

Work Project – Annexes

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 threat 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
Research Propositions Concerning Likely Communication Outcomes from Different Communication Options

Communication Outcomes	Communication Options										
	TV	Promos	Events	PR	Social Media	Website	Search	Display	Mobile	Direct	Selling
Create awareness and salience	+++	++	++	++	+++	++	+++	+++	+++	++	+
Convey detailed information	+	+	+	+	++	+++	+	+	++	+++	+++
Create brand imagery and personality	+++	++	++	++	+++	++	+	+	++	+	+
Build trust	+	+	+	+++	+++	+	+	+	++	+	+++
Elicit emotions	+++	++	+++	+++	+++	++	+	+	++	+	+
Inspire action	+	+++	+	+	+	++	+++	++	+++	+++	+++
Instill loyalty	++	+	+	+	++	++	+	+	++	++	++
Connect people	+	+	++	+	+++	+++	+	+	+++	+	+

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

Exhibit 1: Research Proposition Concerning Likely Communication Outcomes from Different Communications Options. Source: Batra and Keller (2016, p. 129)

TABLE 2
Research Propositions Concerning Possible Communication Needs and Objectives at Different Stages of the Consumer Decision Journey

Decision Journey Stage	Communication Needs and Objectives							
	Awareness	Information	Imagery	Trust	Emotion	Action	Loyalty	Connect
Needs	+++	+++	+	++	++	+	+	+
Is aware	+++	+++	+	+	+	+	+	+
Considers	+++	+++	+++	++	+	+	+	+
Learns	+++	+++	+++	+++	+	+	+	+
Likes	++	+++	+++	+++	+++	+	+	+
Will pay	++	+++	+++	+++	+++	+	+	+
Commits	++	+++	+++	+++	+++	+++	+	+
Consumes	+	++	+++	+++	++	+++	+	+
Is satisfied	+	++	+++	+++	++	++	+++	+
Is loyal	+	+	+	++	++	+++	+++	++
Engages	+	+	+	++	++	+++	+++	+++
Advocates	+	+	+	++	++	+++	+++	+++

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

Exhibit 2: Research Proposition Concerning Possible Communication Needs and Objectives at Different Stages of the Consumer Decision Journey. Source: Batra and Keller (2016, p. 133)

TABLE 3
Research Propositions Concerning the Relative Strengths of Different Communication Options Across the Consumer Decision Journey

Decision Journey Stage	Communication Options										
	TV	Promos	Events	PR	Social Media	Website	Search	Display	Mobile	Direct	Selling
Needs	+++	+	+	++	++	+	+++	+++	++	+++	+++
Is aware	+++	++	+++	++	++	+++	+++	+++	+	+++	+++
Examines	++	++	+	+	++	+++	+++	+++	++	+++	+++
Learns	++	++	+	+	++	+++	+++	++	+++	+++	+++
Likes	+++	++	+++	++	+++	+++	+	+	+++	++	++
Will pay	+	++	+	++	+	++	+	+	++	+++	+++
Commits	+	+++	+	+	+	++	+	+	+++	+++	+++
Consumes	+	+++	+	+	++	+	+	+	++	+	+
Is satisfied	++	++	+	++	++	++	+	+	++	+	+
Is loyal	++	+++	+++	+	+++	++	+	+	+++	+++	+++
Engages	+	+++	+++	+++	+++	+++	+	+	+++	+++	+
Advocates	+	+	+++	++	+++	+++	+	+	+++	+	+

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

Exhibit 3: Research Proposition Concerning the Relative Strengths of Different Communications Options Across the Consumer Decision Journey. Source: Batra and Keller (2016, p. 129)

Appendix C: indiecoach – company presentation (pitch deck)



