY

Products are more important than brands producing them. Consumers from this generation often switch between brands in the search for higher quality. They do not support brands they have negative associations with.

SELECTIVE PROCESSING OF INFORMATION FLOWS

Growing up in a world with access to near-infinite source of information makes this generation more demanding than previous ones. They have high expectations for a product and are able to process information flows coming from different media selectively and for their own benefit.

HIGH COMMUNICATION SPEED

Videos, pictures, emoticons and emojis instead of words. Generation Z does not use precise communication cues leaving more room for interpretation. They prefer many short messages over few detailed ones.

EFFICIENCY ONLINE

With an average attention span of 8 seconds generation Z has no time for slow, hard-to-use online experiences.

60% of them switch to the next app or website, if they experience any kind of errors or inconveniences.

ENTREPRENEURS AND MAKERS

76% want to turn their hobby into a career and 72% want to start their own business after finishing school, even though they are looking for financial security. 61% would rather work as an entrepreneur than an employee. They like to produce their own products and are diligent. Generation Z believes that success comes more from using your network rather than from qualifications.

They choose flat structures over hierarchy. When they reach common grounds with a company; when the offer, the dialogue and the product or service of a company all add up, new business areas open up with the help of generation Z. These new economic models, from crowdfunding to sharing economy to blockchain can be obtained from generation Z itself.

PEER-TO-PEER TREND

If friends and family recommend a product, they would buy it, even if they actually don't need it. Friends and bloggers have more influence than celebrities do, when it comes to buying decisions of the generation Z.

They regularly seek advice from their influencers because they simply enjoy it.

CLOSE TIE TO PARENTS

Both parents and children influence decision-making, no matter in what situation. 70% of the parents turn to their generation Z children when it comes to buying decisions.

93 % of the parents surveyed say that their children and teenagers have at least some influence on their family's spending and household purchases.

SEARCH FOR INFORMATION & INSPIRATION

For research purposes, they tend to interact with the brands on their favorite social media channels before buying items in stores. It is evident that offline stores are here to stay. More than four out of ten people from the generation Z (44%) use social media channels to look for product inspiration. Chats with an online sales assistant provide another important source of information. Recommendations from YouTube videos and comments on social media contributions are also taken into consideration when making buying decisions.

BUYING OFFLINE

They use their smartphones for shopping, but prefer retailers, which also have offline stores. Surprisingly, 60 % of generation Z prefer buying in stores or check out the product in store before buying it online most of the time (46 %). In the US, over three-quarters (77 %) of the generation Z prefer shopping at stores in their vicinity.

PERSONALISATION

With services such as personalization and crowdsourcing designs, brands are able to reach this generation with success. The same applies when it comes to integrating this group into online contents directly. They appreciate control and preference settings allowing them to make decisions for themselves. Even if they spend a lot of time online, they value their privacy.

DIGITALLY OVER-CONNECTED

Generation Z children are multi-taskers and go online daily with up to five different devices. They spend 41 % of their time outside school on computers or mobile devices. The fear of missing something (FOMO = fear of missing out) is the curse of this generation. 74% of generation Z spend their free time online leaving their TVs off. 71 % could even easily live without TV.

SOCIAL MEDIA AS A SHOPPING CHANNEL

Social media will become an increasingly important direct shopping channel for generation Z. Two-thirds (69 %) would be interested in buying through social media.

NEW BEAUTY STANDARDS

When it comes to advertising, the generation Z prefer to see themselves in campaigns rather than famous faces. They love diversification and personalization.

ADULT TOPICS

Generation Z cares about the environment, has a collective awareness, and is ruthlessly and brutally efficient when it comes to exposing corrupt or false brands or politicians. They also talk openly about what moves them.

LESS ACTIVE

66 % of children aged 6 to 11 say that online gaming is their main source of entertainment and replaces their outdoor activities more and more.

THEY ARE INTO THE PRODUCT

Unlike their predecessors, they want to have the product. The generation Z prefers a cool product (60 %) over a cool experience (40 %). Therefore, "the possession of things" is becoming increasingly important again.

Purchasing power, marketing strategies and new shopping channels

The generation Z accounts for 20% of the world's population and is already affecting the consumption habits of all age groups. This group will become larger and more influential than the previous immediately. 58% of the interviewees would pay 5 dollars for a delivery within an hour.

* The data used for the description of generation Z is from different sources: research papers published by Accenture Plc, Konrad Adenauer Foundation and ORF (GenerationWhat); scientific works; articles published by The New York Times and Der Standard; and websites such as Business Insider, Vision Critical and Ricoh Europe. The interviews were conducted with consumers and users from different industries around the world. This description includes only statements relevant to our product and concept development at LAWIF.

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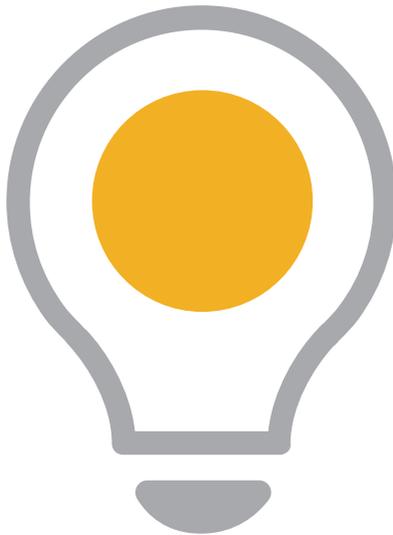
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OUR CONCEPT



Our concept

Why someone should use our platform

In this chapter, we discuss further advantages of LAWIF.

Within only two days of going door-to-door, we were able to find over 32 merchants in Graz, who wanted to support our platform. They offered to donate small gifts for active LookArounders and were willing to provide special offers like discounts, gift cards and many other benefits.

What makes us stand
out among promotion
activities you already
know?

