



S8 project presentation

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Outline

- 1. Introduction to the project
 - 1.1 TAB presentation and idea
 - 1.2 Philosophy of the project
- 2. Our approach
 - 2.1 Study of existing tools
 - 2.2 Specifications
- 3. Our results
 - 3.1 The architecture
 - 3.2 Screencast of the website
 - 3.3 Business model

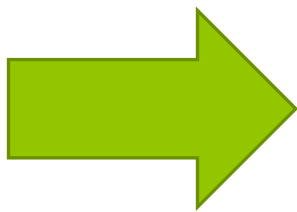
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1.1 TAB presentation and idea

- TAB: a group of young engineers, architects, and designer
- Soon an association
- Query the actual practices
- Will to create a new way of building cities
- Marc-Antoine Elie & Guillaume Poignon

1.1 TAB presentation and idea



TAB wanted us to create a hyper-local platform for service and good share

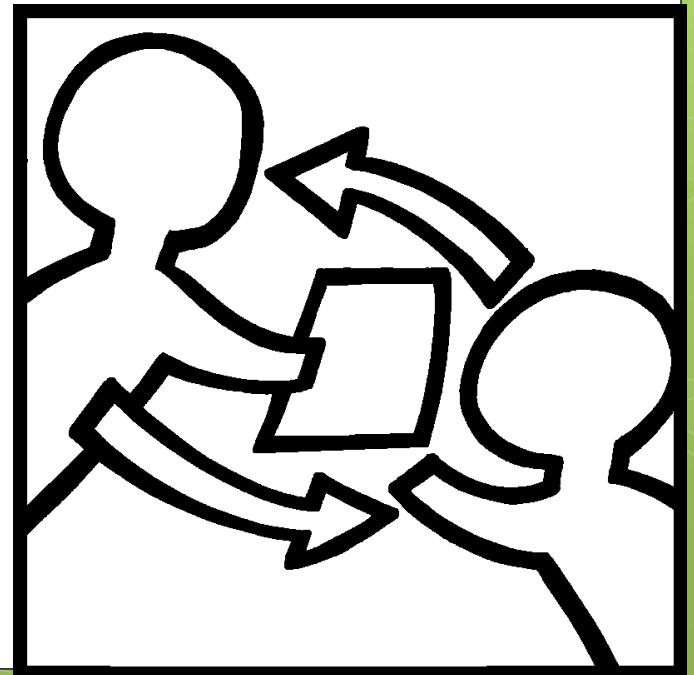


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1.2 Philosophy of the project

- Collaborative consumption
- Create social wealth besides economic wealth
- Transparency
- Distinguish our platform from the others
- Monetization
- Open Source



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2.1 Study of the existing

- Bonjour voisins
- Un voisin épatant
- Je loue tout
- Residecllic



2.1 Study of existing tools

- Some networks are national
- Not free and often lucrative
- Based on rental, not sharing
- To sum up, different business model

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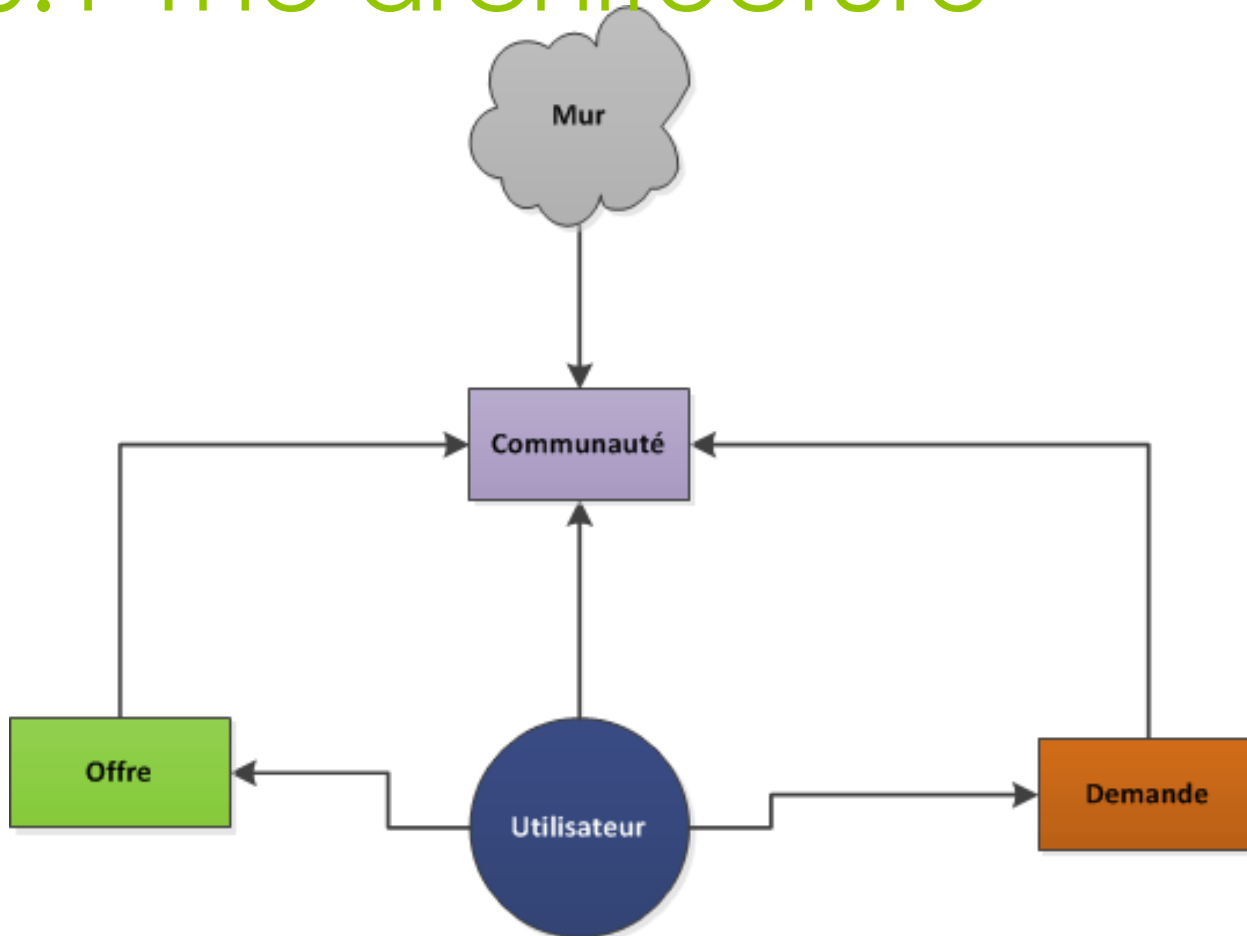
2.2 Specifications

