

Design Management

FINAL ASSIGNMENT

KNW



KNW

YOUR ROOM SEARCH STARTS HERE



Lot Vogels - 1801317

Jort Wiersma - 1825682

Mariken van Strien - 1854399

Bart de Vree - 1839438

Michel Linssen - 1830910

Steven Swinkels - 1813846

Final Pitch I



Imagine the excitement and anticipation that come with starting your life as a student, opening an enormous new chapter in your life. It is a time filled with dreams, possibilities, and adventure. But, for thousands of students in Eindhoven, and even more in The Netherlands, this adventure comes with a problem: a big problem, being the need for a room. New students are forced to look all over Facebook, Kamernet, Vestide, Xior, international housing options, independent housing agencies and more. In this process, they must consider the high costs, roommates, travel distance, language barriers, all the while trying not to get scammed. Fear not. We will help you. We will do the work.

Before I explain how, let me discuss the problem a bit better. The current process of finding a room is a labyrinth. There are a variety of different platforms, you don't know where to look, you don't know how to write a message to student houses and why they don't react, you don't know what kind of house you are invited to and if there is any chance there's a match. Student houses have the same problem. Perhaps they are looking for a specific kind of person, and there is just no real way of knowing who they invite. Empathy mapping all the different parties, we find a few clear outcomes: frustration, demotivation, and disappointment.

We are not talking about a small problem. This is something that almost all, of the over 200.000 students that start higher education in the Netherlands experience, every year. A significant problem? A significant market size...

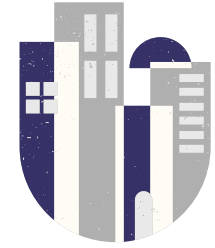
So, how are we going to make a difference? With our team of designers and programmers, we're creating a platform designed to give students, especially newcomers, a seamless and fair room-finding experience. Our app provides clarity and empowers students to find their ideal living space. We use playful elements like a "Tinder-style" interface, ensuring a pleasant experience. What sets us apart is our equitable approach, offering filtered options based on preferences, such as location, rent, and roommates.

Let's take a closer look at how it works. Take a look at this demo, you can see how easy it is to get a good impression of the house: is it a dispuutshouse? Do the roommates eat together? and how large your room will be. Seems good? just swipe. The student house does the same, and when there's a match, a viewing night is arranged.



StudentHousing KNW

Final Pitch II



There are a few things that make our solution unique: firstly: we hope to build a centralized platform for all student accommodation, in collaboration with the university and municipality. Also, we do not require a monthly description, but instead a one-time fee that grants 8 years of access. Also: no waiting lists. Instead, we match based on interest and lifestyle, while also accounting for our value of equity, by factoring in students' current travel distance.

Before I ask for your investment, let me explain our revenue streams. We earn most of our money from our one-time 19,95 EUR registration fee, but also expect subsidies from the municipality, and generate revenue from advertisements on our website. Currently, we expect a yearly revenue of over 80.000, for Eindhoven only. For this, consider our low costs of only 50.000 a year, which also barely increases when our business scales. We hope to get started in other cities as soon as possible, doubling, tripling, and even quadrupling our revenue within a few years, and without much risk.

I think that shows a great possible return on investment for all of you. After all, we can't get started without you. To get our business up and running, we ask for an investment that covers all of our costs for the first two years. An investment of 100.000. We hope to give you 10 percent equity in return, and we invite you to be an active member in our team, thinking along with decision-making, and sharing networks for increased reach.

Join us in our journey, and help turn the frightening jump from high-schooler to student, into just a small, pleasant step.

LINK TO VIDEO OF OUR PRESENTATION SLIDES:

<https://youtu.be/6sgp1ODVRcM>



Business Model Canvas

KEY PARTNERS

- Municipality
- University
- Student associations (for word of mouth advertisement)

KEY ACTIVITIES

- Monitor/ update website
- Stay in contact with stakeholders
- Actively searching for students and houses to use our platform
- Expand to other cities

KEY RESOURCES

- Programmer for website and app within our team; attract CS student.
- Marketing team
- Student rooms
- Database/server

VALUE PROPOSITIONS

- More pleasant experience in finding and offering a room for students
- More playful ways of finding a room
- Equitable way of finding a room: those who live very far away get a small advantage
- Filtered search options based on preferences (location, rent, roommates)

CUSTOMER RELATIONSHIPS

- Mostly automated customer service via chatbot (not costly)
- Personal assistance if needed via email, more costly but necessary for good customer relation

CHANNELS

- Through website and app
- Word of Mouth
- AdSense
- Social Media
- Offline Advertising (Flyering and posters)

CUSTOMER SEGMENTS

- Students in Eindhoven of any age that may start looking for a room within a year (over 30.000 people [3])
- Student houses offering a room (tens of new rooms per day)

COST STRUCTURE

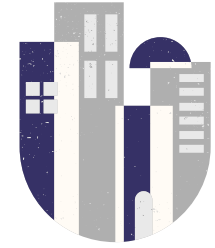
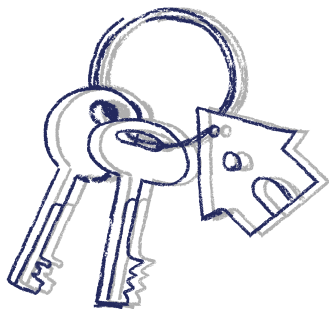
- Keeping the website and app online: around €500,- per year [9]
- Salary for ourselves or substituting team: €35.000,- per year, shared amongst the team
- (Offline) advertising: maximum of €15.000,- per year

-> Total costs of €50.500,- a year

REVENUE STREAMS

- One time registration fee for students: €19,95 valid for 8 years (€65.000,- in total per year) [6]
- When expanding to other cities the above amount increases significantly
- Sponsoring (university, municipalities): our aim is €10.000,-
- Yearly advertisement income: €2.000,- via Google AdSense [4]

-> Total revenue of €70.000,- a year



1. DPG Media Privacy Gate. (2022, September 8). <https://www.parool.nl/amsterdam/kamertekort-blijft-groeien-studenten-in-amsterdam-stressen-om-slaapplek-nieuw-landelijk-actieplan~bed7d2d7/#:~:text=Landelijk%20plan%20kamernood,van%20de%20gemeenten%20en%20onderwijsinstellingen.>
2. Fontys. (n.d.). All about studying in Eindhoven | Fontys. <https://www.fontys.nl/en/Study-at-Fontys/Our-campus/Eindhoven.htm>
3. Google AdSense - Earn money from website monetization. (n.d.). Google AdSense. <https://adsense.google.com/start/>
4. How do I use the Customer Relationships building block of the Business Model Canvas? – Have a question? Find the answer here. (n.d.). <https://strategyzer.uservoice.com/knowledgebase/articles/1194373-how-do-i-use-the-customer-relationships-building-b>
5. Inschrijven - ROOM. (n.d.). <https://www.room.nl/inschrijven/inschrijven>
6. Studenten gaan minder vaak op kamers | Nederlands Jeugdinstituut. (2023, September 7). <https://www.nji.nl/nieuws/studenten-gaan-minder-vaak-op-kamers>
7. Subsidie inwonersinitiatieven. (2023, September 1). Gemeente Eindhoven. <https://www.eindhoven.nl/bestuur-en-beleid/subsidies/subsidie-inwonersinitiatieven>
8. Swing2App. (2022). How much does it cost to publish an app on the app store? Blog. <https://www.swing2app.com/blog/how-much-does-it-cost-to-publish-an-app-on-the-app-store/>