We turn you into a trend-
setter of your hometown.

In the media world, those people are known as influencers, the youth calls them celebrities. We call them LookArounders and if they earn a lot of Inspiration Points by sharing their ideas, they become Inventors.

We have already illustrated how our target audience think and what they like in the previous chapter. How to use this knowledge to develop a unique concept is an obstacle we are willing to overcome.

Those who have read the research chapter attentively, have noticed that “10-year-olds” are more fascinated by this urban and socially oriented platform than you would have thought. They are creative, dedicated, active on social media and know how to inspire their parents and people around them to make changes.

Even companies adapt their snapchat advertisements to this target group. With millions of fans on Musical.ly, they can be even more influential than today’s politicians. And if you still believe they only focus on contents covering makeup tutorials or making fun, we have to inform you: you’re wrong. They all have one thing in common: They want to make a difference!

After working with them intensively and involving them as consultants during our brainstorming-meetings, we noticed one thing: They are creative, spontaneous, forthright and able to think outside the box. In terms of technical understanding, they are on the next level. You can never be as fast as they when it comes to switching between the apps. However, the most important thing is: They are reliable!

No matter what we needed, we received a WhatsApp-message with all the necessary information within a few minutes. Right from the start, they were ecstatic to be part of something new and to prove themselves. They were head over heels for our concept described below.

You decide what your product will be. We support you with our expertise and our network. The goal is to form an idea that is implemented using the means available. After a certain period, we turn our LookArounders with most points into so-called Inventors. They get a chance to develop a product with our help.

**Our LookArounders with
the most Inspiration Points
become Inventors.**

**Together, we will develop
.....
unique, limited edition
.....
products.
.....**

The product will be available as limited edition and in the hometown of the Inventor only. The product will be sold in shops, the exact location, however, remains a secret. The fans have to go on a treasure hunt themselves in order to get their hands on one of the most popular limited edition products. In this way, they are not only rediscovering their city, but also generating content for their profiles, which could possibly turn them into Inventors as well.

We make sure that the pictures uploaded to our website are of high quality. Good quality photos are more likely to earn inspiration points from the community. What is more, we create synergies with companies that encourage launching new products developed by the youth for the youth.

This results in a new business model that does not rely on user-data for advertising. Instead, it aims to form a new generation of influencers, who have concluded a contract with us. Therefore, they cannot turn to other agencies or companies. This enables them an insight into the development of their city and everything that goes with it at a very early stage.

We help them develop their own brand: from the name to the logo, and use their creativity to create something that has not been around yet. Linda's reaction seen in the video when she first heard of the concept speaks for itself. It soon becomes clear that with the active support from companies, merchants, start-up-associations, decision-makers, crowdfunding campaigns and schools, we could be setting new trends in the world of social media soon.

We want to present an idea a 10-year-old Nadja came up with and developed with our help during brainstorming. Right after our first day together, Nadja started working on her ideas and was eager to send us her drafts, prepared with great attention to details. This allowed us to imagine exactly what she was imagining. You would have to be there to fully understand how motivated this ten-year-old was, how eager, how reliable and how enthusiastic. And see with your own eyes what the youth is capable of with a bit of help and active listening. Be honest: If you had the choice to search for new ideas with a bunch of creative kids with water guns and balloons or to use the same old methods to brainstorm at the office – what would you choose?

Matea and Lisa gained valuable know-how while working as Creative- and Art Director at their advertising agency. With time, it became clear to them: People lack inspiration. Children on the other hand, have more than enough of it and can get inspired within seconds. No matter how impossible the idea sounds at the beginning, remember one thing: Don't say »YES, BUT...« say »YES, AND...« instead! This simple trick helps you to give a proper setting even to the craziest product ideas. That's where innovations start and imitations end.

Nadja's Unicorn Drink

A drink that has different layers. By putting the straw in one of those layers, you can choose the flavor you want. For the design of the label, we chose a unicorn and added a few highlights to the product: a straw laced with pearls and a cap with glittery foam.

What may sound strange to you is the new cult drink in Nadja's hometown to us. The amazing part: Since this drink would only be available in her hometown, you can already imagine swarms of tourists coming from all over the world to taste this cool new drink designed by a 10-year-old Inventor. They would take pictures of it and share them on social networks as well. The best part: The local restaurateurs get the possibility to offer something that is not available anywhere else in the world.

What do we need to make it happen? Conception, graphic format, branding and a picture and image video-check. Our team can take care of that. Where do we need help? In product development. In Nadja's case, we look for partners with experience in production of bottles, cans or other storing means. We could also involve someone from the straw production business or a barkeeper who wants to test out new flavors with kids. It all sounds do-able, doesn't it?

Now we make use of our contacts, your contacts and contacts of the contacts. Sooner or later we find a suitable team that can help us bring Nadja's product to the market.

That is only one of the many ideas coming from Nadja, Anja and Linda. Their eyes sparkled with excitement as they were thinking about the ideas that could be made possible.

They already want to start going to the city with their friends, taking pictures and having fun. They talk about it in school and share their ideas to encourage others to award them inspirations points and put their ideas on their inspiration lists. Their motivation is fueled by the wish to become the one of the first LAWIF inventors.

LookAroundWhatIFound

– a young creative business mind. Let's try!

Einhorn

Giebgut nach
Wahl bunt!

Drink



Steck einen Strohhalm
hinein dann zerinner die Farben
und Gläser zeigt beim Strohhalm
hinauf bei einer Glas Dose.
Außerdem is oben bunter
Gläser Schaum.

Content strategy

How we make use of the exiting ecosystem

Hub Content

That's how we get LAWIF out there and connect the app with our target audience.

Every week we want to share a competition on Facebook featuring rewards from our partners (merchants). The winner is chosen among all the fans of the page who like or comment the competition. The reward is collected directly from the merchant. In this way, the winner can get to know the merchant better. This can also be done with a story shared on social media. On Pinterest, we will be featuring products of the week.

