

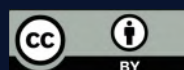
Group 1

April 2023

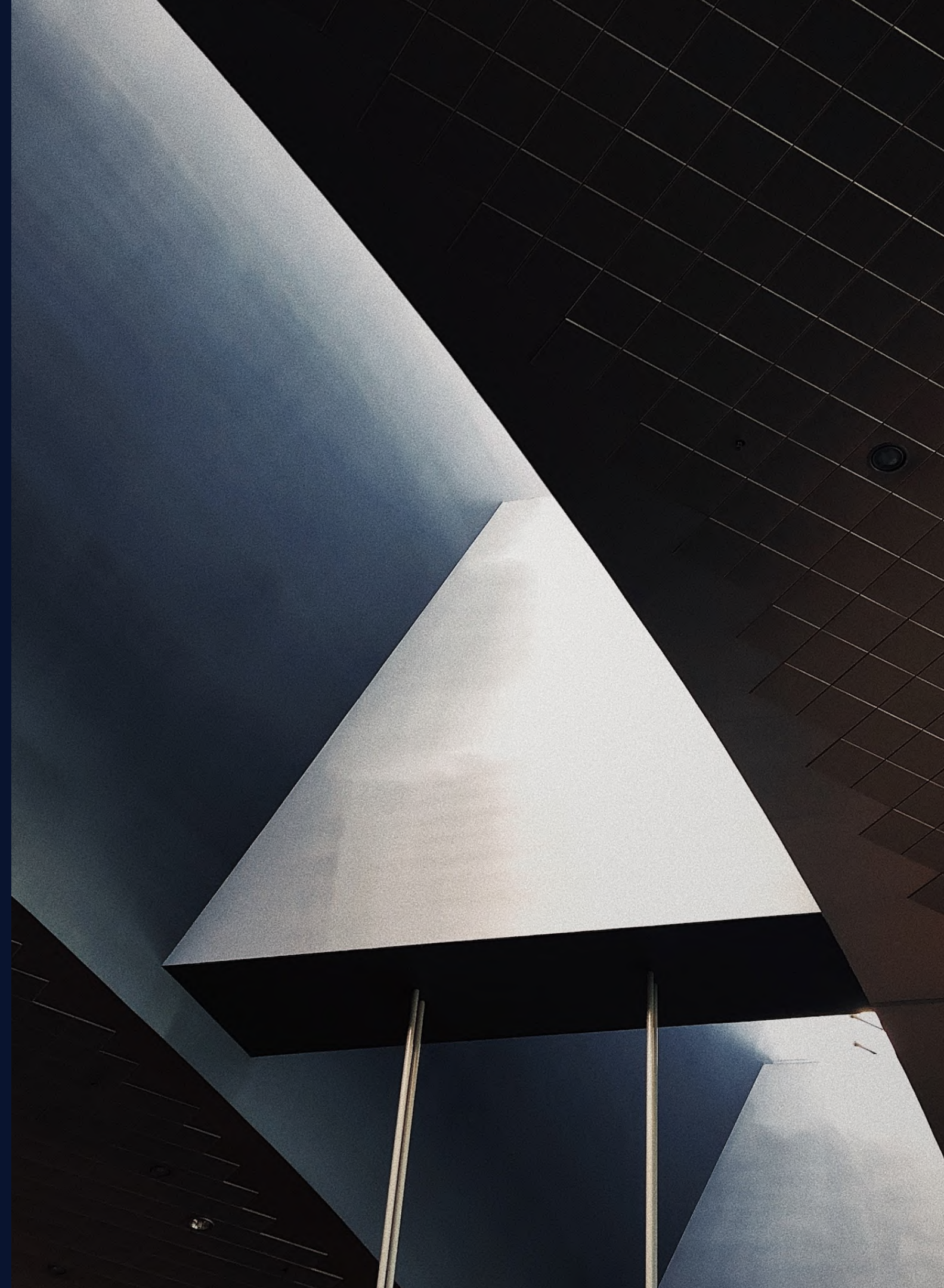
# LUT x Huawei

Telanto Challenge

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Try Pitch



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## Agenda

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# Introduction

01

## Huawei

Leading global provider of information and communications technology (ICT) infrastructure and smart devices.

Second-largest smartphone provider in the world, overtaking Apple in 2019.

02

## QuickApp

Jointly launched unified standard by top mobile phone manufacturers in 2018 called Quick Apps.

Lightweight apps representing the potential future landscape of digital mobile platforms.

No installation need, easily developed and used while run as native apps.

03

## Objectives & Goals

Provide QuickApp idea solution to Huawei based on the agreed goals, utilising open innovation tools and methods.

