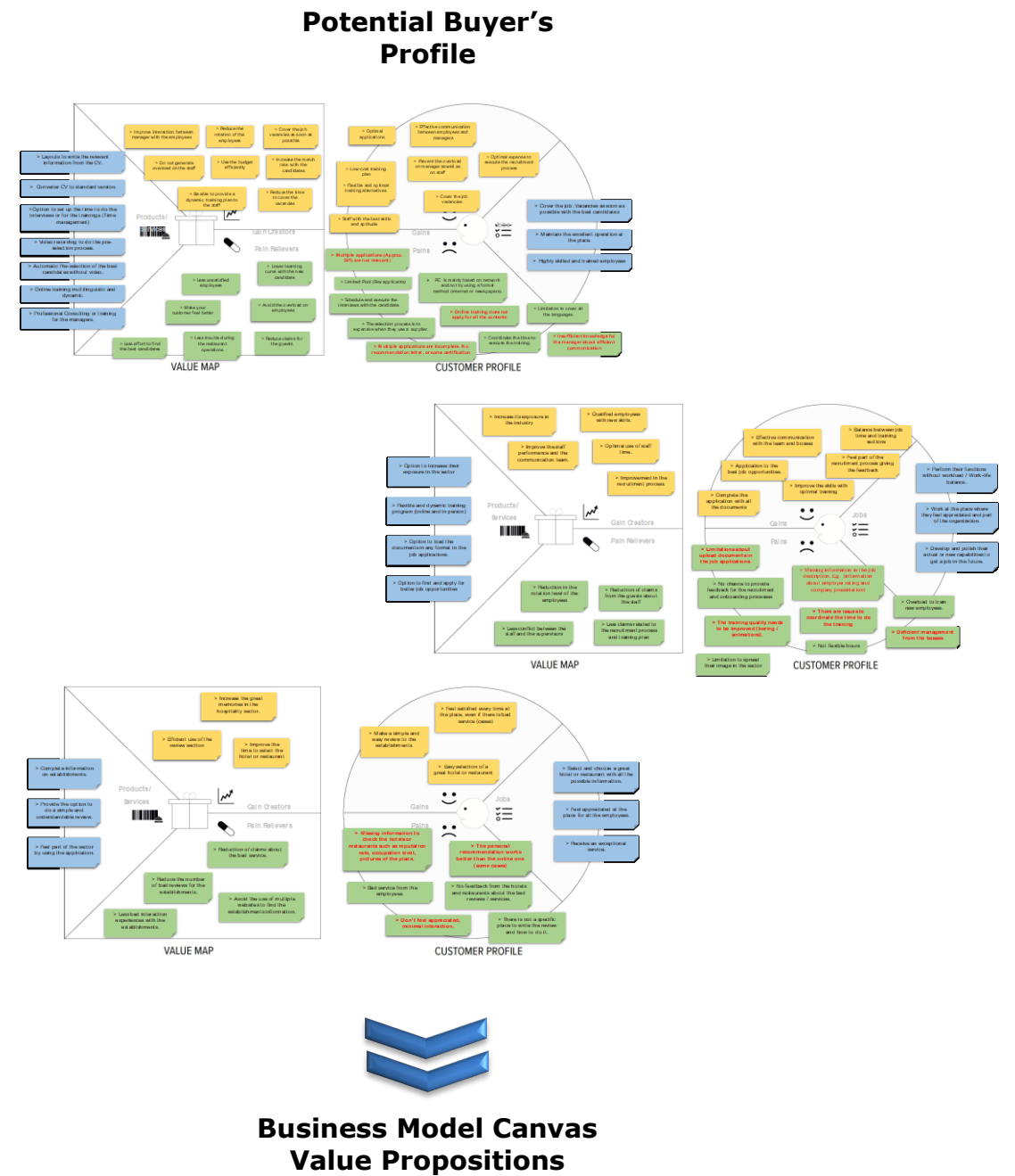
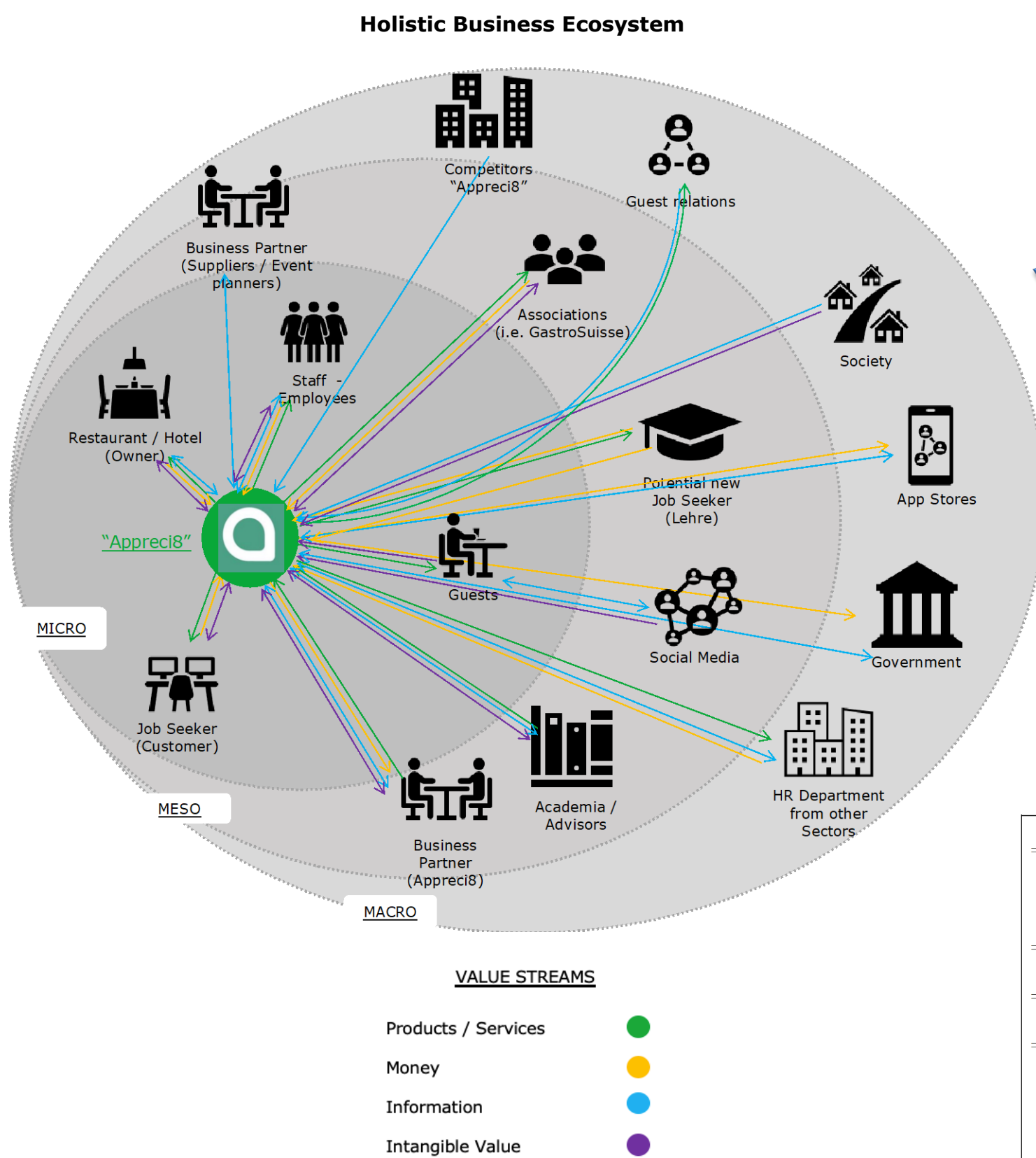