Hygiene Content

.....

It's all about creating a balance between useful, funny and target group oriented content. Two times a week we post quotes on Facebook related to Graz and topics we cover. Once a week we add a funny GIF and share links on topics relevant to our city or concerning our startup life. On Instagram, we are showing you our "story behind the scenes". We share videos, images and create stories to keep our followers up-to-date.

A small note: hashtags do make a difference. The last few weeks have shown that every post about our startup life and happenings behind the scenes could bring us up to 20 new followers.

On Pinterest we added boards on popular and for us relevant topics like home decor, style, design, startup, Graz, fashion and many others. We also use Pintereset to get inspired by other people.

On Musical.ly we want to fascinate others with our videos and are currently building a community using personal accounts. Later on, we want to use this community actively.

Hero Content

.....

What is this all about? A complex main campaign with high reach and high impact! A story on how we turn our LookArounders to inventors in their hometown will be presented. Whether you are taking a shopping trip in the city, having dinner in a fancy restaurant or staying at a hotel overnight – we are there with you. We film those events and publish them on social media. Become a trendsetter in your city and inspire thousands of people with your ideas. We share those stories on Instagram, YouTube and Facebook. We will not only be introducing the influencers, but also the city and its retailers.



WHO WE ARE



Genesis

How it started ...

The funny thing is we were sitting next to each other at the Forbes Magazine Events in Vienna two weeks before we actually met and got together as team. Apparently, it was still too early so fate gave us another chance to meet and this was called: Ideentriebwerk StartUp Playground 2016.

So it happened that Manfred and Lukas from Upper Austria arrived to Graz to take another step towards their own Startup. And as luck would have it, Matea and Kathrin were also at this event. This, however, was not the only coincidence this first evening had to offer.

Initially, Matea did not intend to present her idea, but Kathrin convinced her that the time was right. After some back and forth, Matea finally stood up and shared her idea with the audience. This is how LookAroundWhatIFound was born. The name came along a little later, during the creative phase of the night ;)

After a few funny group games, it was time for teambuilding. And for the next coincidence: Manfred, Lukas, Kathrin, Lisa along with three other people, who only ever cooperated in the course of this playground event, joined. We were the largest group on the event and, as it later turned out, also one of the most motivated ones.

The first night was short and full of great food and unlimited supply of beer. We experienced a real startup life for the first time. We were constantly changing our work positions and tasks to stay creative and already made huge progress in course of the first night. At 3 o'clock in the morning, we went home and were back at Spaceland at 9 o'clock. What a Life.

A full table was already waiting for us. This was honestly one of the most varied and delicious breakfasts we have ever had. Not only did the playground serve as a starting point for startups, it was also a chance to network and work with mentors. But let us take things in the right order.



First, Stefan Weder explained how to pitch successfully. The rest of the morning revolved around business model canvas. After lunch, about 30 mentors joined us and each startup was able to choose between three or five experienced mentors from different areas. Our group chose Markus Kainz, Stefan Weder, Richard Brixel, Markus Barta and Michaela Kienleitner. In the course of the evening, we were able to have a long talk with Daniel Tran as well.

Each of them gained fundamental experience in the field and did not hesitate to share them with us. We are more than grateful for every single conversation.

Each and every input, be it regarding the development of the business plan or the content formation, has helped us a lot at this early stage.



The hours went by fast and few mentors already headed home. But then one guy from Ideentriebwerk came with Nintendo Wii and every startup had to choose their Mario Kart driver. The prize was a bottle of Vodka. After a few rounds, it became clear that Oskar, one of the people who joined us during the event, was better than everyone else. And while the rest of us continued working on the idea, he secured his victory. We did not have much time to celebrate, so we decided to share our prize with other startups.

Our goal for the night was to evaluate the retailer surveys a part of our team conducted in the afternoon in the city and to get a better understanding of our target group. We were able to achieve this before heading home after the “closing hour”.

The next morning, Lisa worked on our presentation, while Oskar programmed the website and the rest of the team prepared the pitch and continued working on the business model. Time flew by fast, it was already 6 pm and Spaceland was packed to the gills with 120 curious residents from Graz. It was time for the final Pitches.

We were the first startup to get on stage and present everything we have been working on during the last two and a half days. The audience was enthusiastic. That’s exactly what we wanted to achieve and we were more than happy with the result.

But then something unexpected happened: The audience was not only enthusiastic, it also selected us as winners of the Community Award. This was a real testament to our hard work of the past few days. It was worth it! Now it was official, we can stick to our idea and develop it further LA-WIF in the upcoming months. We do not want to reveal too much, but we have more than succeeded in putting our plans into practice.



Our Starting Capital

.....

A prototype developed from the people of Graz for the people of Graz

A citizens' budget is a budget of € 60,000 provided by the Grazer Piratenpartei (The Pirate Party of Graz). It is intended to support projects in Graz. There were two voting rounds. In the first preliminary round, you had to collect 30 votes from the people of Graz via an online platform in order to qualify for the second round.

We signed up with LAWIF only two days before the end of the first round. Although we were a little late, we managed to get 30 friends and relatives to vote for us. Soon, we were one of 52 projects, competing for a portion of the budget.

The maximum payment amount per project was € 10,000 and each project had to state how much money was needed for support in advance. The money was going to be paid out to the teams with the most votes until all the funds are exhausted.

We were very busy spreading the word among our friends and families, who were our main networking source, to get as many votes as possible. Long story short, we got € 6,000 for the development of our first prototype. But this proved to be more difficult than expected. We had to change our concept idea three times until the Pirate Party approved it.

Looking back, it was worth it; we got about 300 votes and were thus one of the best projects. As already mentioned, we invested the money into development of the prototype and its features, taking our ideas and wishes into consideration. This resulted in a first demo application for Android and iOS.