PROBLEM

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€

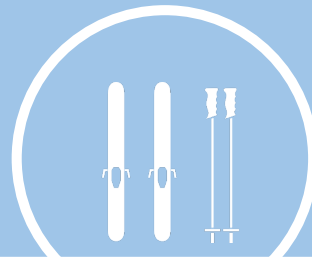
BUSINESS MODEL



Commission

24% on each lesson

Split between Coaches
and Students

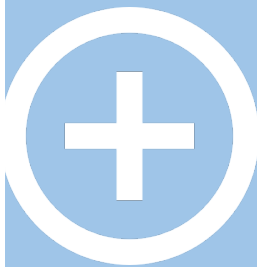


Affiliate

5-7% on order value

Participation in affiliate
programs

USP Students



Transparency through
objective coach
ratings

Low prices through higher
competition

Access to extreme sports

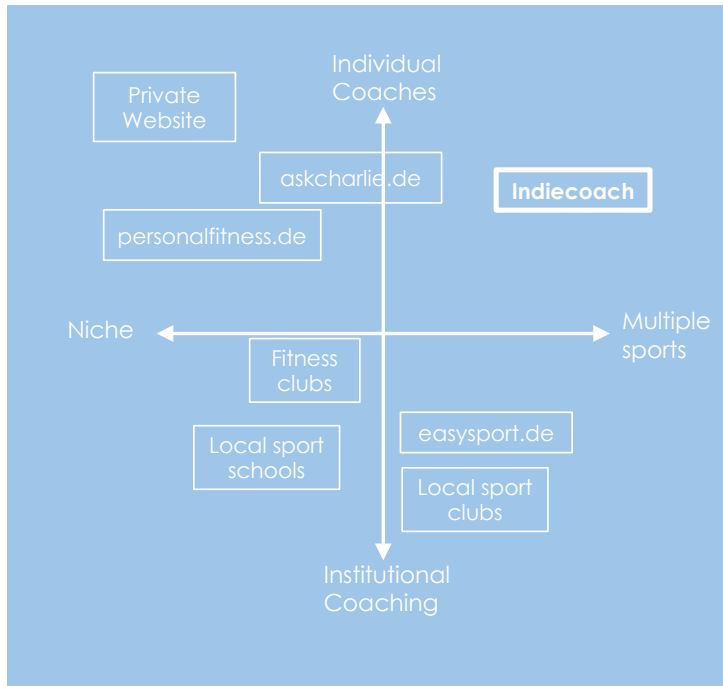
USP Coaches

Access to
students

High margins through
independence from
schools

No license needed
because of ratings





COMPETITION

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

boardsport enthusiast &
kind soul



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

licensed windsurf coach &
visionary



Julien Gupta
Brand & Network
M.Sc Management Nova
SBE

badminton champion &
creative mind



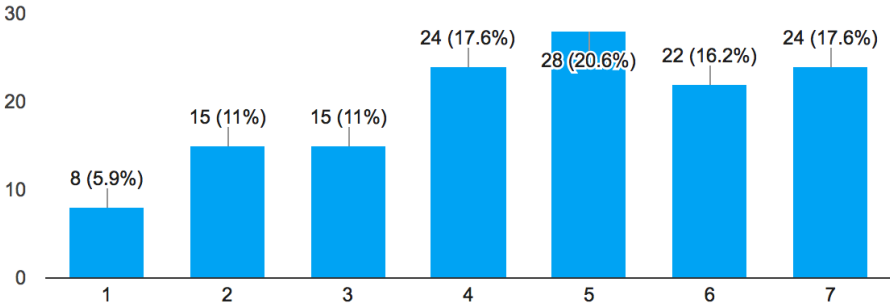
INDIECOACH

*"Sport has the power
to change the world"*
- Nelson Mandela

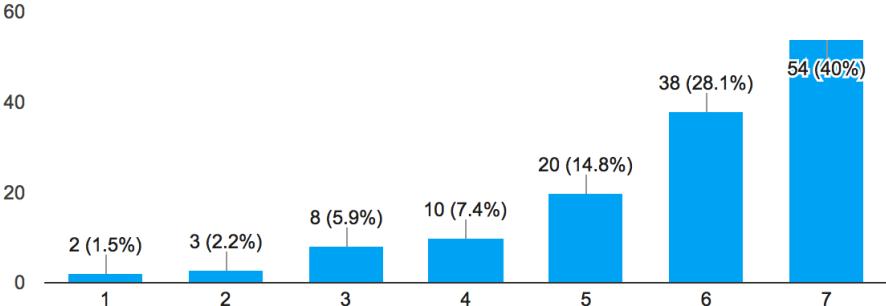


Appendix D: Relevant data from online survey for potential students (1 = strongly disagree; 7 = strongly agree)

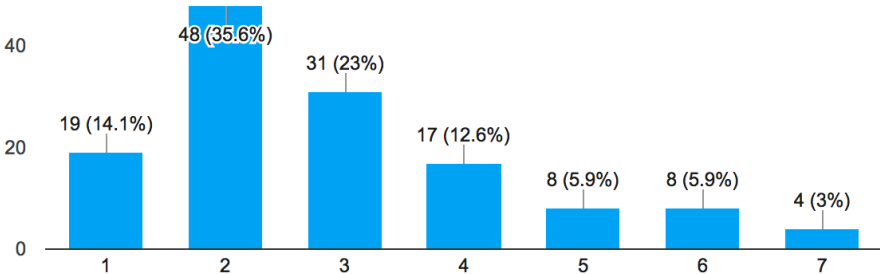
I would like to learn a new sport (136 responses)