## Frameworks

General: Open Ideation Funnel, Design thinking, Business Model Canvas

Analysis: PESTEL, SWOT, Market analysis, Stakeholders/Competitors matrix

Others: Value proposition matrix, Idea evaluation matrix, Root cause analysis

## Ways of Working

Collaboration is key

Weekly meetings, in-time messages

Client/mentor feedback, open communication

No idea is "bad" idea

## Tools

Miro, Teams, Moodle, Figma, Google sheets,

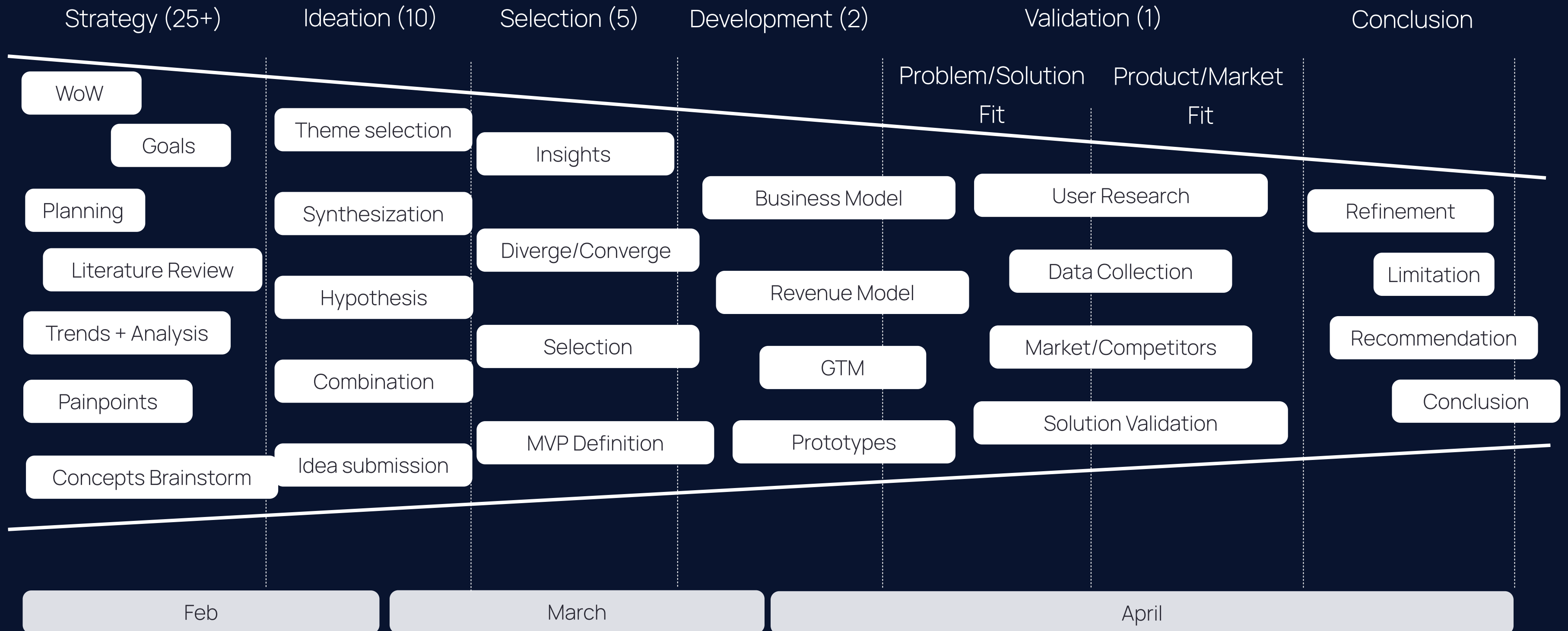
Pitch.com, Telegram

Lutpub, Google scholar

# Open Innovation

# The Innovation Idea Funnel

How did we do it? [Miro Link](#)





## EducationApp

Connecting people through learning in rural areas

Limited digital skills, poor or costly access to smartphones, network, and electricity hinder the digital transition in emerging markets. However, everyone should have access to knowledge, and can share it offline anywhere anytime.

Break down the barriers to education in emerging markets with our EducationApp - making education accessible, affordable, and usable even remotely with our learning hubs.

