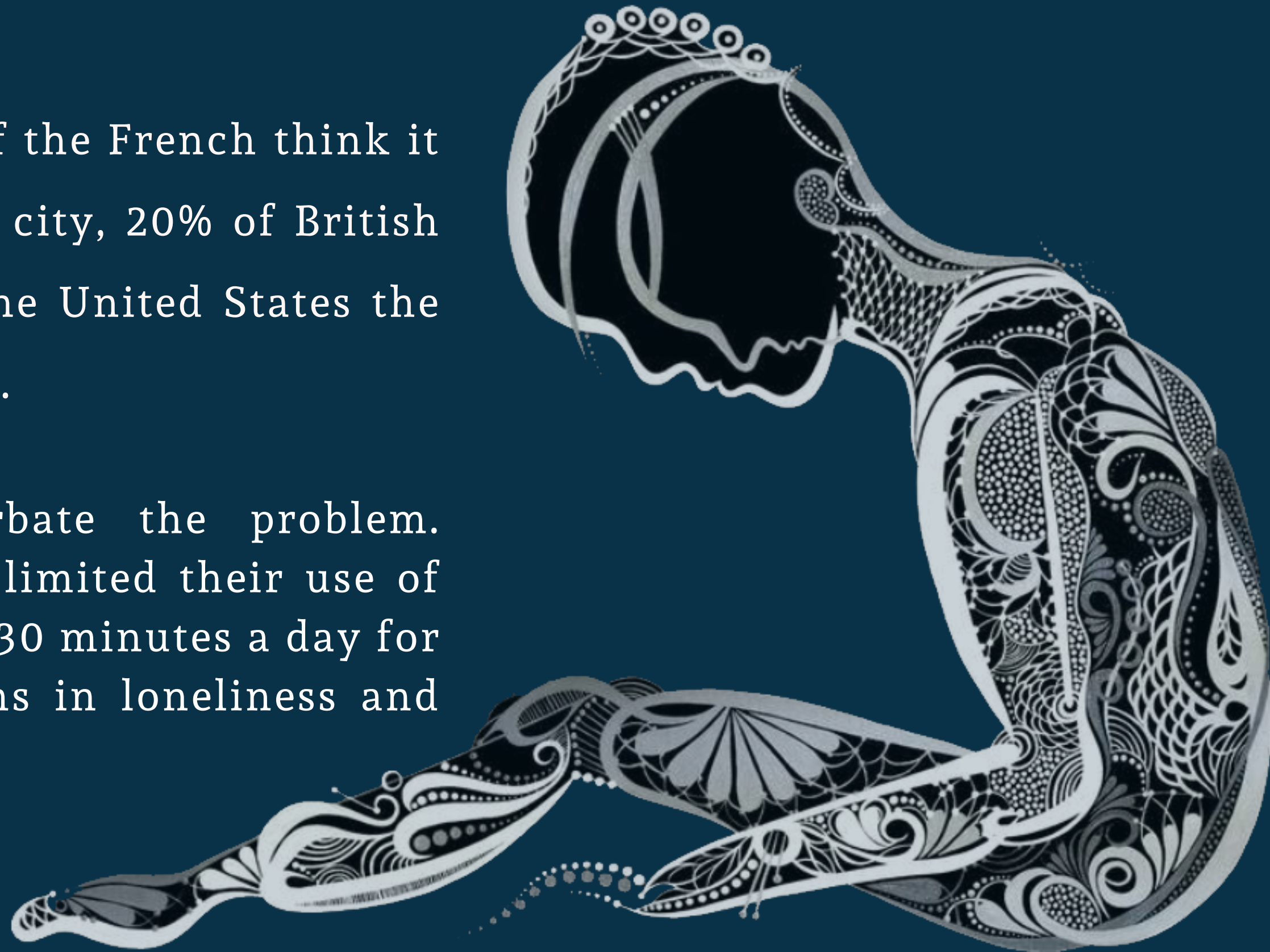# Le Boulev'Art des Rencontres

The Great Transition - Group P.75

THE ISSUE WE WANT TO TACKLE

Loneliness is a global epidemic: 93% of the French think it is easy to feel lonely when living in a city, 20% of British people actually feel isolated, and in the United States the situation has been deemed an epidemic.

Social media networks can exacerbate the problem. Researchers found that students who limited their use of Facebook, Instagram, and Snapchat to 30 minutes a day for three weeks had significant reductions in loneliness and depression.

Loneliness,
Marija Bazarova

COULD TECHNOLOGY BE LEVERAGED TO HELP SOLVE THIS GLOBAL CRISIS?

LE BOULEV'ART DES RENCONTRES

Our project started with a simple question: Have you ever decided not to go to see a movie or an exhibition just because you didn't want to go all alone? Nowadays, students work by themselves and their computer and with little, if no, connection with other students other than during classes and the very few group projects they have to do.

The purpose of our project is to create an application through which students could connect with other students with activities centered around culture and the arts.

Our Target: Students (approximately between 18 and 26 years old)

LE BOULEV'ART DES RENCONTRES

Via the application, any student would be able to propose an activity or register to participate in one. The one creating the said activity would decide on the number of people allowed (a limited number being the ideal option to ensure communication). Registration to the activities will be mandatory. Moreover, all the activities will be will be centered around art. In this respect, people who wish. for instance, to visit the museum or go to the cinema or to a concert could search for a partner through the app. The app is not to be a meeting app but one centered around activities. Using a swiping system (like Tinder) for the activities, a match between two people for one activity would then result in first a chat between the two and then the organization of the said activity will be up to them.

SURVEY ON LONELINESS - ANALYSIS & RESULTS

We launched a survey in order to evaluate if students (first from Sciences Po) would be interested into in using our app. The main goal here was to determine the potential effectiveness of our solution.

TO WHAT EXTENT DOES OUR PROJECT ANSWER A REAL PROBLEM?

Across the answer collected, X% of them replied that they have already felt lonely. Moreover, those who that answered are from different years of university and different levels (83.3% in Master 1, 3.7% in L3, 5.6% in M2, 5.6% in Césure and 1.9% in L2) and from different gender, with a certain prevalence for women (77.8% for 22.2% of men). Thus, we rely our project on the assumption that **all students, no matter their university level or their gender do feel lonely at some point in their studies.**

Moreover, among the respondent, 68.5% of them answer that they have already canceled and activity (such as going to the cinema or to an exhibition) for the sole reason of being without anyone to go and not wanting to go alone. We can assume that **students, in general, don't want to go alone such activities.**
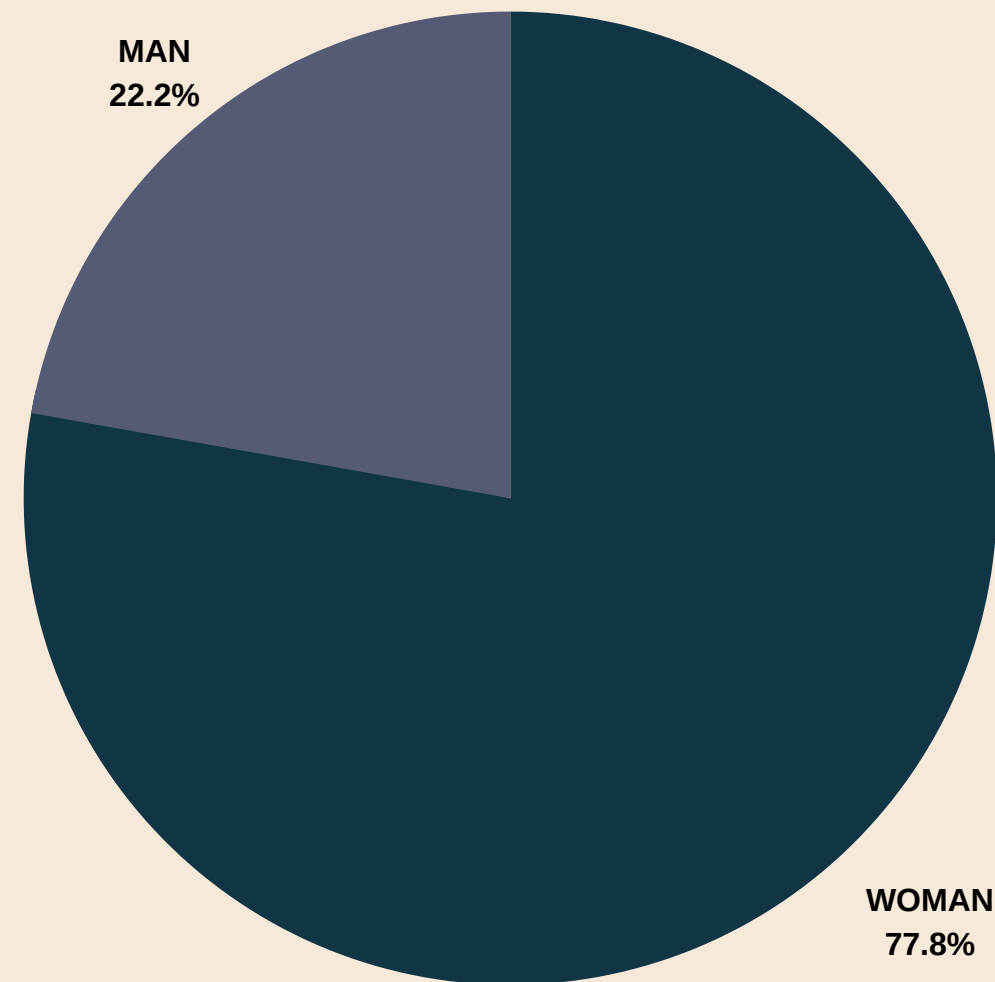
WHAT WOULD BE OUR MAIN OBSTACLES?

