

# FINAL PROJECT

Entrepreneurship Class

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# My Idea

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## 360° adVANture – *what it is about*

As measures against the spread of the Corona Virus were taken cities and countries went into lockdown worldwide. Even though tourism is slowly getting back on its feet a lot of borders are still closed and there are only limited flights and touris attractions available. People in Germany and probably all over the world are open to new ways to vacation. Going on a road trip and exploring the nature is more and more requested but the majority of people neither have the proper gear nor the experience. My new website called „360° adVANture“ solves these issues.

It offers following services:

Organising the van/caravan via different ways matching the demand/increase profit/ gain market shares

Inspired by Air BNB

Plan complete vantours including

- Routes
- Duration
- Booking pitches
- Sightseeing
- Activities
- ...

Inspired by a company who does that for biketours

Create a Community to share tips tricks and experiences

Like Weight Watchers

Act as an agency to provide the possibility for private people to convert their conventional van into a travel home



# My Price

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In order to include pricing I will add renting vans in my service portfolio and base my break-even analysis on that.

After looking at competitors with similar products I decided to charge 80EUR which is about the average of what I found.

To gain momentum, market shares and brand recognition I want to use different incentives at the beginning like discounts and promotions.



My new service platform will be free of charge like air bnb or check24 with the possibility to upgrade for more features and advantages against payment comparable with komoot.

Stream of revenue is generated by a 3% booking fee included in the price of 80EUR and additional 5% service fee.

# My Target Market

- Flourishing and super divers community
- People are very open, friendly, fair, helpful, supportive, creative
- They love everything involving the outdoors, nature, discovering remote beautiful places
- Mindset: being happy with less, getting offline, living in the present

*Home is where you park it.*



Gruppe von Passport Diary und 3 weiteren Seiten

**Vanlife Germany**

Öffentliche Gruppe · 24.742 Mitglieder

vanlifecamper

Folgen

...

1.772 Beiträge

402k Abonnenten

411 abonniert

Vanlife | Wanderlust | Camper

Inspiring people to live the Van Life.

Share your story: #VanLifeCamper

Alter	Bevölkerung in %	Caravan- Besitzer in %	Motorcaravan- Besitzer in %	Miet-Interesse Caravan in %
14-29 Jahre	20	15	15	32
30-39 Jahre	17	14	17	24
40-49 Jahre	18	27	23	20
50-59 Jahre	14	20	24	14
60+ Jahre	31	25	22	11

- Fast growing industry
- Becomes more popular especially among young people any millennials
- Industry with a lot of potential
- 23% of Germans between 25-34 are interested in camping vacation
- 72% of people want to be independent and flexible on their holiday

# My Persona

## Sebastian Steinhäuser



### Demographic

**Age:** 29

**Marital status:**  
single

**Gender:** male

**Parental status:**  
no children

### Geographic

**Location:** Munich

### Socio-Economic

**Income:** 50.000 EUR

**Occupation:** Social worker

**Education:** Bachelor of Arts in  
social work

**Home life:** Renter, living in a 2  
bedroom apartment.

**Home environment:** Lives with  
his girlfriend

### Brands



### Psychographic

#### Habits:

- Spends majority of time outside with his friends
- Prefers being offline
- Starts the day with meditation

#### Lifestyle:

- He is very active and loves to spend time outdoors exploring nature and all it has to offer
- Going by bike is his favourite way of transport
- Vegetarian out of believe