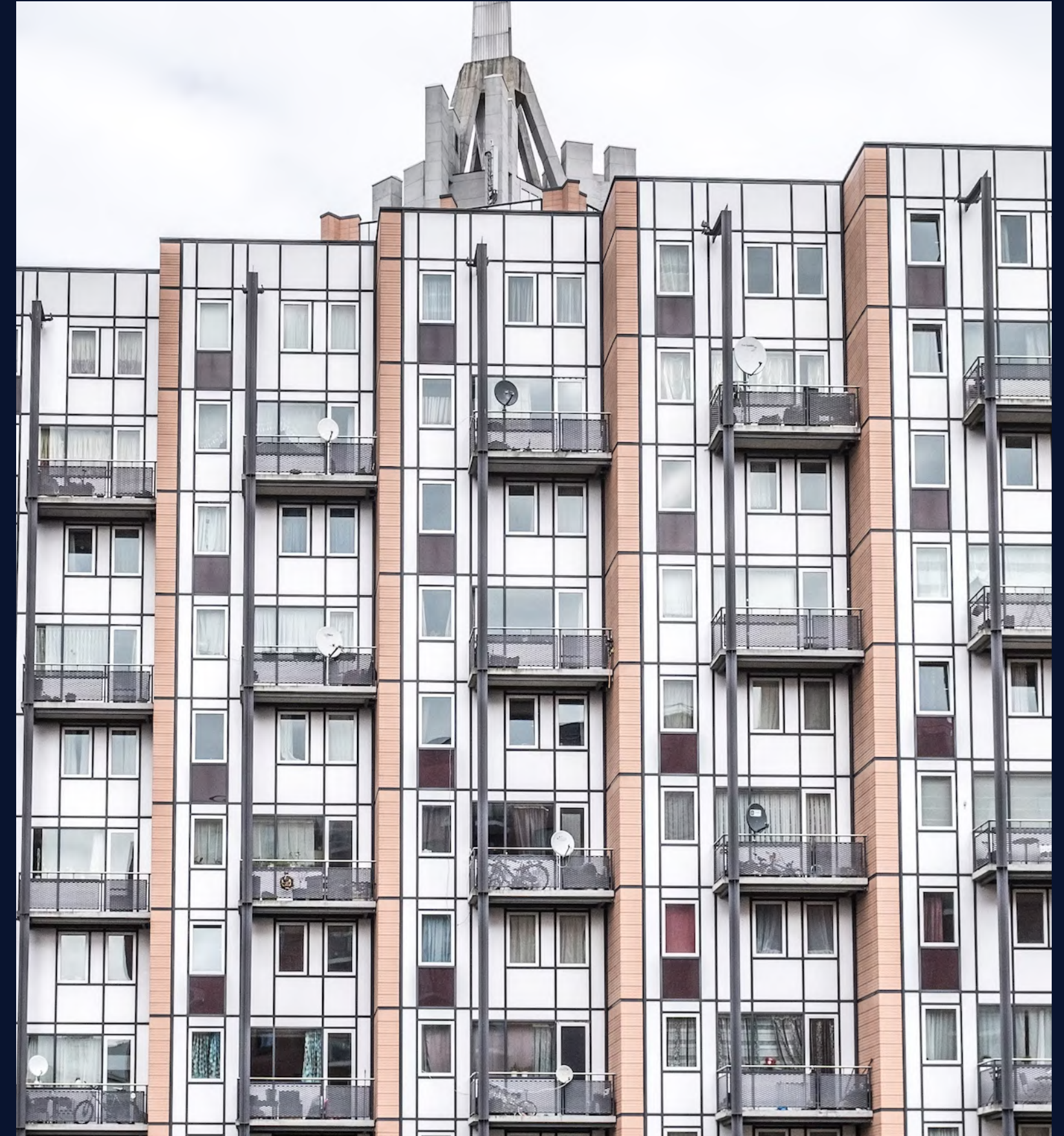


# CommunityApp

Empower urban living with hyperlocal community

Discover a new level of community connection - the hyperlocal platform that lets you share, rent and request help from others.

Whether you're looking to make new friends or build stronger relationships with your neighbours, CommunityApp is the app for you. Don't settle for feeling disconnected from those around you!



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# Idea evaluation matrix

Which idea do we want to explore further?

## Criteria coefficient (\*2)

- Theme relevancy
- Problem solving
- Quickapp capability

1. Normal 2. Good 3. Great

Ideas	Theme relevancy - Related to selected goal	Problem solving - Does it solve a real problem?	QuickApp capability - How much QuickApp strengths contribute?	Revenue feasibility - Can it make profit?	Novelty - Has it been done before?	Sustainability - Environment + society	Practical - Can it be done right away?	Market size - How big is the market size?	Total - Weighted Score
Education App	2	2	1	1	2	3	1	2	19
Community App	2	2	2	2	2	2	2	2	22

# Theoretical findings

## Theoretical findings

### Business models

"The rationale of how an organization creates, delivers and captures value." (Osterwalder & Pigneur, 2010)

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## Open business models

- Collaborative relationships as a key part of value creation and capturing
- Inbound or outbound
- Benefits: Innovations, new revenue streams, reduced costs, accelerated time to market etc.

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## Sustainable business model

- Begins with the decision to invest in sustainability
- Operations, offering and value proposition
- Sustainability can be utilized to drive innovation
- Service innovations as a tool to maintain planet viable



## Theoretical findings

### Economy

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## Sharing economy

- An economic model of peer-to-peer activity of acquiring, providing or sharing access to goods and services
- Often facilitated by a community based online platform
- Transforms under-used gadgets and assets as an opportunity to make money

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## Platform economy

- Value creation and capturing occurs in transactions between different stakeholders: businesses, consumers, government, groups...
- Digitalization as an accelerator to platform businesses
- Disruptive innovations to address sustainability and overconsumption dilemma

# The Pitch

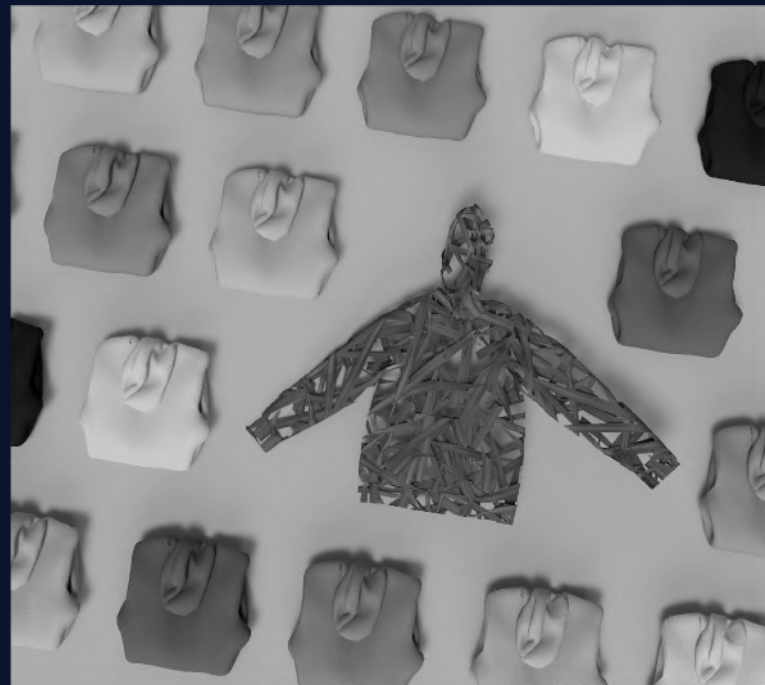
# Background





## 1. Problem

Overconsumption but going small at the same time.  
Missing community sense and kindness from surrounding



