

DRAGONFLY BUSINESS PLAN CHART

KEY PARTNERS: SciencesPo Paris, Conseil Regional d'Ile de France	KEY ACTIVITIES: Digital communication and software development, web design.	KEY RESOURCES: Digital and filming tools, computers.
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VALUE PROPOSITION:

- **solutions the project brings:** making legitimate cultural practices that are limited to geographical and social zones in IDF. Bringing dynamism: intellectual development and future careers.
- **problem it answers:** social and cultural segregation.
- **value added:** enabling the young producers of urban culture to interact with one another, as well as with professional and references.
- **advantage compared to competition :** Multimedia platform directly putting people in contact, crossing the boundaries on pure information.

CUSTOMER SEGMENTS: <ul style="list-style-type: none"> - customers Teenagers between 12-18 years old. - needs Lack of awareness on subcultures. - beneficiaries Teenagers can share and interact with specialized associations, teachers, parents, professionals and artists. 	CHANNELS: <i>The media outlet created by the Dragonfly team - website dragonfly.fr</i> Mobile application Social networks: <ul style="list-style-type: none"> - Facebook, - Instagram, - Twitter, - Tik Tok, - Snapchat, - Keakr - Spotify Podcasts 	CUSTOMER RELATIONSHIP: <ul style="list-style-type: none"> - awareness of our product Sharing on social media, and active posts. - customer satisfaction Diversification of the content we present on our media channel, and explore different and innovative marginal cultures each time.
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COST STRUCTURE: Activities with fixed costs: Maintenance of the website (10 euros/year) . Transportation in the region (300 euros/year) Activities with variable costs: The budget left would completely be dedicated	REVENUE CHANNELS: The funds are raised with the <i>Conseil Regional's</i> subventions for culture, asked from the legal status of "non-profit association" (law of 1901) aiming at youth development, mass education and activities. 1000€/year
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to the organization of events, 600<X<700 €/year.	
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SOCIAL/ENVIRONMENTAL COSTS: Weak social/environmental costs (no pollutant transportation, small emission of waste, if not none).	SOCIAL/ENVIRONMENTAL BENEFITS: Re-enforcing the social link in Ile de France by promoting urban culture, reducing cultural barriers and helping young talents emerge. The environmental benefits are unexplored, as our project is socially centered.
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