While asking the question to know if people would regiter in a an app like ours, one on which they can propose activities or register into one with the prupose to meet people and have a nice experience, Just a little more than 1 over 2 said that they would (53.7% yes and 46.3% answered they won't). Our main challenge would then be **to attract people to use our platform.**

Furthermore, 58;8% answered yes would propose an activity on the platform. It would be then **to find incentive to people to do so.**
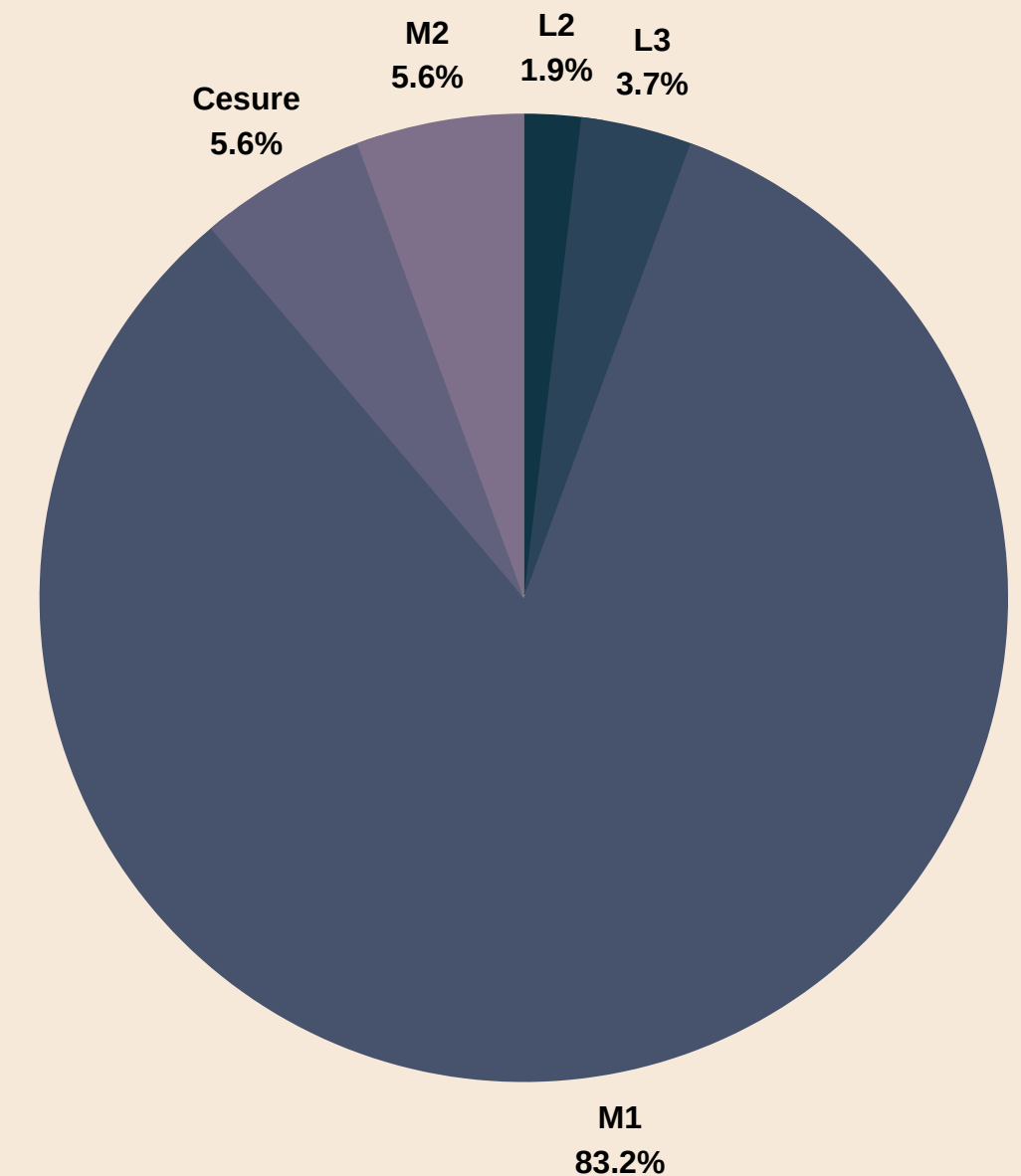
PART 2 - RESULTS

We surveyed 54 students from Sciences Po. Here are the results:
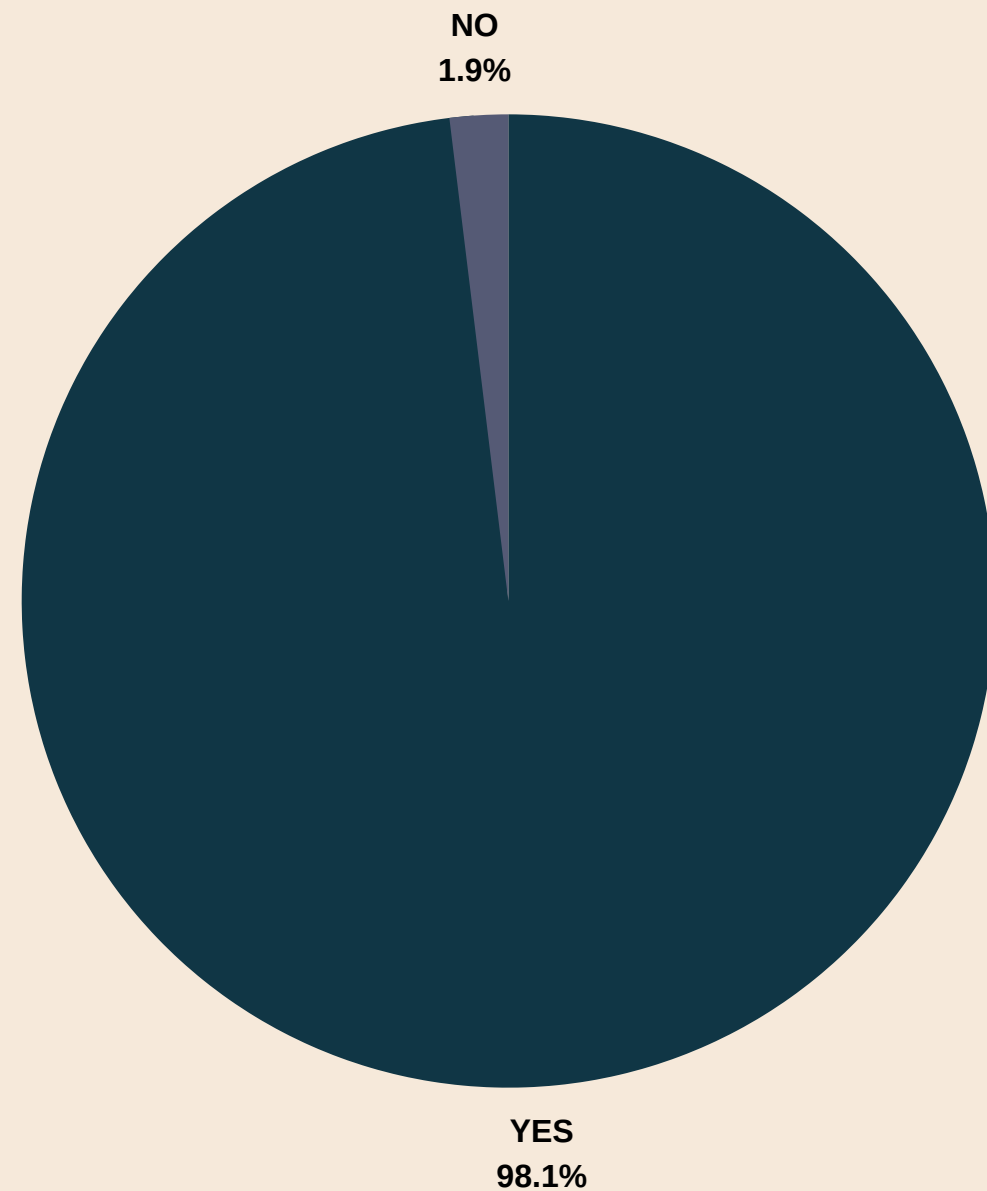
ARE YOU A :