A big thanks to all the people of Graz who voted for us!

Mit Charme Kunden in die City holen

VIELVERSPRECHEND. Einkaufen wie früher! Grazzer will den Charme der Innenstadtgeschäfte über eine neue Plattform wiederbeleben.

Wen und Händler herstellen, es in unserem digitalen Markt, um dieses attraktive, Marktschwerpunkt wiederbewusstsein der Bevölkerung, hat sie die Firma „lookaroundwhatfound“ gegründet. Auf einer Web-Plattform soll Graz-Kunden Fotos von zu Ladengeschäften, Einkaufen, klärt Akzente. Dadurch soll eine eigene Community entstehen, die man sich über die Innenstadt-Shops austauschen kann. Für beliebigen Fotos sind auch Belohnungen, etwa in Form von Gutscheinen, geplant.

Graz-Videoclips

Aber auch die Händler sollen hier präsentieren und mittels Live-Video vorstellen. „Es soll aber nicht nur für ihre Produkte werben, sondern ihre persönliche Beziehung von Kunden und Händlern herstellen, es in unserem digitalen Markt, um dieses attraktive, Marktschwerpunkt wiederbewusstsein der Bevölkerung, hat sie die Firma „lookaroundwhatfound“ gegründet. Auf einer Web-Plattform soll Graz-Kunden Fotos von zu Ladengeschäften, Einkaufen, klärt Akzente. Dadurch soll eine eigene Community entstehen, die man sich über die Innenstadt-Shops austauschen kann. Für beliebigen Fotos sind auch Belohnungen, etwa in Form von Gutscheinen, geplant.

Warum haben sie ihr Geschäft gerade in Graz aufgemacht? Was verbindet sie mit der Stadt, und was haben sie hier schon erlebt? Diese Fragen sollen die Händler beantworten, damit die Kunden sie kennenlernen können.

Ein weiterer Vorteil: Kleine Händler bekommen durch die Plattform eine Werbebotschaft, die sie sich selbst oft nicht leisten könnten. „Der Konsument wird dem auf interessante Geschäfte aufmerksam“, so Acimovic. Eine Win-win-Situation, die außerdem den regionalen Handel stärken soll. Der Energie-Laden, der Schmuckdesigner Schmuck und die Beschäftigungsprojekte (offline Retail und tagwerk haben bereits erklärt, mitzumachen. Im März startet die Testphase. Verkauf sie gut, soll die Plattform (www.lookaroundwhatfound.com) dann spätestens Ende des Jahres den „Normalbetrieb“ aufnehmen.

Viele Menschen kaufen im Internet und in Shopping Malls ein. Eine neue Plattform des Start-ups „lookaroundwhatfound“ (M. B&G, Gründerin Matea Acimovic) soll jetzt das Flanieren wieder beliebter machen. (Foto: Michael B&G)

Wir kaufen jede Rolex, Omega, IWC, Patek Philippe, Breitling, usw. bis zu 10.000 € plus.

Sofort Bargeld für jede Firmenuhr!

Wir suchen DRINGEND Luxusuhren und Schmuck

Wir kaufen Antiken und moderner

The first partners and supporters

An intensive weekend in our city:

We were able to learn a lot

What did we expect from this weekend?

It was very important for us to integrate our customers and users into our development process right from the start. That is why we have set ourselves the goal to introduce ourselves and our idea on Friday and Saturday to 15-20 retailers and to get their feedback.

You are probably curious if we managed to reach our goal? One thing is clear; it was an extremely exciting and instructive weekend – especially for us. So what exactly did we do during the weekend?

It all started on Thursday evening with a team meeting with preparations for the next two days. We worked out a short questionnaire, which was meant to acquire information about the retailers and to gather wishes and suggestions for LAWIF. In addition, we wanted to test our prototype app for the first time and upload a few products from the shops. With the questionnaire in the backpack and the app on the smartphone, we headed to Graz. First stop: Jakoministraße.



Our motto for the day was to visit every shop, no matter what it looks like from the outside, or if it fits to our concept. At the beginning, we were all together and Matea showed us how this should be done in first two shops (Anigame and Teeparadies).

Afterwards, we split the group to be more efficient. Matea and Lukas took the left side of the road and Manfred and Lisa took the right. Within an hour and a half, we had the first shops covered. Among them were shops like Yoga Store, Special Occasions and many more. After a break and a discussion at a pizza restaurant, we headed to the city center of Graz.

There, we visited another 10 stores such as Lost Soles, No8, Ferdinand Haller, Carina Harbisch, James Murphy, Toy Box and many more. In total, we covered around 20 retailers on the first day. This alone, was a complete success, but more importantly; we got to know our hometown and a variety of small, specialized shops along with their owners. Highly motivated, we finally met in a cafe and analyzed the questionnaires from the first day.

Convinced to interview the same number of retailers the second day, we drove home, went to bed, and woke up highly motivated the next morning. This time, we split the group differently: Lisa and Lukas started in the morning at the Paulustor and Matea and Manfred started in the city center.

At the first two stores, we ended up spending more time than planned, but it was worth it. CHT (Crazy Hometown) and sFachl are exactly the shops we are looking for at this

stage of our startup. Unique design products produced by locals combined with a very attractive interior of the shop. After that, we changed our strategy a bit. We decided to make fewer but targeted visits – to go into detail and to focus on understanding the story behind each retailer better. The boys from CHT recommended us a friend who owns a small sewing shop near the city center. A shop called Nicoles Nähkästchen. On that day, we focused on shops, which were recommended to us. This was a complete success. Shops we visited included Sestra, KISS-KISSBANGBANG, Bella Moda, Tausendschön and MuR. We ended our evening at a cozy Café Omas Teekanne. What a day. We now had 32 retailers who offered us their support and 15 others who had to ask the management first.