Overconsumption



Small living



Sense of community

## 2. Solution

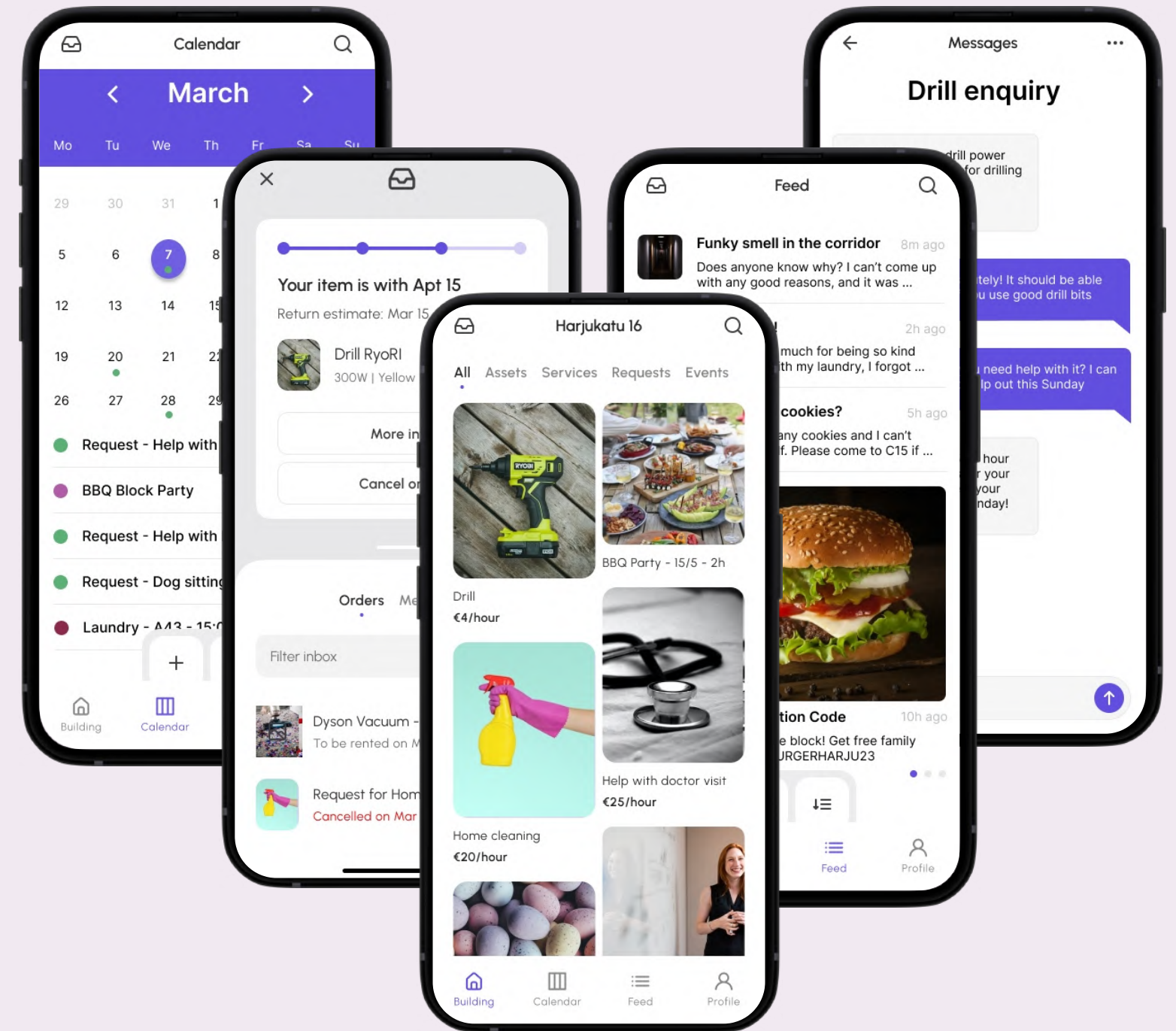
Live small doesn't have to be lonely.  
Enjoy your atomic living - community, assets and services



### 3. Our QuickApp - Underlying magic

A hyperlocal platform that powers each household with their surrounding local community

- 100% trust from your local community (your building(s))
- Instant help - instant results
- Reduce cluttering, increase quality of life
- Extra revenue for your same owned assets