WHICH YEAR OF UNIVERITY ARE YOU IN :

L2
1.9%

M2
5.6%

L3
3.7%

Cesure
5.6%

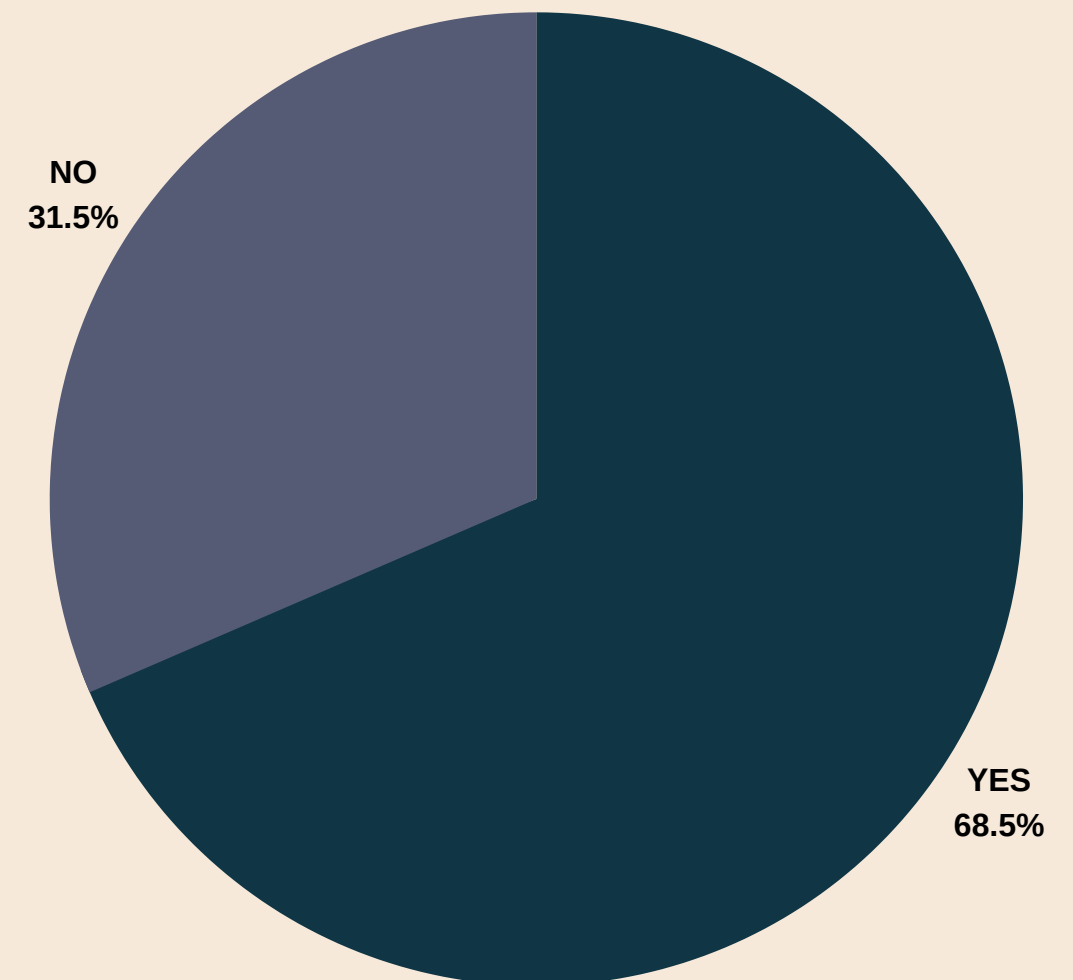MAN
22.2%

WOMAN
77.8%

M1
83.2%

PART 2 - RESULTS

HAVE YOU EVER FELT LONELY ? :

NO
1.9%

YES
98.1%

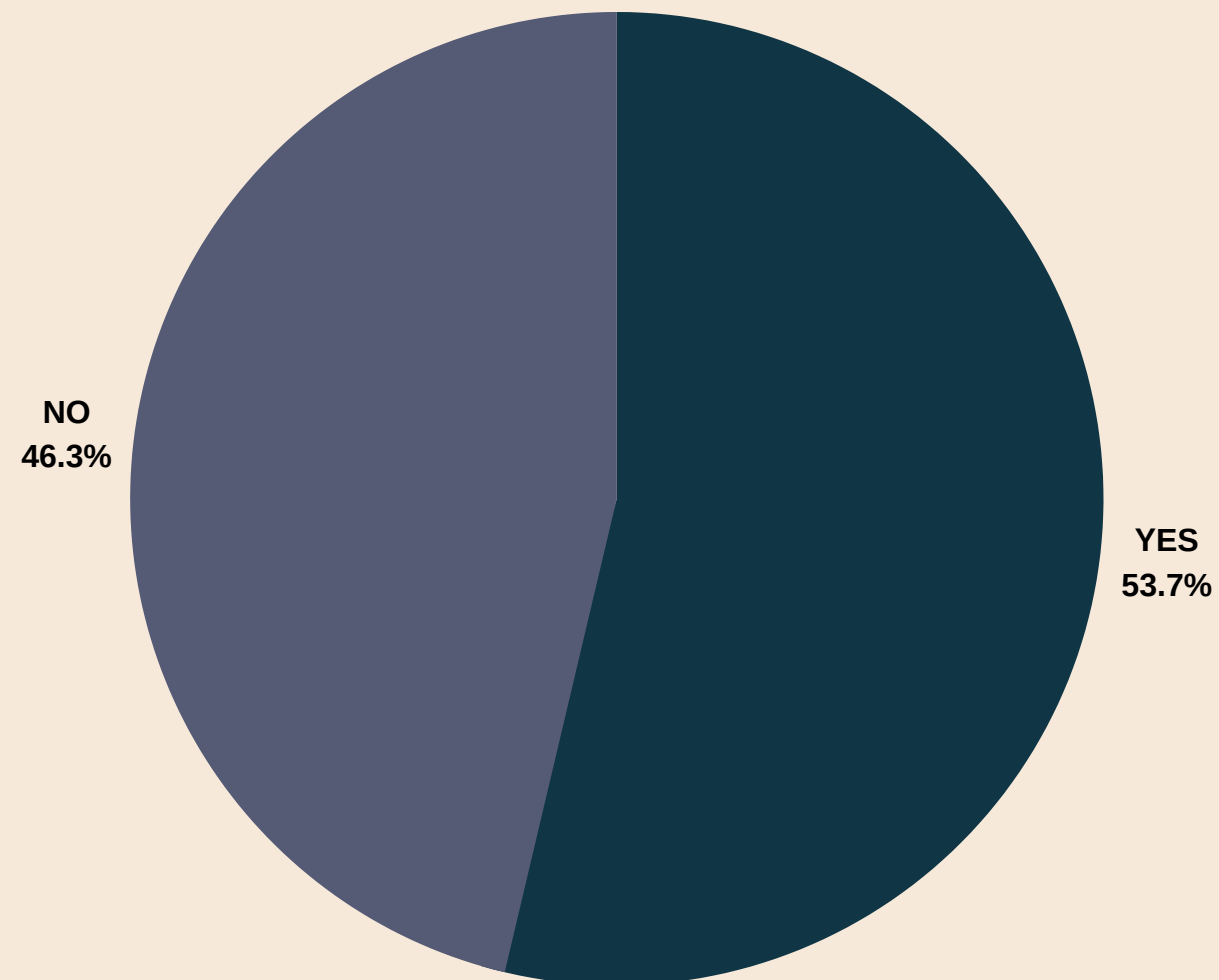## HAVE YOU EVER CANCELED ON AN ACTIVITY (SUCH AS GOING TO THE CINEMA OR AN EXHIBITION) BECAUSE YOU WOULD BE ALONE ? :
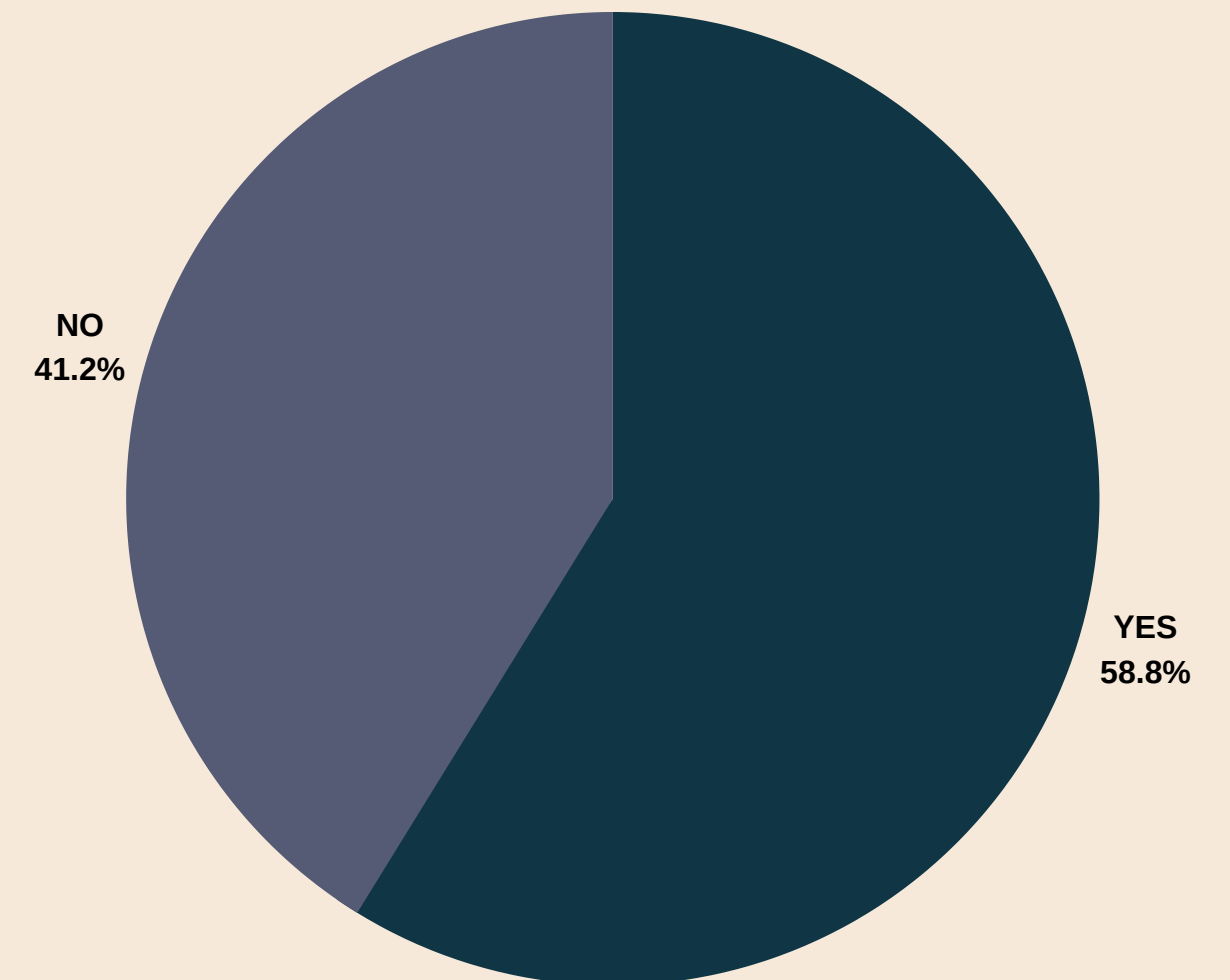
NO
31.5%