This is the feeling we want to build our future on. Receiving so much constructive feedback was a clear confirmation for LAWIF. And keeping the best for the end:

Our team of five has already uploaded 350 photos of different products from Graz to the app. What a great feeling! We would like to thank all the shop owners who support us and have decided accompany us along this common road.

A startup event in Innsbruck

**Our idea is presented
to an international audience**



Skinnovation, an international Startup meeting. On, between and next to the slopes of the Innsbruck mountains.

“Hey, are you already on your way?” “Oh no, we overslept! We’ll come a bit later.”

Teas Antwort, da sie noch bis spät in die Nacht mit einem Händler in Graz sprach, der uns viel Input für Innsbruck mitgegeben hat.

Das war die perfekte Einleitung in ein mehr als nur aufregendes Wochenende. Doch wir wären nicht wir, wenn wir nicht mit diesen kleinen unvermeidbaren Situationen, die sich übrigens Alltag nennen, umgehen könnten. Nach der ersten Frühstückspause in Oberösterreich waren wir dann auch komplett und es ging weiter nach Innsbruck.

Körperlich angekommen, schmissen wir unsere Koffer in die jeweilige Unterkunft und stürmten weiter zur “Opening Ceremony”.

Stress hätten wir uns keinen machen müssen, denn wir



waren ohnehin die Ersten, die dort waren. Nach zwei spannenden Vorträgen, unter anderem von der sehr sympathischen Limberry Gründerin, haben wir uns am Buffet reichlich gestärkt.

Only Matea, our networking queen, somehow forgot about eating and had to content herself with a salty soup, which she then solemnly shared with us all. Lukas then went networking with beer and wine with other entrepreneurship enthusiasts until late at night, while Kathrin and Matea preferred to go to bed at 1 am. The long evening did not prevent us to departure to the ski resort the next morning early. Since the lifts were closed because of the wind, we started our day with a talk about Do's and Don'ts of Startups. Even if the speaker made a good and competent impression, the approaches she presented – here we have to be honest – were no longer relevant for us.

The rest of the day was a lively combination of skiing and talks. And let us not forget the prepitch event – a qualifier for the finals on Saturday, where we pitched spontaneously after arriving to the event with a growling stomach. Of course, we had the opportunity to meet many new personalities, who have grown close to our hearts in this short time. Back in Innsbruck, the evening ended in Nordkette. It's fair to say, we were lured there by food.

After interesting conversations with business angels, CEOs, mentors and startup enthusiasts, we visited an igloo (yes, a real igloo made of ice) where we able to enjoy great electric beats at 2,500 meters, until the last gondola lift brought us back to the valley.



The next day, we started our first Skype session with FHOÖ students, Campus Steyr. Gerold Weisz gave us the opportunity to work with one of his student groups for an entire semester, enabling us to develop clear goals and further steps that would take us to the next level together. A motivated four-member group chose us as partners and our first Skype call proved that the chemistry between us was right. “We will keep you up to date.”

Back on the mountains, one speaker stood out to us in particular and we were able to learn a lot from him. With his open, easy-going and cordial nature, he captivated the audience only after five minutes. We were all hanging on his every word. His way of speaking, made you feel as if you were having a beer with a good friend. It was incredibly easy to listen to him.

Here are some things that
.....
we have learned so far:
.....



“The timing is not as critical to a product as you might think. Too early is probably a problem. Too late – never. Because it is great, when someone before you will already have made the experience, to eradicate errors. There is no delay. Look how many car brands exist, where the CEOs get millions of dollars. And only one of them was the first on the market.” ;)



“Do not try to make a lot of money, but take a little bit and make many and minor mistakes, with the little that you have. This is always better than a lot of money and big mistakes.”



“If you remain small, you remain flexible and unbound, so try to get this as long as you can.”



“Make decisions. Let them die, develop, change... It doesn’t matter, just do it and never stop talking about it.”



“Don’t start sorting first, start playing instead. Take an example of children playing with Legos: if you tell them beforehand exactly what they have to do and they sort it all out before, they will never simply build something up and be creative. In this way, real architectural masterpieces have been created”



“Accidents are not your enemies, they only help you get creative.”



“Offer something to your first customers and win them over. Because they will represent your products on the outside, recommend and look forward to embracing them as a part of the whole. You can for instance offer them lifelong service for their purchased products, because they were the first.”



Tired and exhausted from the previous night, we had to prepare a pitch for the finals in a less than 2 hours and as if that wasn’t enough, it had to be in English. So we exchanged between showers and preparations and finally arrived to the event in the last second.

Matea delivered a great performance during the pitch, but we were still more than astonished when we were asked to return to the stage as winners. Matea was literally speechless – and this is not often the case. We received

a handmade wooden trophy and a prize. Most important for us, however, were the discussions with the jury, which opened the door to new opportunities. Opportunities beyond our imagination.

We were all pumped up on adrenaline while having exciting conversations. But, as it is well known, one should stop, if it can't get any better. The next morning we went home early. Having gained a lot of new contacts and experience, we signed up for a Startup course called Gründungsgarage in Graz shortly afterwards and were selected, which makes us very proud. We will reveal more on that in another chapter. In conclusion, the event was worth every second, and in the name of LAWIF, we would like to take this opportunity to thank all the people we met during those three days.

More stories like that will follow, where we will for instance describe our experience with Gründungsgarage and further expand our book. This also helps us to keep in mind what you can achieve with teamwork within such a short time.

We would like to thank all of you who have supported us during the last months, have believed in us, criticized us and helped us develop further.

Matea Acimovic

Creative Director & Founder



The Visionary. A true lover and resident of Graz with Bosnian roots, Matea, founded two unique companies in just four months and was able to motivate a team of five different personalities to work with her and to make her vision a reality. In addition to her position at LAWIF, she is a Creative Director at Nox-Productions, an innovative creative agency with an online entrepreneurship magazine. She obtained two university degrees and has nearly 10 years of experience as a creative director and project manager. Her skills, knowledge and ability to connect people enable her to see the big picture in all situations. All these qualities, combined with her engaging personality and economic thinking, round off her profile as an entrepreneur with a proven track record.