<https://tinyurl.com/Lutquickapp>



## 4. Stakeholders matrix

### ● Group 1 (↑↑)

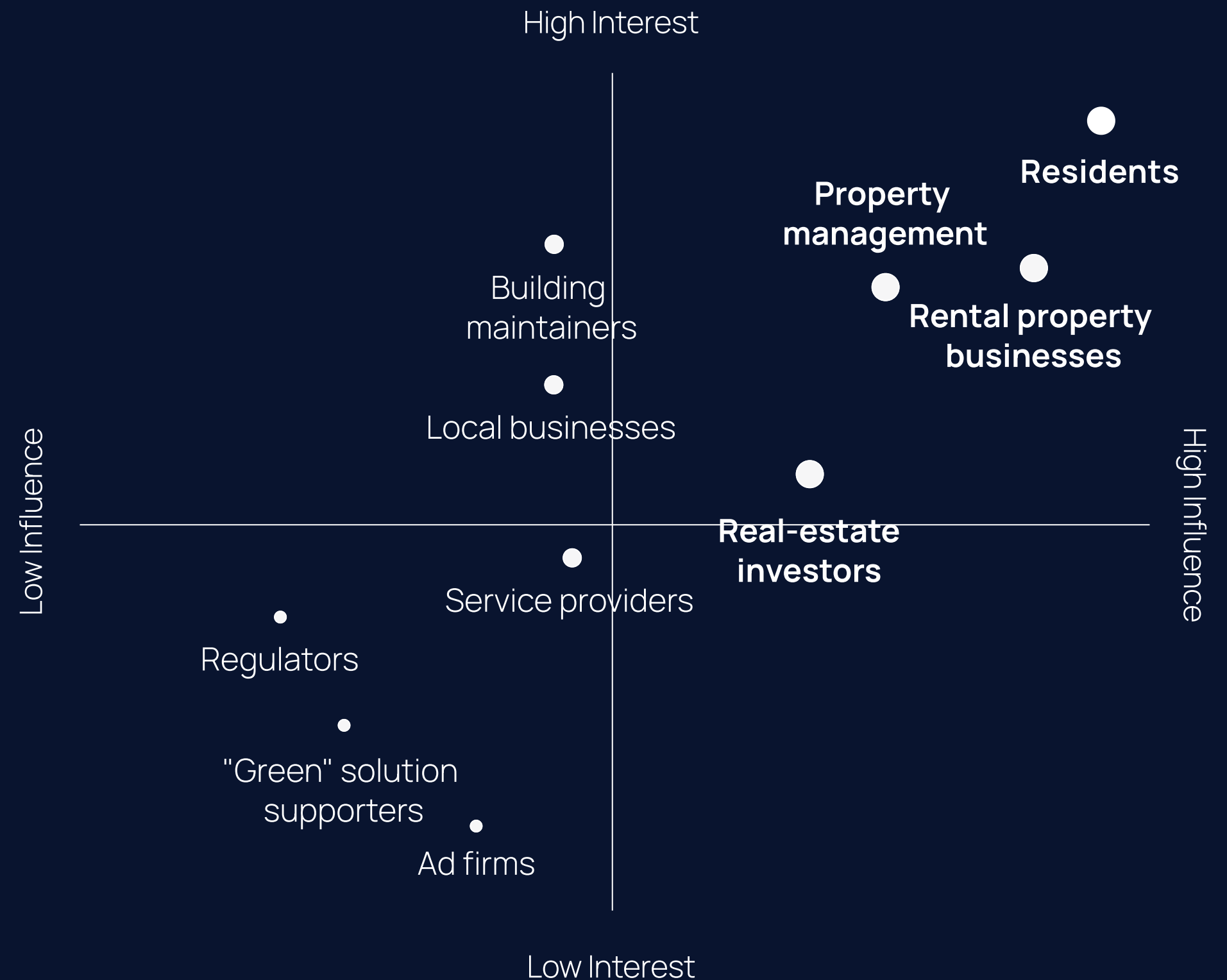
Residents  
Rental property businesses  
Property managements  
Real-estate investors

### ● Group 2 (↑↓)

Building maintainers  
Service providers  
Local businesses

### ● Group 3 (↓↓)

Regulators  
"Green" solution supporters  
Ad firms



## 5. Business Model

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>• Building management</li> <li>• Building maintenance company</li> <li>• AD partners</li> <li>• Local Sponsors</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• Educate users</li> <li>• Promote sense of community</li> <li>• Asset sourcing</li> <li>• Event listing</li> </ul> <hr/> <p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>• Resident's assets</li> <li>• Services</li> <li>• Moderators</li> <li>• Promoters      • Ads</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>• Increased sense of community</li> <li>• Save on device commitment</li> <li>• Up to date with events</li> <li>• Hyperlocal - benefit off your close proximity</li> <li>• Circular economy and lowered impact on the environment</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>• Via support help</li> <li>• Pushing for local help</li> <li>• Outsourcing</li> </ul> <hr/> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• QuickApp Store</li> <li>• App itself</li> <li>• Cities/organisations/local communities</li> <li>• Social Media &amp; Ads</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>• Building residents</li> <li>• Building managers</li> <li>• Multi-buildings</li> <li>• Event promoters</li> <li>• City managers</li> </ul>
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**Cost Structure**

<p>Low cost</p> <p>Try Pitch</p>	<p>Marketing &amp; advertising expenses</p>	<p>Employment &amp; personnel costs</p>	<p>Platform development &amp; management</p>
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**Revenue Streams**

<p>Contract based / per building</p>	<p>Per transaction</p>	<p>Free/paid models</p>
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# Our app. Free\*. Always.