YES
68.5%

PART 2 - RESULTS

WOULD YOU REGISTER ON AN APP ON WHICH YO CAN EITHER PROPOSE AN ACTIVITY OR REGISTER TO PARTICIPATE IN ONE IN ORDER TO MEET PEOPLE ? :

NO
46.3%

YES
53.7%

IF YES, WOULD YOU PROPOSE AN ACTIVITY ? :

NO
41.2%

YES
58.8%

EXPECTED IMPACT

FROM THE APP'S PERSPECTIVE

- Help to break down the loneliness vicious circle of students who feel lonely because of being alone.

- Provide opportunities to meetup and develop further friendship for lonely students.

- Gradually form art communities / interest groups and a corresponding platform for open communication.

IMPACTS FOR STUDENTS

- Students spend more time on real world activities and face-to-face communication rather than online social media

- Students will improve their self-cognition

- Strengthen the appeal of art

EVALUATION OF MAJOR RISKS

Not Meeting End-User Expectations

During the early stages of develop and throughout the project, seeking input from prospective users about how the app can better address their needs. This will result in a better application, and more receptive users.

Risk of Security Breaches

The danger lies in underestimating the need for proper security precautions within the app. Regular and prompt bug fixing across different platforms in response to user feedback is a vital aspect of retaining user confidence. After deploying the application for use, regular updates are necessary for response to security concerns raised by users in the course of its life. Hackers, malware, virus and software fragmentations are some of the major security challenges in the life of the application.

Sustaining Funds

Raising capital to finance the development of the application remains a challenge. The funds raised must be adequate to finance the full development and deployment of the application to the end-users for success. Even after developing and marketing the final product, collecting revenue and retaining loyal customers remains a challenge as well.

MAQUETTE: DIGITAL MODEL

The following "MAQUETTE" model provides an enacpsulation of the application :

- The users main information

- Event organization information

- Swiping system model (& more information function)

DIGITAL MODEL : THE USER PERSONAL ACCOUNT

Logo et en tête du site, menu

Informations personnelles

NOM* : [   ]   Prénom* : [   ]

Sexe* : [   ]   Date de naissance* : [ ]/[ ]/[ ]

Nationalité* : [   ]   Pays de naissance* : [   ]

Ville : [   ]

Email : [   ]

[   ]

Téléphone : [   ]

Sauvergarder   Suivant

Visible profile users

Profile

Main Interest 1 [   ]   Main Interest 2 [   ]

Main Interest 3 [   ]   Main Interest 4 [   ]

aaa [   ]   aa [ ]

[   ]   [   ]   [   ]

Bio : [   ]

