

Swipe'd - First Canvas

<p>PROBLEM</p> <p>Unused meal credits at the end of the week</p> <p>Out of meal credits by the end of the week</p> <p>Cannot purchase or sell meal credits</p> <p>EXISTING ALTERNATIVES</p> <p>Students do not purchase meals from dining services</p> <p>Students let meal credits become void at weeks' end</p> <p>Pay full price for meals</p>	<p>SOLUTION</p> <p>Mobile application that creates a hybrid buyer and seller community for the transferring of University meal plan credits from one party to another</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Allow students with excess weekly meal credits to post meals for sale to make money and allow students seeking additional meal credits to browse the marketplace to purchase additional meal credits at a discounted price</p> <p>HIGH-LEVEL CONCEPT</p> <p>Swipe'd = StubHub for university meal credits</p>	<p>UNFAIR ADVANTAGE</p> <p>Temple does not currently have an application or process for the transfer of meal credits</p> <p>Zero competition gives us a durable competitive advantage</p>	<p>CUSTOMER SEGMENTS</p> <p>University students with meal plans</p> <p>Buyers: Students seeking additional meal credits</p> <p>Sellers: Students selling excess meal credits</p> <p>EARLY ADOPTERS</p> <p>Students who run out of meal credits and are looking for a cheaper alternative to buying a meal</p> <p>Students who have excess meal credits and are looking to make back money from their initial meal plan investment</p>
<p>COST STRUCTURE</p> <p>App development/maintenance</p> <p>Employee salaries</p> <p>Google Play fees</p> <p>Minimal advertising</p>		<p>REVENUE STREAMS</p> <p>Portion of each meal transaction</p> <p>Advertisement fees</p> <p>Paid listing features</p> <p>Pay for posting</p>		