Appendix A: Sharing economy and the peer-to-peer concept

This paragraph serves as a contextual overview of the sharing economy and peer-to-peer models for a more accurate understanding of the business model of indiecoach. In recent years, a major change in the world’s economic structure has evolved by the ongoing boom of the so called sharing economy. There seems to be a major trend (at least in western countries) which is leading away from individual possession of products and exclusiveness of services towards a more dynamic, temporarily limited approach of usage and ownership. Accompanying drivers for this change are the ongoing globalization of the world’s economy as well as the rapidly increasing digitalization of business operations and the related use huge amounts of data generated by the customers (Nica and Potcovaru, 2015).

The number of outstanding examples that profited from this change of consumption behavior and at the same time fostered and accelerated the acceptance for it in society, is immense. Some of the most successful and thereby popular companies in the context of the sharing economy are multi-billion dollar enterprises like Uber, Airbnb or Spotify. Despite operating in completely different industries, all these companies have several things in common. First of all, they manage to efficiently allocate existing resources, whether it is empty apartments or free seats in a car. In addition, all of them are taking advantage of online channels. What seems as a convenient way to reach a broad audience, also serves as a very effective tool to collect relevant user data. On the one hand, this data is used to optimize operations and improve the service, on the other hand it is often utilized for advertising purposes (Fulgoni 2013). Furthermore, all of the aforementioned examples provide a service or product for temporary use only, without long term commitment from either side. Matching the supply and demand side efficiently for short term use, saves (or generates) money for both parties. Another interesting aspect for a lot of successful peer-to-peer businesses is their development parallel to
the industry leaders, often posing a major thread for established companies. Even though a lot of these by now billion dollar companies started as small start-ups in the Silicon Valley, they caused disruptive tendencies in their respective industries and partially caused a rethinking from big companies or at least a price war. The overall benefits for customers that result from the sharing economy can be summarized as follows: higher transparency, better usability, ease of access, lower prices, higher convenience and optimized services and products.

Appendix B: Communication options across the customer journey

### Table 1

<table>
<thead>
<tr>
<th>Communication Outcomes</th>
<th>TV</th>
<th>Promos</th>
<th>Events</th>
<th>PR</th>
<th>Social Media</th>
<th>Website</th>
<th>Search</th>
<th>Display</th>
<th>Mobile</th>
<th>Direct</th>
<th>Selling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create awareness and salience</td>
<td>++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>++</td>
<td>+</td>
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<tr>
<td>Convey detailed information</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>++</td>
<td>+++</td>
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<td>+</td>
<td>++</td>
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<td>+++</td>
<td>+++</td>
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<tr>
<td>Create brand imagery and personality</td>
<td>+++</td>
<td>++</td>
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<td>+++</td>
<td>+++</td>
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<td>+</td>
<td>++</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
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<tr>
<td>Build trust</td>
<td>+</td>
<td>+</td>
<td>+++</td>
<td>++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
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<tr>
<td>Elicit emotions</td>
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<td>+</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Inspire action</td>
<td>+</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>++</td>
<td>+++</td>
<td>+++</td>
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<tr>
<td>Inspiral loyalty</td>
<td>++</td>
<td>+</td>
<td>+</td>
<td>++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Connect people</td>
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<td>+</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
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</tr>
</tbody>
</table>

Notes: +++ = greatest influence; ++ = medium influence; + = least influence.


### Table 2

<table>
<thead>
<tr>
<th>Decision Journey Stage</th>
<th>Awareness</th>
<th>Information</th>
<th>Imagery</th>
<th>Trust</th>
<th>Emotion</th>
<th>Action</th>
<th>Loyalty</th>
<th>Connect</th>
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</thead>
<tbody>
<tr>
<td>Needs</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Considers</td>
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<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Learns</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Likes</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Will pay</td>
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<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Commits</td>
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<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Consumes</td>
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<td>+++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Is satisfied</td>
<td>+</td>
<td>++</td>
<td>+++</td>
<td>+++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Is loyal</td>
<td>+</td>
<td>+</td>
<td>++</td>
<td>++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Engages</td>
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<td>+</td>
<td>++</td>
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<td>+</td>
<td>+</td>
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<td>Advocates</td>
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<td>+</td>
<td>++</td>
<td>++</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

Notes: +++ = greatest influence; ++ = medium influence; + = least influence.


Appendix C: indiecoach – company presentation (pitch deck)
Private sport lessons are **expensive**
Quality of coaching is **hard to compare**

Freelance coaches struggle to **find students**
It is almost impossible to **work without a license**

**SOLUTION**

An **online marketplace** that connects **private coaches** and **students** for **different sports** to:

- Save money as a student
- Rate and compare coaches
- Become an independent coach without the need of a license
MARKET Germany.

€ 2.5 Billion spent for sport coaching
25 Million active athletes

MARKET validation

282 PARTICIPANTS
137 potential students
144 potential coaches

82.9% think that private lessons are too expensive
54.4% would like to learn a new sport
72.7% think that it is hard to know whether a coach is good before booking

would prefer to be a freelance coach over working for a school/club 43%
have coached someone but don’t have a license 37.9%
average asking price for one hour of private coaching 32.7€
BUSINESS MODEL

**Commission**
- 24% on each lesson
- Split between Coaches and Students

**Affiliate**
- 5-7% on order value
- Participation in affiliate programs

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**USP Students**
- Transparency through objective coach ratings
- Low prices through higher competition
- Access to extreme sports

**USP Coaches**
- Access to students
- High margins through independence from schools
- No license needed because of ratings
COMPETITION

Individual Coaches

Private Website

askcharlie.de

Indiecoach

personalfitness.de

Fitness clubs

Niche

Local sport schools

Multiple sports

Institutional Coaching

Local sport clubs

easysport.de

VISION

“We want to change the way people book sport lessons and enable coaches to work independently – worldwide!”

Worldwide expansion

Online sports community

Supplementing e-learning platform for students and coaches

Extended market for equipment rental
team

Johannes Fuchs  
Finance & Operations  
M.Sc. Management Nova SBE

Lucas Habrich  
Coding & Online Marketing  
M.Sc Management Nova SBE

Julien Gupta  
Brand & Network  
M.Sc Management Nova SBE

boardsport enthusiast & kind soul  
licensed windsurf coach & visionary  
badminton champion & creative mind

indycoach

“Sport has the power to change the world”  
- Nelson Mandela
Appendix D: Relevant data from online survey for potential students
(1 = strongly disagree; 7 = strongly agree)

I would like to learn a new sport (136 responses)

Private sport lessons are too expensive (135 responses)

It is easy to know if a coach is good before booking (135 responses)
Appendix E: Relevant data from online survey for potential coaches
(1 = strongly disagree; 7 = strongly agree)

Have you ever coached someone in a particular sport? (145 responses)

Which channels do you use to get information about sports? (145 responses)
I would prefer to be a freelance coach over working for a school/club
(142 responses)