Sauvergarder   Suivant

DIGITAL MODEL : EVENT ORGANIZATION INFORMATION

Organizing experience

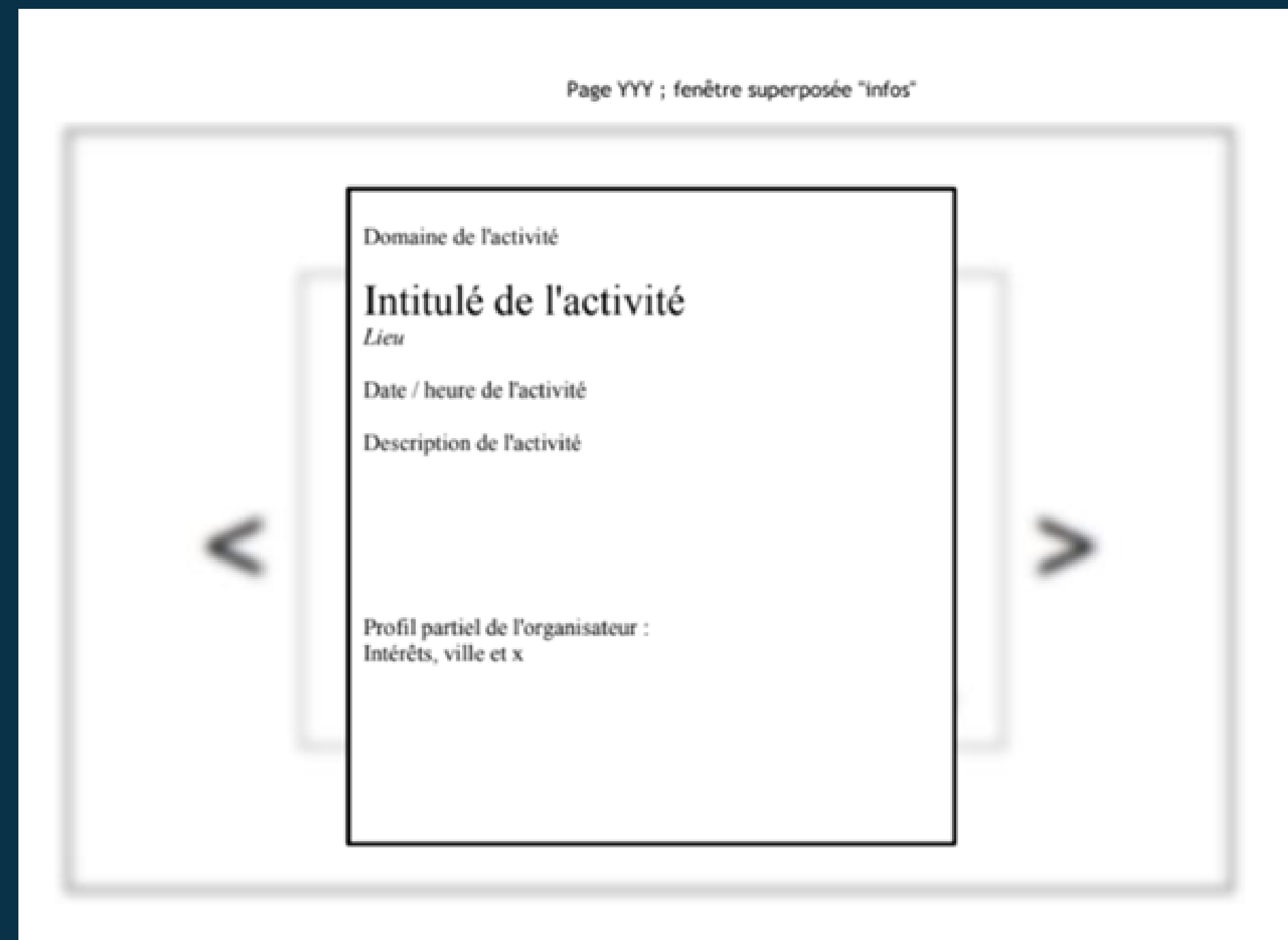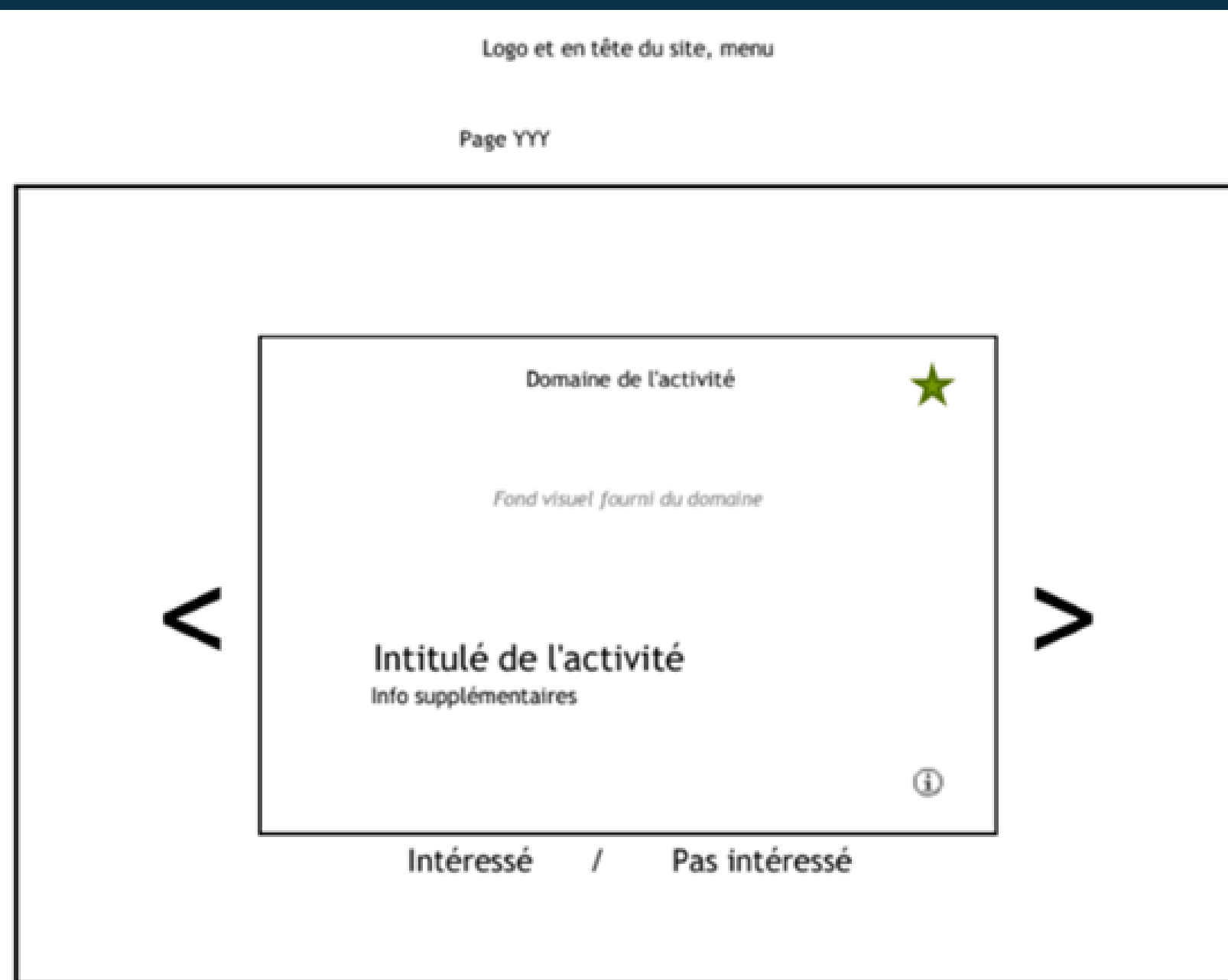Actvity field :

Date   Place

Number of people

Description :

Langue   durée

Plus d'infos :

Ajouter une photo :   Parcourir...

Sauvergarder   Suivant

DIGITAL MODEL : SWIPING SYSTEM MODEL

BUSINESS PLAN

We are faced with restricted funding, personnel and time. Business incubation services can provide us with access to necessary tools by providing free or low-cost workspace, mentorship, expertise, access to investors and sometimes capital in the form of loans. This also provides us with improved focus for effective business growth, as a result of a structured environment and curriculum. It is important for us to frequently utilise and develop optimization capabilities. It's even more important that we learn from user feedback to make our platform better. Direct access to expertise can prove to be beneficial and allow space for rigorous testing and adaptation.

To build a sustainable app business it is essential to create a sustainable revenue stream. This means ensuring user engagement with the application while monetizing it effectively, which can be a difficult balance to strike. The monetization strategy should combine several monetization methods to ensure continuity of revenue sources.

Most-used mobile app monetization models according to mobile developers worldwide in 2017
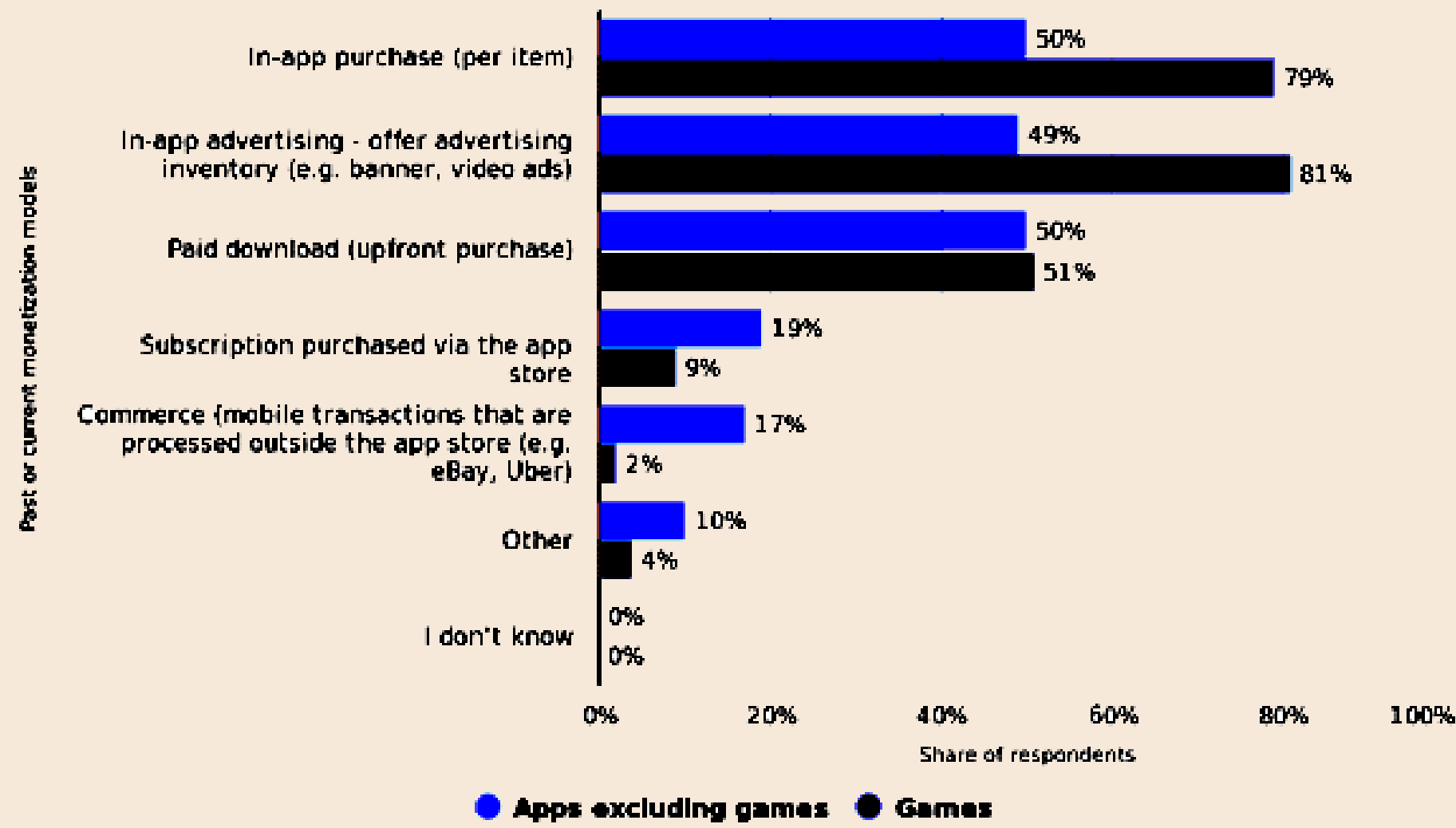
Post or current monetization models	Apps excluding games	Games
In-app purchase (per item)	50%	79%
In-app advertising - offer advertising inventory (e.g. banner, video ads)	49%	81%
Paid download (upfront purchase)	50%	51%
Subscription purchased via the app store	19%	9%
Commerce (mobile transactions that are processed outside the app store (e.g. eBay, Uber)	17%	2%
Other	10%	4%
I don't know	0%	0%