## 3 Revenue models:

- Contract-based per building
- Token-based transactions
- Paid customisable resident app\*\*

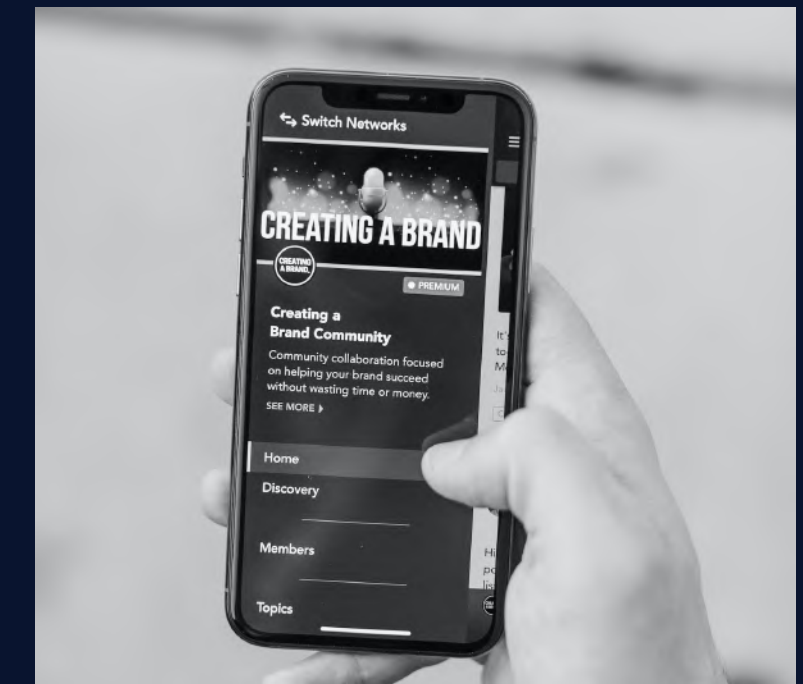
\* Ads might apply  
\*\*Whitelabels



Building with 30 apartments ~€99/month



Token-based transactions ~€2/token



Customization ~€x.000/app

Large blue ocean. Few fish.



**Global  
Sharing Economy (by 2027)**

Total Available Market

Value of the global sharing economy 2021 | Statista (lut.fi)