Lukas Krainz

Content Creator



The Motivator. As one of the first member of LAWIF Lukas soon proved himself as someone who can bring any complex topic to light. His strong social skills enable him to approach people openly and those working with him describe him as a great motivator. Lukas is currently even writing a motivational book. His creative ideas combined with good time management skills as well as international experience in Asia make him a great content creator. A creator who understand the needs of others – friends or customers alike.

Lisa Taurer

Art Director



The Designer. As an Art Director, Lisa is responsible for the design and quality assurance in the team. Her unique ideas, distinctive sense of design and great attention detail enabled her to co-found Nox-Productions with Matea and make her now a very valuable member of LAWIF. Together with Matea, they form a creative dream team that sets new trends by developing extraordinary concepts and designs, that take your breath away.

Manfred Forstinger

Market Developer



The Analyst. Manfred specializes in market development of LAWIF and coordinates communication with institutions, organizations, authorities and retailers of the cities. Growing up in a big family and spending a long time at a boarding school, he became a levelheaded team player, who is able to cooperate with various characters and can keep a cool head even in stressful situations. After passing his final exams, he gained practical experience while working at various companies in the areas of process optimization and customer care.

Kathrin Schrottner

Project Manager & Finance



The Thinker. Before and during her master's degree in innovation management, where she met Matea, she worked in process and project management for many years. Kathrin possesses comprehensive know-how in corporate development and has had the opportunity to lead several workshops at large corporations. Her great understanding of numbers and economic relations enable her to maintain an overview of all major project stages. The international experience she gained while living in many countries around the world combined with her passion for the StartUp scene make her a great networker.



OUR BUSINESS MODEL



Introduction

**How do we finance ourselves
.....
in the short, medium and long term?
.....**

Since a startup does not just have to worry about how to finance itself in the short term to cover its starting costs, but also how to increase the company's value in the long term, we put a lot of thought into this part.

We would like to take you on a journey with us and share our first concept drafts with you. These drafts will be continually adapted and improved after being reviewed by various mentors and experts along the way.

In the previous sections of our business plan, we introduced our target groups, our platform and our research. Now we come to the most important part of every business undertaking – beloved money. In order to explain our business model, we start with the monthly and regular incomes and expenditures and work our way up to the “Big Vision”.

1st Business Model

Ad Banners

.....

HARDFACTS

.....

(Calculations with the lowest user numbers

“worst case calculation”)

WHAT? Headers with ad banners

HOW MUCH? Revenue forecast € 7.600/month

FOR WHAT? A maximum of five advertising banners on a homepage slider can be booked weekly for the price of € 380 per banner. No other ads on the site!

WHEN? Milestone 2 – Beginning of 2018

WHICH CUSTOMERS? Retailers and restaurateurs

SUMMARY

.....

After reaching at least 1,500 users, which is the main goal of our first milestone, we will integrate a header slider into our platform – both, on the website and on the app.

Retailers and restaurateurs can purchase a weekly advertising space promoting a maximum of five products on our site at a weekly price of € 380.

The design of the advertising banner is included in the price. In doing so, we make sure that the style of the banners is consistent and that it fits the overall design of the site. A customer can choose from three existing design templates, which we then adapt to the respective campaign with our art director.

This not only ensures that the design of the page remains appealing and consistent, but also that the customer does not have to worry about anything else, except about sending us the hard facts.

The advertisers are recommended to come up with special offers for LAWIF users, so that active purchases and customers can be monitored, as well as to determine whether the purchase of the ad banner has paid off. On one hand, this means that our users can take advantage of special offers and are encouraged to come back to the site every week. On the other hand, the advertisers can, as already mentioned, measure the return from those special offers.

CALCULATION EXAMPLE

If we offer five advertising spaces per week, each priced at € 380 per week (with a user number under 10,000), the income is calculated as follows:

$$\begin{array}{ccccccc} & & & & & & \text{(advertisers)} \\ & & & & & & \vdots \\ & \text{(costs)} & & \text{(weeks)} & & & \\ & \vdots & & \vdots & & & \\ 380 & * & 4 & * & 5 & & \\ = & 7,600 & \text{€} & / & \text{month} & & \end{array}$$

SCALABILITY

In the long term, we have the possibility to offer this advertising concept in all cities, as each city will have its own “home page”. The modules will remain the same, however, the offers and products will be city-specific and will change accordingly.

In the future, we would like to add a few features and enable our customers to customize the templates themselves with only a few clicks and to book their slots online, making this concept automatic and scalable.

2nd Business Model

Event Calendar

.....

HARDFACTS

.....

*(Calculations with the lowest user numbers
“worst case calculation”)*

WHAT? Event calendar

HOW MUCH? Revenue forecast € 1,500/month,
non-cash prizes for users

FOR WHAT? 5 events per day – each worth €
10 (model flexible)

WHEN? Milestone 3 (mid-2018)

WHICH CUSTOMERS? Organizers, theaters, opera
houses, retailers, caterers, ...

SUMMARY

.....

As described in our concept section, we reward our users with inspiration points for sharing their contributions and further interactions, which are following. In order to offer these prizes and benefits, we need strong partners, who want to contribute to the development of the city and bring people back to the cities.

Below, we listed a few potential partners, who are important for the implementation of our business model. The partners would for instance offer free tickets, coupons or other non-cash prizes for our users, enabling them to exchange their inspiration points for cool products in their city:



Retailers

Offer workshops or events in their shops



Organizers

Organize festivals, conventions, events, parties, etc.