- Definition of the user's needs:
 - Simple interface to communicate with neighbours.
 - Find and share goods & services
 - Clearly understand our business model

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3.1 The architecture



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3.2 Screencast










- [Troctoc.mp4](#)



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3.3 Business model

<p>Key Partners</p> 	<p>Key Activities</p>  <p>Platform development & administration</p> <p>Help the community to grow and spread</p>	<p>Value Proposition</p>  <p>A social network designed to create social links between neighbours</p> <p>A sharing platform to easily find & share what you want</p>	<p>Customer Relationships</p>  <p>Support of the community</p> <p>Possibility to report bugs</p>	<p>Customer Segments</p>  <p>People living in buildings or more generally in urban environment</p> <p>The student network</p>
	<p>Key Resources</p>  <p>The website</p> <p>The community</p>	<p>A social network that is transparent and protects your privacy</p>	<p>Channels</p> 	
<p>Cost Structure</p> <p>Hosting services and domain name</p>  <p>Maintenance and development team</p> <p>Advertising</p>			<p>Revenue Streams</p>  <p>Donation</p> <p>Crowdfunding</p> <p>Advertising on demand</p>	

3.3 Revenue streams

- Donations
- Freemium services
- Subscriptions
- Crowdfunding
- Advertising on demand
- Intrusive advertising
- Data selling



3.3 Marketing and strategy

- **Goal:** Create social links
- **How:** Facilitate sharing of services/objects
- **Why:** Create encounters
- **Target:** buildings and districts

- We need to find a propagation vector
 - Students



3.3 Marketing and strategy

- **Students:**
 - Less equipped
 - Biggest technology users
 - Spread
- **How to target them?**
 - Partnership with BDE
 - First Centrale Nantes
 - Then other schools/universities



3.3 Marketing and strategy

- **How to target them?**
 - Advertisement in students magazine
 - Self advertisement kit
- **Other targets:**
 - Open-source fans
 - Advertisement on open-source community websites
 - Collaborative consumption fans
 - Partnership with MonEcocity

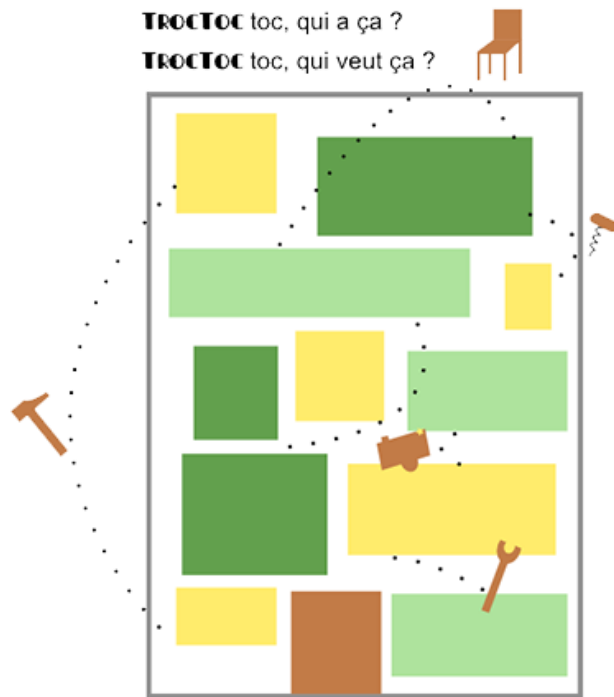


3.3 Technology

- Which language?
 - Java: faster, but less accessible
 - PHP: slower, but more user friendly
- Need to create a community
 - PHP
- CakePHP



Conclusion



- Transparency
- Accessibility
- Sociability

**Thank you for
your attention!**