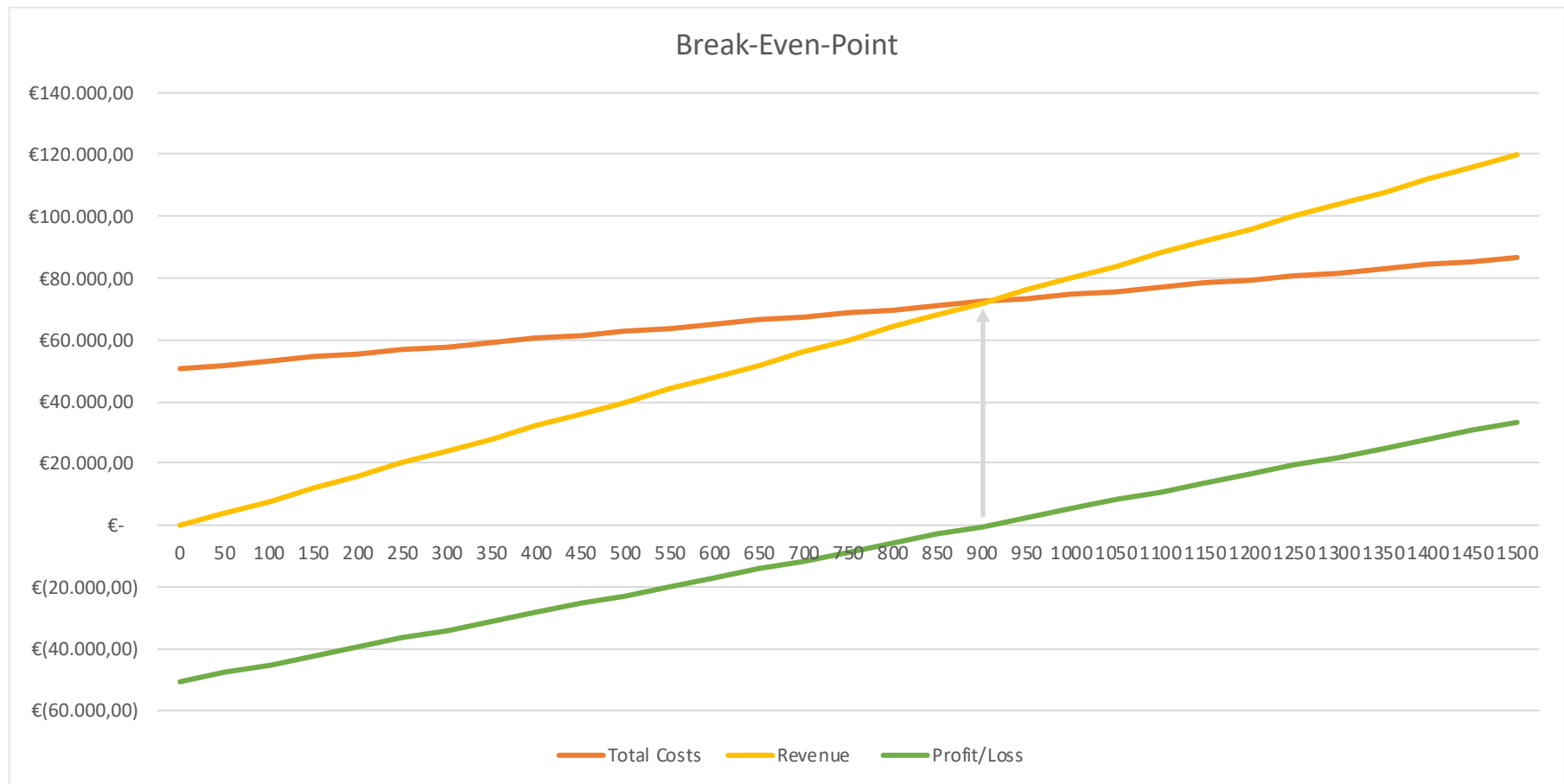
#### Interests:

- Everything outdoors: hiking/ biking/ climbing/ traveling
- Photography –capturing the beauty of the world