Share of respondents

● Apps excluding games   ● Games

COST STRUCTURE

- **Initial investment:** development of the website and app (ISO/Android)

- **Daily operation**: app maintenance/ customer service

- **Marketing campaign** (social media: Facebook/Instagram; university student associations; ads on google/youtube/)

In order to have a clear picture of how much time and money are required, an estimation of mobile app essential features, tech stack, and the estimated number of hours is necessary.

Back-end architecture development: from 20+ hour

Environment Setup: from 24+ hours

Design: from 160+ hours

QA: from 120+ hours

Bug Fix: from 60+ hours

Project Management: from 100+ hours

Project Documentation: from 30+ hours

Feature	Description	Tech stack	Number of hours
User login	To identify the user, most mobile apps provide users with registration via email or phone number. However, the most convenient way to access an app, automatically creates a user profile and collects all public data about a person using a sign in through social media accounts, such as Facebook, Twitter, and Instagram.	• Facebook SDK • Log In with Twitter • Instagram Basic Display API	4+ hours for UI/UX design 8+ hours to develop the app back-end using NodeJS 8+ hours for feature integration per each platform (iOS, Android)
Database	Integrate database to your mobile e-commerce app to show the number of items available, travel, or real estate app to inform users about available offers. Database integration is essential for building database-powered applications, data synchronization, and offline mobile app capabilities. In this way, you will reduce the app size, query processing time, and memory usage.		10+ hours for back-end From 8 hours per Android or iOS platform

Push notification	Mobile apps use push notifications to inform users about the real-time updates in the app, such as changes in order status, new content or new messages received, and so on.	• Firebase Cloud Messaging (FCM) for Android mobile apps • Apple Push Notification Service (APNS) for iOS	On average, the team will spend 24+ hours integrating this function to iOS apps and the same amount of hours to add it to Android apps.
Navigation bar	To allow the user to flow through your app features and content, you will need a navigation bar. This feature also defines how the user switches from one screen to another, returns to the main menu, closes an app, takes actions, etc. Thus, your app must include swiping and scrolling features, icons, buttons, arrows, and other UI architecture.	• Human Interface Guidelines	From 24+ hours for the app back-end From 16+ hours for Android or iOS development.

|			
Geolocation	This mobile app feature might be handy, not only for **geolocation** or **navigation** apps, but also for food delivery mobile applications, **taxi, dating**, or even **travel apps**.	• Google Maps API	8+ hours for the design 8+ hours for back-end 8+ hours for Android and the same among of hours for iOS apps
In-app messaging	If you consider developing an online retail marketplace, **social media**, **real estate**, or **accommodation booking app**, you need a built-in messaging platform.	• Facebook API • Telegram API	From 40+ hours to develop the messaging platform back-end From 20+ hours to integrate messaging feature to Android or iOS app.

APP MONETIZATION

REWARDED VIDEO-ADS

The most effective kind of mobile ad is the rewarded video ad. This is a video advertisement that publishers motivate users to watch by providing an incentive.The value of the reward must be carefully calibrated so that the majority of users will recognize the benefit of watching video adverts.Users have five seconds to decide if they want to watch a brief sponsored video in exchange for 30 minutes of uninterrupted access. Otherwise, they can bypass the offer.
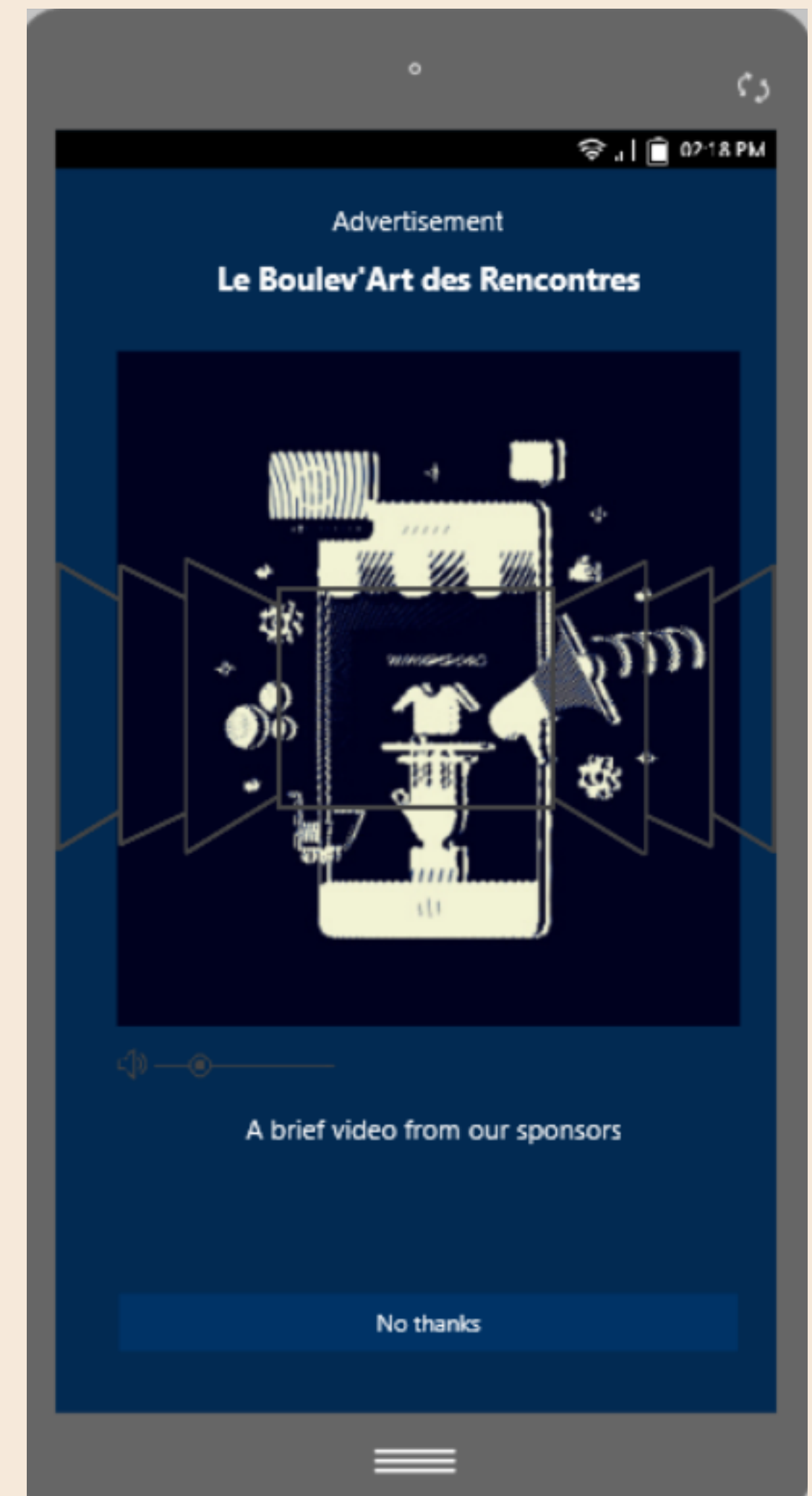
APP MONETIZATION