**Europe Products + Services  
Sharing Economy (approx. 5%)**

Total Niche Available Market

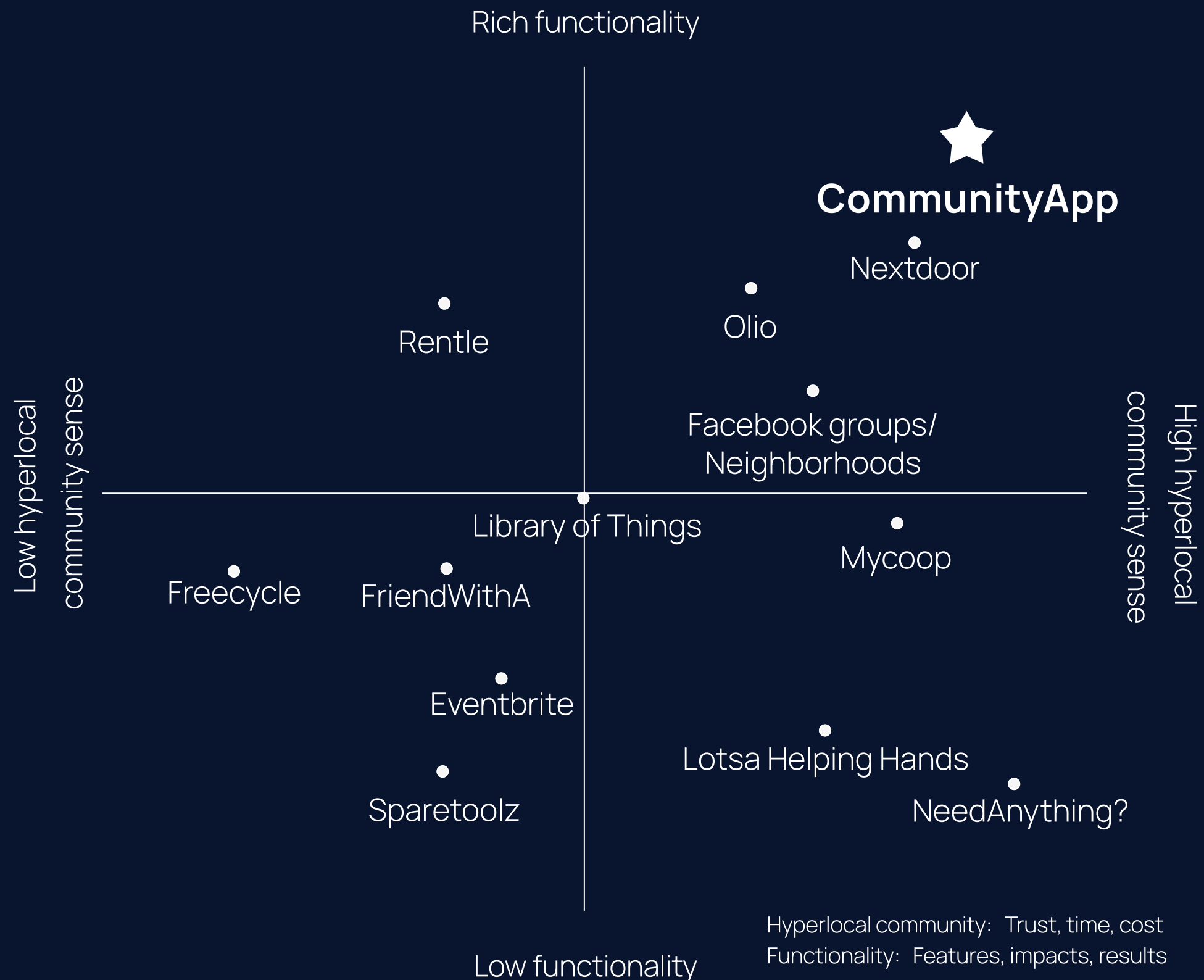


**Europe hyperlocal  
Sharing Economy (3%)**

Expected market share



## 8. Competitor analysis



## Competitive advantages

**First-to-market** solution that can bring **hyperlocal community** together while simultaneously reduce **waste** for more **sustainable** living

- Not another social media
- Not sharing things with strangers
- Trust as a platform
- Fast & ease of use
- Flexible cost structures
- Education and life-long knowledge

## 9. Go-to-market plan - Europe (Finland)



### Ideal Customers

- Individual building residents
- New construction buildings
- "Green"-driven buildings

### User Acquisition

- Partnerships, contracts, project biddings
- Marketing, word-of-mouth, social media
- Housing fairs, conference

### Scale

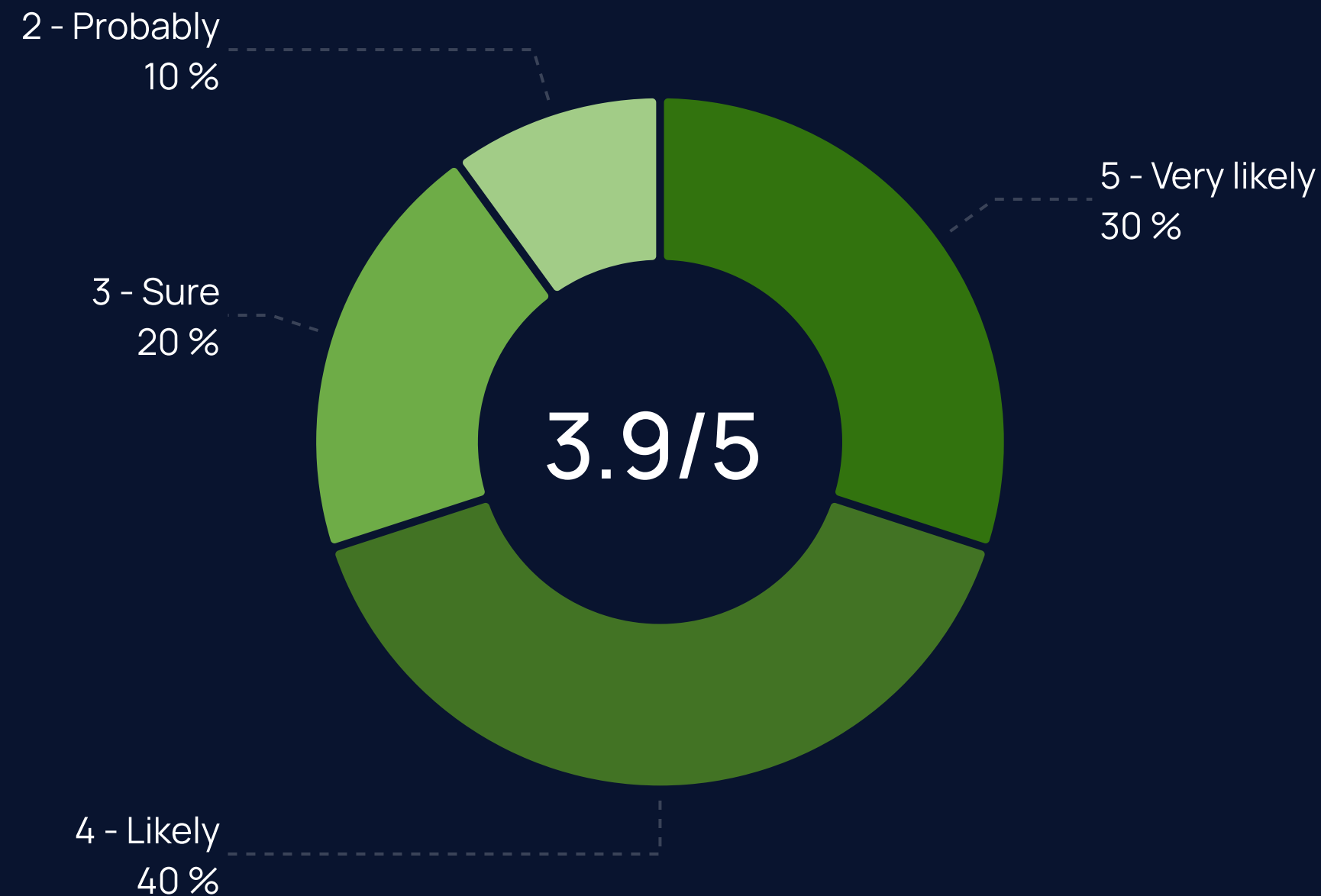
- Building managers (Isännöinnin Auktorisointi ISA ry.)
- Building constructors (YIT)
- Users communities

# Discussion

## Validation

We asked 10 end-users who are living in apartment building. Results

How likely are you to recommend this product to a friend?