# My Break-Even Analysis

## Break-Even Point:

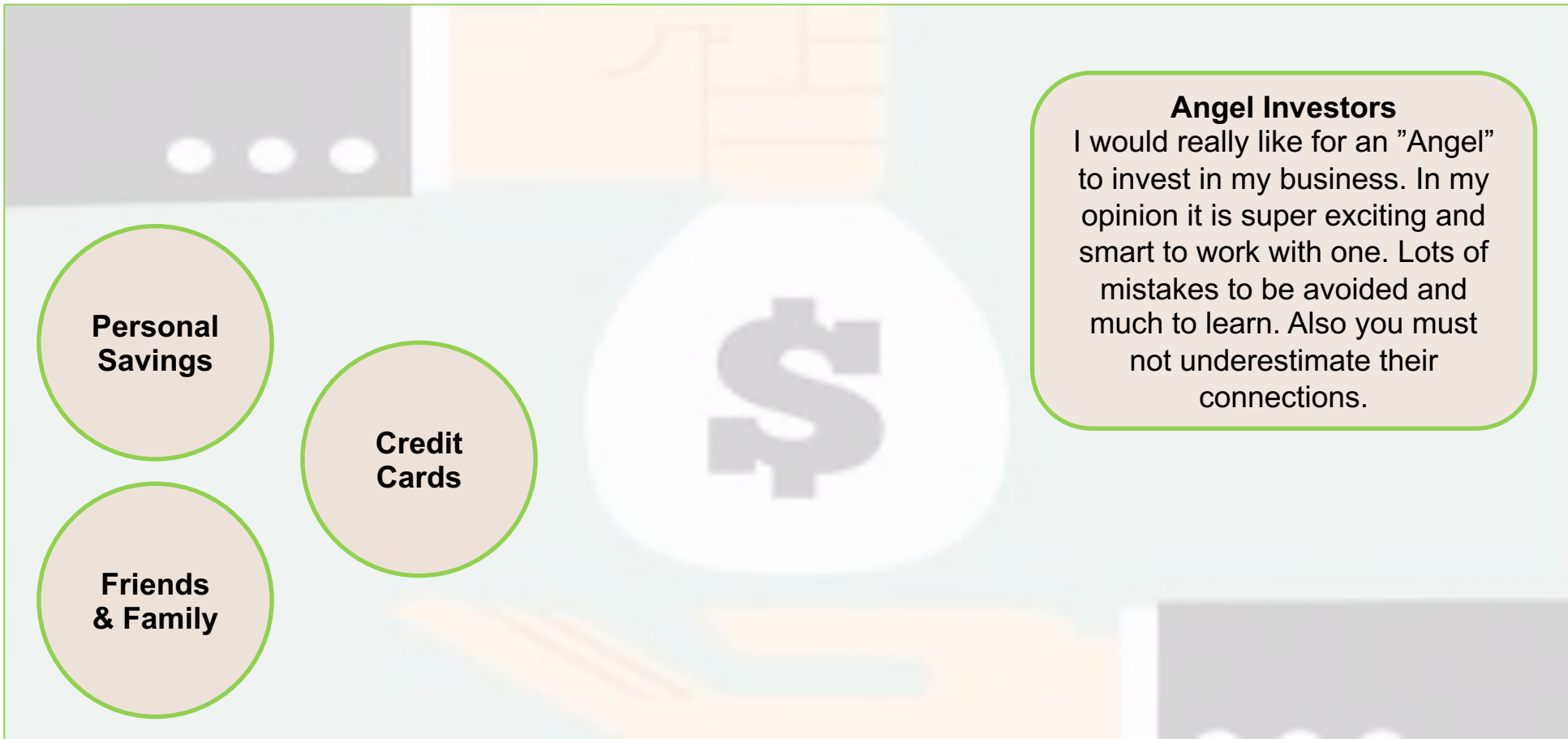
Based on the predetermined fixed costs and my price of 80EUR it requires 905 nights to be booked to break even.



# My Financial Plan

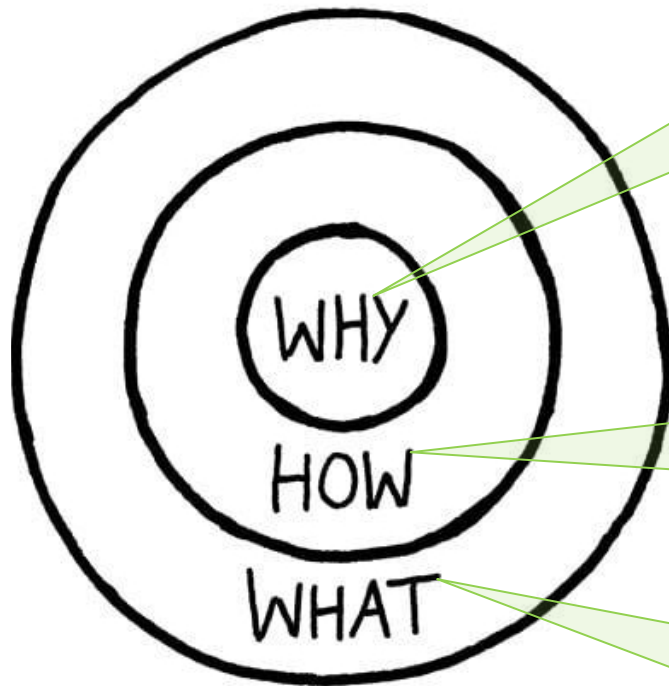
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I am really lucky my business proposal doesn't require heavy financing due to the fact that the creation of value lies in the agency role and the collection of data and providing customers with it. Nevertheless without funding it does not work either. So here is how:



# My Vision

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I believe I can create a more sustainable future where you can enjoy nature while protecting it at the same time.

It is my mission to generate a way of traveling that is rich on memorable experiences and additionally focuses on valuing our planet earth.

Providing a service that offers camping vacation which is desirable accessible and affordable for everyone.