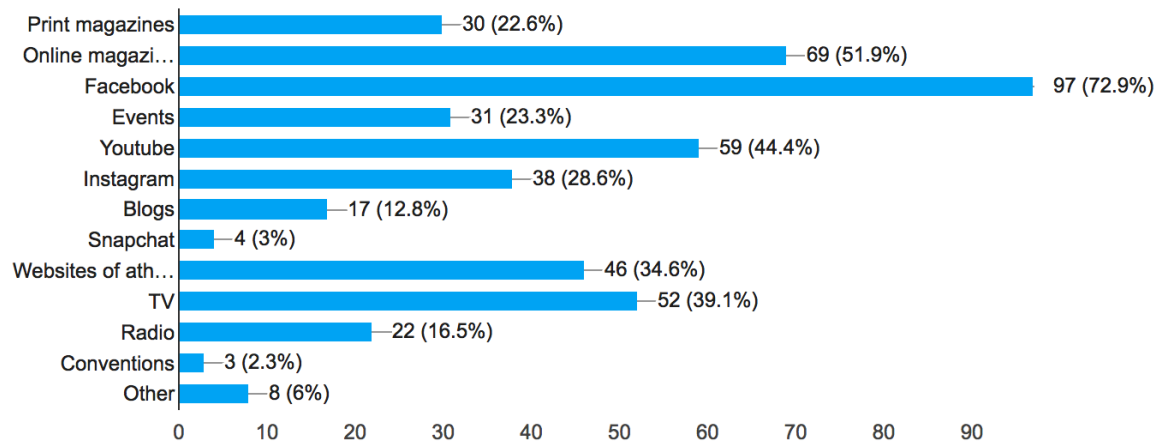
Private sport lessons are too expensive (135 responses)



It is easy to know if a coach is good before booking (135 responses)

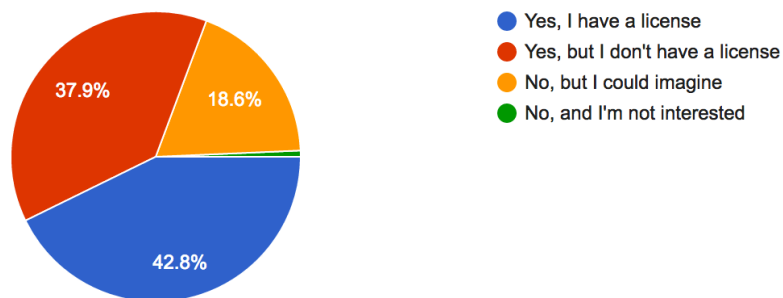


Which channels do you use to get information about sports? (133 responses)

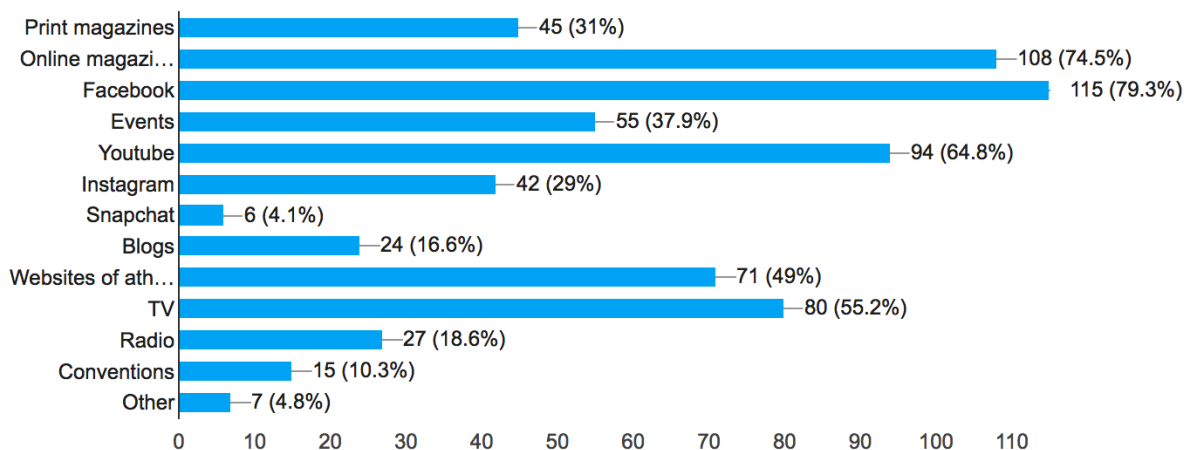


Appendix E: Relevant data from online survey for potential coaches (1 = strongly disagree; 7 = strongly agree)

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)