Caterers

Organize tasting events or other events



Cinemas

Offer movie nights, premiers or special offers



Theaters, museums & other cultural institutions

To strengthen the long-term cooperation with our partners and to motivate our users to interact with us daily – in addition to sharing their product finds – we want to integrate an event calendar into our platform. The calendar would be easy to use and would include clear filters, making it an indispensable tool for all city visitor when planning their daily activities.

Organizers and shop owners would be able to share their events, workshops or special offers in exchange for a small amount each month. This would allow them to access the calendar and to promote their current events.

They will have two options to choose from; either to buy an account each month or to use the account free of charge and provide free tickets or similar services for our users in exchange.

There is a € 10 fee per event or an annual fee of € 100 – in this case retailers can upload as many events as they want for one year.

CALCULATION EXAMPLE

If there are 5 events a day and we receive € 10 per event, we have the following monthly income: $5 * 30 * 10 = € 1.500$

$$\begin{array}{ccccccc} & & & & \text{(events)} & & \\ & & & & \vdots & & \\ \text{(days)} & & & & & & \text{(costs)} \\ & & & & \vdots & & \vdots \\ 30 & * & 5 & * & 10 & & \\ & & & & & & \\ = & 1,500 & € & / & \text{month} & & \end{array}$$

SCALABILITY

Our LookArounders hereby get the possibility to receive gifts or discounts, while we are able to strengthen our partnerships. As our daily user counts increase, the company's value rises as well.

3rd Business Model

Profiles for Retailers and Caterers

HARDFACTS

*(Calculations with the lowest user numbers
“worst case calculation”)*

WHAT?	Profiles for retailers and caterers
HOW MUCH?	Revenue forecast € 42,500/ month, non-cash prizes for users
FOR WHAT?	50 retailers and 50 caterers
WHEN?	Milestone 3 (mid-2018)
WHICH CUSTOMER?	Retailers and caterers

SUMMARY

In the next step, we would like to add profiles of retailers and caterers to our platform. We set the quality standard and create the same layout for everyone. Each retailer or caterer then adds the content individually.

Following features are included:



Integration of an **image video** into the header (our team can produce this video with our partners). The focus here lies on the "look behind the scenes" – short stories that are up to one minute long and add extra value for our users. The video has to be produced by our team or partner agencies and is priced at € 1.000. Alternatively, a photo can be added to the header. This header photo is prepared by our art director to ensure quality assurance in design and to maintain uniform design throughout the page.



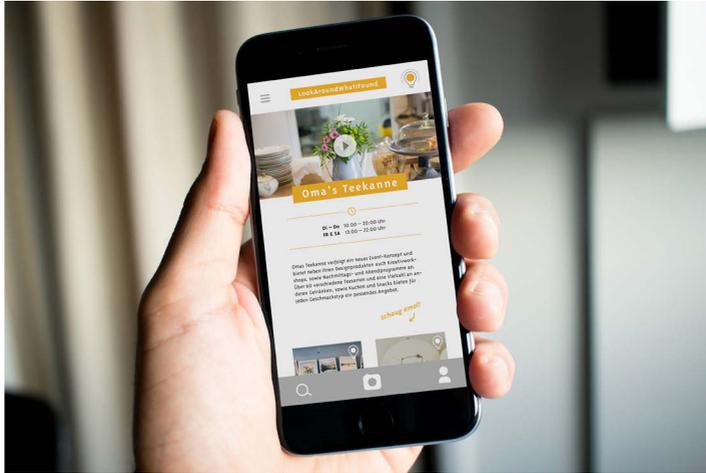
Opening hours and Google Maps



Short description and contact details



Caterers will be able to **upload their menu**, whereas the retailers will be able to add one special offer a day to their site (only visible on their profile, not on the homepage).



All photos that were added to a particular shop/company by our users will also be visible on their profile. Furthermore, the retailers and companies have the possibility to **add comments with price tags** or additional interesting information about a product. It will also be possible to mark a product as sold out or not available. In this case, however, we do not plan to delete product photos in order to maintain diversity on our site.



In a further step, we would like to open a **small online shop**, where up to 5 different products can be purchased. But more on that later.



Oma's Teekanne

A charming Café Omas Teekanne came up with a new event concept and offers not only design products but also creative workshops and various evening/afternoon events. With more than 60 types of tea and a great selection of other beverages, cakes and snacks, everyone can find something to their taste.

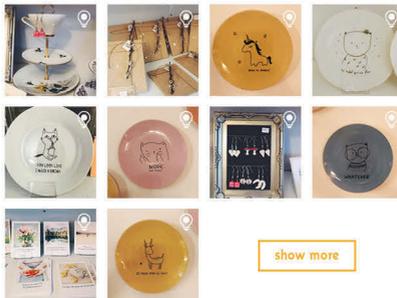
weekdays 10am - 8pm
FR & SA 1pm - 10pm

Nikolajplatz 1, 8020 Graz

SPECIAL OFFERS

3 postcards for only 5€!

look what we found



CALCULATION EXAMPLE

If we have 50 retailers and 50 caterers per month and 10 of them order a video, the monthly income is calculated as follows:

Image video: € 1,000

(Shooting: 2 hours, length: max. 1 minute incl. conceptual framework, which is the same for everyone and can be adapted to the story individually)

Header: € 25

(If there is no image video)

Monthly fee: € 90

(For the basic profile without upload features (with uploads: € 150) with a six month/one year commitment)

$$\begin{array}{r} \begin{array}{ccc} \text{(customers)} & \text{(image video)} & \text{(basic package} \\ \vdots & \vdots & \text{with uploads)} \\ & & \vdots \end{array} \\ 10 * (1,000 + 150) \\ + 90 * (250 + 90) \\ \begin{array}{ccc} \vdots & \vdots & \vdots \\ \text{(customers)} & \text{(header} & \text{(basic package} \\ & \text{design)} & \text{without uploads)} \end{array} \\ \\ = 42,100 \text{ € / month} \end{array}$$