IN-APP SUBSCRIPTIONS

In-App Subscriptions (also referred to as "freemium content") involving monetizing certain features of the app . For our case, they're not contingent on moving on or being able to experience the whole app. This would involve selling subscriptions that allow users to remove all traces of ads in their mobile app interface and offering access to offers from partners (cinema, leisure, dining). Subscriptions provide a recurring revenue stream ; not unpredictable one-off buys.Freemium mobile apps allow users to preview what the application offers without any upfront investment.
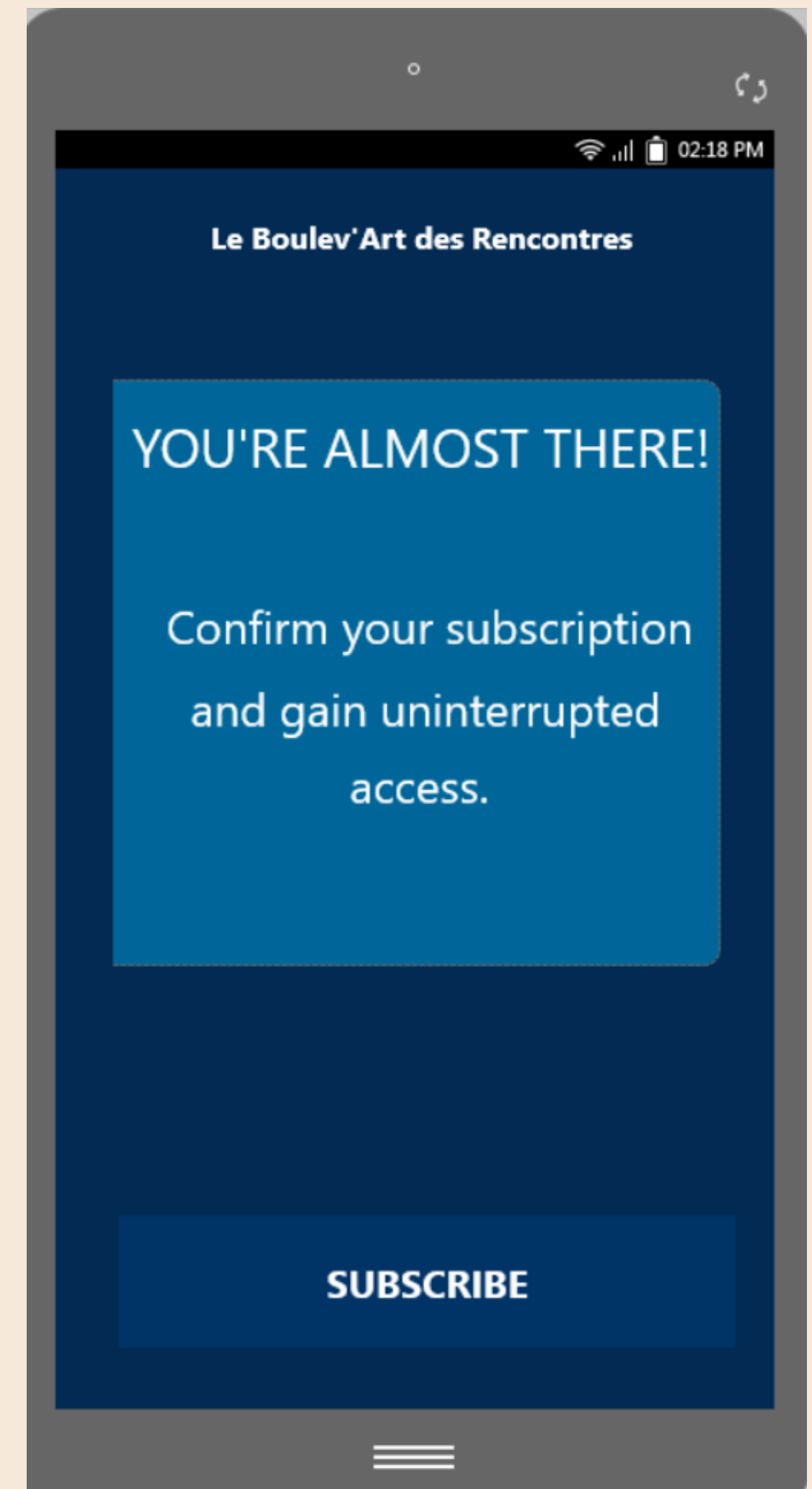
TESTING & LEARNING

Optimization: Tracking User Engagement with Monetization Streams

Post implementation of a revenue-stream combination, it is necessary to analyse the optimal methods of monetization and update strategy accordingly.

Key Performance Indicators (KPIs) :
- App usage
- Time spent in app
- Number of in-app purchases

SCALING OPPORTUNITIES

Scaling the possible market ; First step: University students in Paris. Within the Greater Paris Region there are 18 universities and almost 60 business schools which are host to 635,000 students (over 5% of the region's population), around 100,000 of which are foreign students. Around 65% of students says they have ever lonely for a moment, the proportion of foreign students should be even higher.

Assumptions:

1. 20% of the targeted students have specific interests on art activities

2. half of the targeted students with interests on art will register on an app like ours (based on our survey)

3. in the launching phase of the project, 10% of total feasible population will be penetrated through the marketing.

4. 20% of the registered customers will actually use the app

5. 20% of the motivated market will turn into frequent users

6. Loyal users have the demand of the service at least once every two weeks

7. 5% percent of active users will subscribe the in-app content for an average price of 5 euro

Maximum Penetration:

Approximate customer base: =635000*65%*20%*50%*(1+10%) = **45402**

Approximate monthly uses: =45402*20%*2.5 = **22701**

Approximately monthly revenue= 22701*5%*5 = **5675.25**

RETURN ON INVESTMENT (PREDICTION OF YEAR 1)

INCOME STATEMENT	VALUATION YEAR 1	REASONING/CALCULATION
REVENUE		
APP OPERATIONS	13620.6	ESTIMATION: 20% MARKET PENETRATION 17426*12*20%
REVENUE FROM ADS	16250	ESTIMATION: 5 PARTNERS FOR 3250/YR
COST		
APP/WEBSITE DEVELOPMENT	8000	MARKET PRICE FOR APP DEVELOPMENT
DAILY OPERATION (Maintenance Customer Service)	7800	650/MONTH
MARKETING	5000	COST ESTIMATION
EBIT	9070.6	REVENUE - COST
TAX (15%)	1360.59	EBIT*TAX
INTEREST	-	
NET INCOME	7710.01	

COMMUNICATION PLAN PROMOTION

The following "Promotion & PR" plan aims to give the main axis of communication and means of promotion, which represents an important challenge as the app has to quickly gather its community.

- Marketing : Position and target

- Communication axis : values and storytelling

- Promotion : media planning, earned media and PR

COMMUNICATION PLAN

VISION

Students are focused on their studies ; they are brought to meet in class and mainly in order to work. The purpose of our project is to create an app through which students could be put in touch around arts and cultural activities.

· The app does not intend to be a meeting app but mainly centered around activities : The Boulev'Art des rencontres will be a social network.

· As any social network, our main challenge will be to quickly gather a big and involved community of users. This will allow to arouse interest of advertisers & media agencies, to make our project financially viable. Furthermore in order to make it fully working, we need an active community of users able to animate the app.

CHALLENGE & GOALS

·**Gather a strong community :**
Recruiting 1 to 3 millions users before 2021
Structure a persona based on well identified users
Covering strategic places : Paris and French metropolis as a first step.

· **Acquisition : B2B/B2C**
B2C : Reach and involve users
B2B : Reach companies in order to find partners, advertisers.

· **Business goals :**
Brand awareness, familiarity, recommendation effects, loyalty.

TARGET

The Boulev'Art des Rencontres basically targets students as it aims to make them meet around art and cultural events.

We need to find ways to reach this target and imply it enough to quickly fully cover dense areas : Cities such as Paris must continually propose many activities in each neighborhood.

Target : 18-26 mixt, urban and curious students. Interested in arts, culture and by extension in fashion, design, consumption

Future consumers building their own identity and habits.

AXIS & STORYTELLING

Reducing Student Loneliness

Promote Art & Culture

Improve integration

Reduce discrimination

le
Boulev'Art
des rencontres

SOLVE STUDENT LONELINESS ISSUES

· **The app has to be presented as a new solution to fight against student loneliness.**

Le Boulev'art des rencontres must have virtuous aspects that will lead the promotion campaigns. As an app aiming to facilitate meetings around activities, it naturally answers to a reduction of student loneliness issues.

This aspect will constitute a major axis of communication in order to valorize the virtuous aspect of the social network ; Which will allow to get more easily partnerships and support from organizations (public/associations, cultural...)

This aspect of reducing the student loneliness struggles is a major point of B2B communication.

PROMOTION AND CULTURE

• **For the B2C targets, the app will be presented as a new social network,**
centered around arts and culture

Le Boulev'art des rencontres will be presented on major campaigns (B2C in order to quickly gather an important community of users) as an inspirational social network that aims to reduce frictions of culture consumption, with –as a start- the possibility to find "mates" with whom going to cultural event/activities/

This aspect will allow to recruit users sharing interests in arts, and strongly involve them as they constitute a curious and art-inquiring target.

REDUCE DISCRIMINATION IMPROVE INTEGRATION

• For both targets, a strong axis of communication would be the virtuous aspect of "reducing discriminations"

Le Boulev'art des rencontres take the bias of strictly protect users' data, in order to make the app & the interactions really focus on activities shared and arts, instead of people met.