Master-Thesis Engineering, Specialization Business Engineering and Production

“Ensuring the Sustainable Development of “Appreci8” with alternative Business Models”



Key Partners	Key Activities	Value Propositions	Customer Relationship	Customer Segments
<ul style="list-style-type: none"> Integration to job boards, HR systems, and online assessment tools, management systems. Partners to support the offer of complementary services. Academia (Evidence their approach and product) Technology partner 	<ul style="list-style-type: none"> Marketing strategy Efficiently use of the resources Software development 	<ul style="list-style-type: none"> Provide the best skilled employees Archive excellent communication and attention with the guests. Enhance and excel the capabilities of the employees. Ensure working in the great work environment and feeling appreciated. 	<ul style="list-style-type: none"> Online support (AI) Social media Online store – website 	<ul style="list-style-type: none"> B2C (Job seekers, employees, guests, students (new job seekers)) B2B (Restaurant / Hotels, Supplier of the establishments)
Key Resources <ul style="list-style-type: none"> Documents to explain how the tech works New Investors Evidence about the technology is useful and innovative Blog (recruitment process updates) Developers 		Channels <ul style="list-style-type: none"> Mobile applications Demo demonstration Online platform 		
Cost Structures <ul style="list-style-type: none"> Contract and alliances with partners Research & Development Costs Operating Costs (employees, marketing expenses) 		Revenue Streams <ul style="list-style-type: none"> Cross-selling or Revenue Sharing (Competitors and partners) Add-on (Complementary services) Crowdfunding (New investors) Subscription per User / Transaction or Time (monthly) Freemium 		



Problem Statement

The start-up Silverbush AG is focused on the hospitality industry. This sector represents the businesses, products, and services linked to the leisure concept of the customers. The young company is operating its „appreci8” platform as an online scouting, recruiting, and development Software as a Service (SaaS) platform. The key competitive advantage from the company is the integration of Artificial Intelligence (AI). To support the successful development of the company, an initial version of the business model to follow was generated. However, the question is, if the business model is the right approach as well as the only alternative that this company needs to consider to be successful in the hospitality market?

Solution and Results

In order to identify and propose alternative of business models, it was necessary to identify and describe the value propositions that „appreci8” would need to be able to offer to each actor. For this project, the most important actors (personas) were the buyers. Therefore, this project begun with the task of finding all the possible actors who interacted with the company. Also, which type of value stream each actor shares with the company. Thus, the business ecosystem graph was created (see the left side above). By following the methodology of the value proposition design of the author Alexander Osterwalder, the value map and buyer profile were built. Those graphs were done by consolidating and analyzing all the information collected with interview sessions. Also, a

questionnaire-based quantitative analysis with job-seekers was conducted. To build a solid business model canvas, other factors were integrated from the competitor analysis. As a result, four alternative business models (revenue stream block) can be considered to support the sustainable development of „appreci8”. Each revenue stream is focused on a specific customer segment. Besides, some key aspects were described within each block of the business model canvas which the start-up might take into account during the next stages of building the company.

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