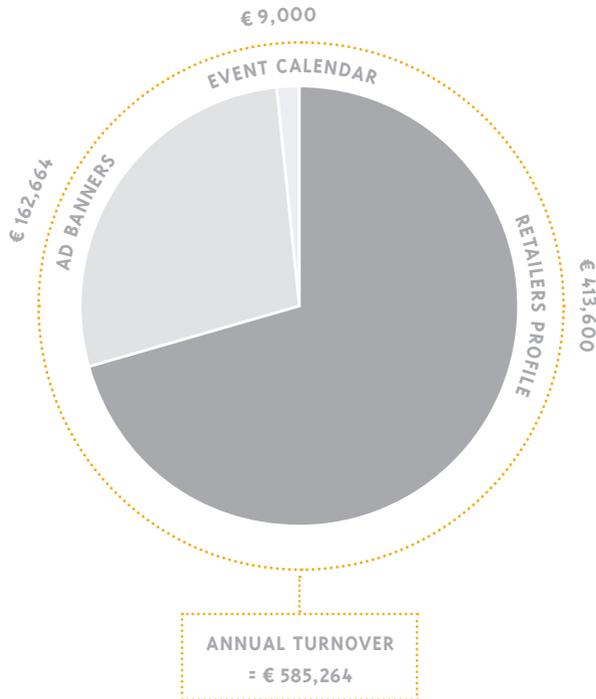
SCALABILITY

Information about the retailers will be collected and analyzed before creating a profile.

This data can contribute to the development of the city and help us to get a better understanding of the retailers and get to know their product range, prices, problems, revenues, customers, etc. We will prepare questionnaires, which will be filled out by the shop owners.

Turnover calculation

Estimates based on our basic services



(Calculations with the lowest user numbers
"worst case calculation")

4th Business Model

Influencer agency

HARDFACTS

*(Calculations with the lowest user numbers
"worst case calculation")*

WHAT?	Influencer agency
HOW MUCH?	Revenue forecast € 28,000/ month, free advertising
FOR WHAT?	15 influencers and 5 orders per month each with 25 % commission
WHEN?	Milestone 4 – end of 2018
WHICH CUSTOMERS?	Companies

SUMMARY

The concept includes our long-term goal to turn our users into new influencers. They are not allowed to work with other agencies, just with us and our partners. They become “the ambassadors” of their hometown. Similarly as a model agency, we serve as a link between influencers and customers for advertising, events, shootings, etc.

In this way, we receive 25% commission (usual rate at model agencies).

CALCULATION EXAMPLE

If an influencer is booked for a campaign by a shop in Graz and receives a salary of € 1,500, our agency earns 25 % = € 375.

If an influencer gets 5 jobs a month ($€ 375 * 5 = € 1,875$) and we plan to have 15 influencers at the beginning, our income amounts to € 28,125 per month.

We also get 25 % for every product developed by the influencer. These products are limited edition products and only available in the hometown of the influencer.

$$\begin{array}{ccccc} & & \text{(influencer)} & & \\ & & \vdots & & \\ \text{(jobs)} & & & & \text{(commision)} \\ \vdots & & \vdots & & \vdots \\ 5 & * & 15 & * & 375 \\ = & & 28,125 \text{ €} & & / \text{ month} \end{array}$$

SCALABILITY

.....

We create a new generation of trendsetters, influencers, stars, who not be famous for their makeup tutorials or selling products online on their Youtube channel, but for adding value to their city. They will help to develop their city on a social and economic level.

A new generation with new ambitions will be born. Therefore, our platform will also support schools, universities and parents.

5th Business Model

Mini online shop

.....

HARDFACTS

.....

*(Calculations with the lowest user numbers
“worst case calculation”)*

WHAT? Profiles for retailers and caterers with mini online shops

HOW MUCH? Revenue forecast € 4,500/month for 50 customers with an additional fee for a basic retailer profile package

FOR WHAT? 50 shops and € 90/month with an additional fee for an online shop

WHEN? Milestone 5 – beginning of 2019

WHICH CUSTOMERS? Retailers

SUMMARY

Retailers are able to add a mini online shop to their profile and to manage it on their own.

The fee for the online shop is € 90 whereas the commission is set at 1 % of the sale price for every sold product. Since this business model is very complex, we want to focus on other milestones first.

If it turns out that this model plays an important part during our test phase, we will work on our concept further and develop it with the help of online shopping experts.

6th Business Model

Big vision

.....

HARDFACTS

.....

WHAT? Create a long-term business value

HOW MUCH? Vision – € 100 million business value based on data collection for cities and shops in the cities

FOR WHAT? Data analysis, future prognoses, problem and solution oriented processing based on comprehensible data, target group analysis based on voluntary given data

WHEN? Milestone 5 – end of 2019

WHICH CUSTOMERS? Investors/Buyers

SUMMARY

.....

With our platform, we reach a large amount of users, and support the cities by adding content to our site and hereby contribute to the development of the city. We further help to set offers the right way and analyze the data on our platform in order to implement key measures necessary for further development of the city. That's why the company's value is rising just like with any other community-based platform.

We would like to add a fun question game to our platform, which will help us acquire interesting information about the users. The users would be motivated to provide answers by earning additional inspiration points. We will test this feature and then add it to our concept.

Our big vision is that LookAroundWhatIfound becomes a platform, where a particular city is presented in a simple and comprehensive way. A platform reflecting the unique vibe and character of each city. Therefore, LookAround-WhatIfound will turn into an online city guide for its residents allowing them to rediscover their hometown. It will also serve as planning tool when making trips to other cities. We strive to build a city community enabling communication between the cities and would like to make social media behavior “social” again. Not just online, people should become more social offline as well. Cooperation and doing something good should be rewarded and encouraged.

Timeline

A quick overview of our goals and milestones