## Insights

### Demography

Various backgrounds, 8 nationality, single household in 5 countries in Europe  
Main age range: 21-30 years old

### Willingness

Never/rarely help but high willingness  
App usage frequency: as needed or once/twice per week (on average)

### Likes

Design UI/UX overall, intuitive and clean  
Event calendar, forum-like feed, building assets

### Confusion

Paying for help, services.  
Local ads in the app, privacy with messages, how building assets are handled

### Suggested features

Integration with existing system, free things from community  
Detailed request, accessibility feature for elders.



## Discussion

01

### Limitation

- Limited available resources for market research (Chinese)
- Data collection method (quantitative to the mix)
- Bias, context/social assumption
- Time constraints

02

### What's next?

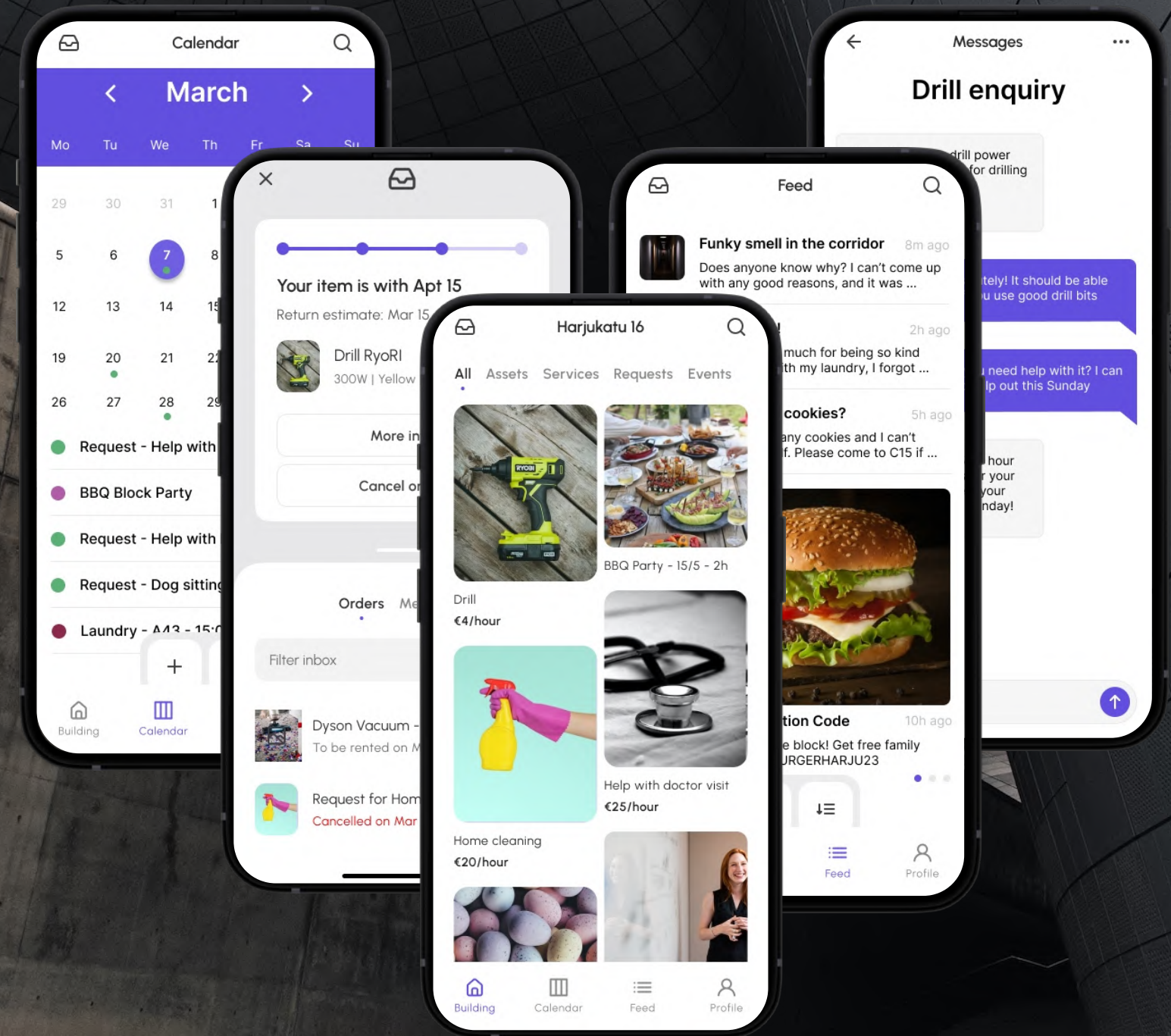
- ChatGPT/AI - Building knowledge chatbot
- Android Ecosystem - not just on Huawei
- Open source - build your own building app



## Conclusion



<https://tinyurl.com/Lutquickapp>



- CommunityApp is a viable idea as a QuickApp
- Europe as a market
- Focus on simple features, scalable revenue model

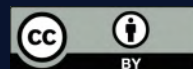


Group 1

April 2023

# Thank you

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