We can promote the fact that neither the picture, gender or age of organizers will be displayed until users indicate that they are interested by the activity.

This should reduce the discrimination effects based on physical/names information (gender, disability...) and have virtuous effects as the app will allow to "marginal" and lonely people to easily integrate the community of users.

le **Boulev'Art**
des rencontres

BRAND CONTENT : EXAMPLE

Jam is a chatbot focused on 18-26 connected users : As the 1st French speaking chatbot, with more than 350 millions messages, it naturally appears a great way to recruit our target.

The conversational marketing should allow a great recruitment ratio on the target

le **studio** by jam

Jam ●
Actif sur Messenger

Hello Lucas, j'ai un bon plan à te proposer !

En novembre c'est le mois sans tabac 🚬

Pour l'occasion, mon équipe a fait un chatbot pour aider à décrocher de la clope 💪
Si tu veux t'y mettre 👇

a clope 🚬
n pour arrêter de fumer
am.paris

Faire le challenge👊

pte sur toi 😊

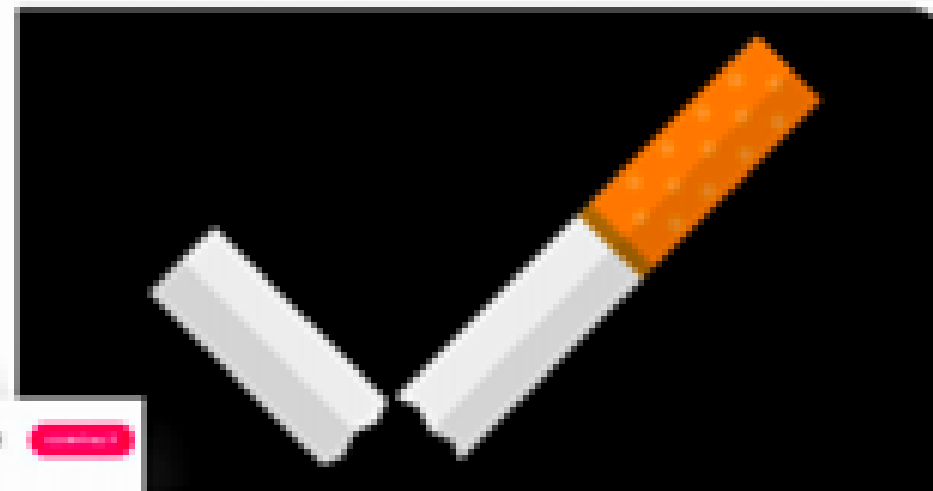**Nous croyons au pouvoir de la conversation**

Key Performance Indicators :

Reaching a 18-26 target

URL links to recruit users

600 000 students reachable

Involving users recognized thanks to personalized questions & answers
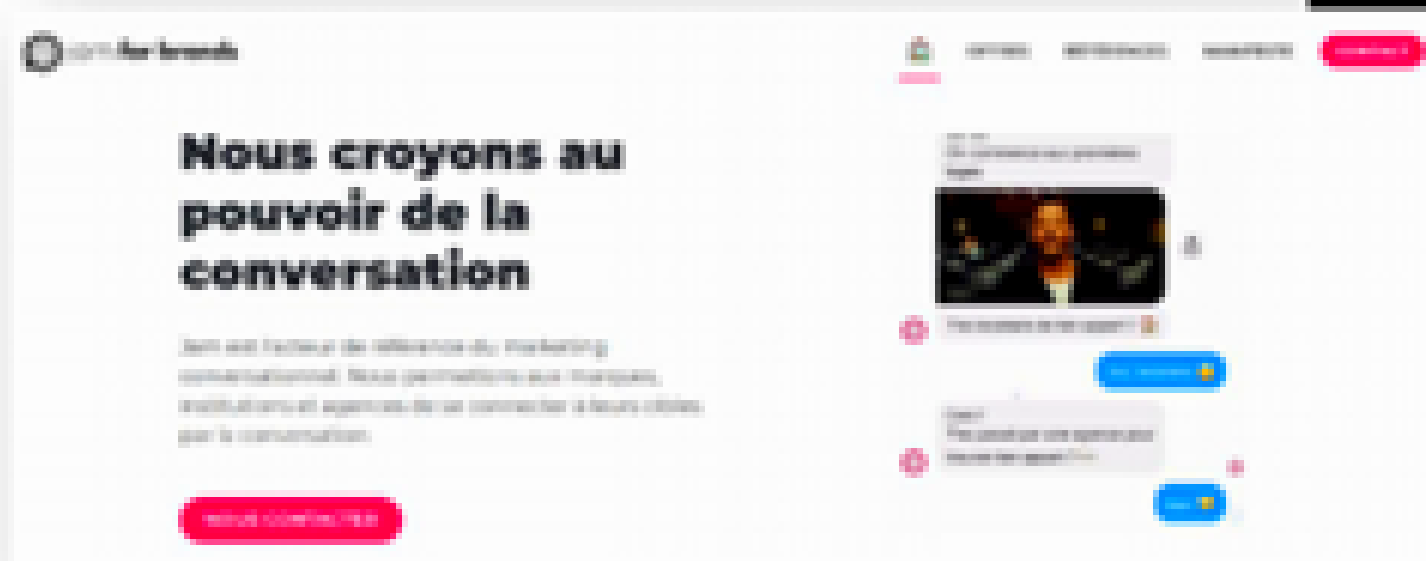
PROMOTION

BRAND CONTENT

• <u>Agencies specialized in reaching our target & instituting involvement</u>

Based in Paris, reaching a young community : Paris tonic (http://www.paristonic.fr/)

Based in Paris, reaching a connected urban & educated target :

D&C (https://www.dc-influence.com/)

• <u>Developing brand content with specialized media</u>

Jam is a chatbot on which brand content can be shared, and constitute the best way to reach students

(KPIs) and involve them (through interactive and personalized content). Developing a survey that would

collect data and give brand-awareness to Le Boulev'art des Rencontres. (see slide above)

PROMOTION

DIGITAL COMMUNICATION

· **Social**

Targeting B2C communication : reaching 18-26 through SEA (Search Engine Advertising) in order to convert users. Promoting virtuous aspect and advantages of using Le Boulev'art des Rencontres : Instagram & Facebook

· **E-RP**

Recruiting involved influencers that would promote the app as volunteers, involved in fighting against issues of loneliness and discriminations.
Involve partners (museums/public organization etc.)

PAID MEDIA

· **Media planning**

Digital : Develop brand contents. Display ads on specialized media reaching students (L'Etudiant, online news...)

Press : ads in newspapers dedicated to students or with a young & urban target : Courrier International...).

· Support shared media by paid posts and stories.

Developing SEA campaigns on Instagram and Facebook.

PROMOTION

EARNED MEDIA

· **Events, brand topicality**

Arousing interest by organizing events sharing the values of the app. PR releases and structured relations with partners.

· **PR Plan**

Through the topicality and the events, we will invite many journalists and bloggers to improve brand awareness and user recruitment.

Inviting some B2B press and key accounts as well to get first partnerships with museum and relevant companies.

RESOURCES

Owned

The app and the assets owned by Le Boulev'art des Rencontres should institute great support to communicate its products : ads for the subscription for instance. We should eventually create an institutional website that promotes the concept.

Investments

Events, Public and Press relations might constitute added costs that would represent immaterial assets. Those investments (through an agency or quickly internalized) must allow for promotion & communication goals.

ALLIES & PARTNERS

SCHOOLS & STUDENT ASSOCIATIONS

Would allow us to promote our project and favorize connection among students

B2B PARTNERS/TARGET

Would allow to get reductions to art/culture events, as the app would bring more people (-10% on some movies if they come by 2, -25% on a first visit at opera houses…)

CONCLUSION

Our idea is to build a bridge between lonely students who wants to attend art activities but not by his/herself. We believe that art has the power of curing and inspiring people. To strengthen the link, we intend to develop an online platform Le Boulev'Art des Rencontres where people can propose or join an art event.

By analyzing the pros and cons, impacts and threats, as well as the financial performance of the project, it comes out that it is a sustainable model but it needs initial investment and takes time to gain profit and achieve our goal.

WHO ARE WE ?

LUCAS NAKAMURA

Master Communication, Médias et Industries Créatives

AMÉLIE MELCHIOR

Master Marketing: New Luxury & Art de Vivre

MATTHIEU RISPOLI

Master Finance & Stratégie

SIJING HE

Master International Management & Sustainability

DIVYANGI SINGH

Master International Management & Sustainability

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Novotney Amy, « Social Isolation: It Could Kill You ». American Psychological Association. May 2019. Vol 50, No 5. Last consulted 17/12/19, https://www.apa.org/monitor/2019/05/ce-corner-isolation.