

# 1. AG Vital

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## Description of startup and main product

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Digital platform for to change behaviour for nutritional intake on an individual level.

From company website:

'AgVital is a digital platform that will help individuals to unconsciously make the right food choices. The digital platform can help people that want to change their eating habits or those that just want to continue eating healthy and make the right food choices. The platform will be personalized to you and provide you with the best possible nutrition information and advice that applies to you. Moreover, AgVital are planning to make a direct connection between the farmers and the consumers at a later stage of our company's development.'

## Project scope

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What?

Web service where users can monitor their nutritional intake, and evaluate the nutritional content of food sources.

Where?

Sweden, Lund test market. Cooperation with Gerdahallaen.

The scope of the project will be determined more closely in cooperation with product owner and tutor. Thus, the actual project from a student perspective might consist of a subset of functionality for the entire product.

## Existing systems and data sources

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Needs to be discussed with product owner

## Potential customers

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Females with an interest of IT/health/food & nutrition

User wanting to change their nutritional lifestyle

Collaboration with local producers

Collaboration with local restaurants

## Other stakeholders

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Co-operation with Gerdahallen

## Similar products

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None

## Other sources of requirements

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None

## Contact

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<https://ideon.se/agvital-wants-create-support-healthier-lifestyle/>

## 2. Bob Hunds Gårdsbutik

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### Description of startup and main product

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Ett bob hund-sätt där både orkester och "fans" kommer närmre varandra under ett 2 år långt digitalt stagediving äventyr som vi kallar "En Gårdsbutik i ett hörn på Internet"

Bandet Bob Hund (<https://www.bobhund.se/>) har arbetat av och till sedan 1991 i en musikbransch som via digitaliseringen först tappat ansiktet helt och hållet, därefter skenbart hämtat sig och sedan dess desperat hållit masken. Detta innebär att det idag inte finns någon fungerande affärsmodell för små- och medelstora artister.

Med ovanstående som utgångspunkt vill vi skapa ett redskap som gör det möjligt för artister att bryta sig ur den nuvarande ekonomiska näringskedjan där värdet skapas mestadels genom annonser på sociala nätverk eller via prenumerationer på stora streamingtjänster. Tanken är att artisterna själva förvaltar en affärsmodell, som skapar värde på artisternas egna villkor. En situation där de har full kontroll över sitt eget material och äger så många processer som möjligt inom ramen för en artistkarriär.

### Project scope

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Istället för att klaga vill vi göra ett ärligt försök att hitta en ny framkomlig väg men inte uppfinna hjulet på nytt. Vi vill göra ett "närodlat" alternativ till de stora globala aktörerna (FB, Spotify, Youtube), där globalt bytts ut mot litet/nära/lokalt – denna känsla överförs både tekniskt, visuellt och verbalt.

Vi vill åstadkomma detta genom att utveckla "Gårdsbutiken", en digital plattform där artister kan få direktkontakt med sina respektive fans och därmed erbjuda artister ett verktyg att ta kontroll över sin egen situation och en möjlighet att utvecklas över tid.

"Gårdsbutiken" kommer initialt att utvecklas för Bob Hund med avsikten att lösningar/tjänster är generiska så att även andra artister kan kopplas på i ett senare skede.

Vi har jobbat med idén i ca 1,5 år i samarbete med Ideon Innovation. Det är önskvärt att studenterna fokuserar på om de tjänster/lösningar som vi kommer att erbjuda våra kunder (artister/fans) är relevanta. Inget är "heligt" – ta bort, lägg till, korrigera.

### Existing systems and data sources

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- Betalningstjänster
  - Webshop – merch
  - Biljettförsäljning – arrangörer med egna system
  - Sociala media

## Potential customers

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Kunden i projektet är "tu-delad":

- "Artister" inom målgruppen erhåller redskap/templates/road-maps"
  - Share Trade spelningar
  - Biljettförsäljning / Hedgevarianter/ Belöningssystem för kunder
  - Avtalsanalys / Avtal templates
  - Merchprodukter
  - "Fans" delen av "Gårdsbutiken" – via prenumerationer
  - Management/Administration
  - Närverk av experter och Know How:
  - Skattejurister
  - Ekonomi
  - Finansiering
  - Crowdfunding
- "Fans" – både befintliga samt potentiellt nya kommer genom "Gårdsbutiken" närmre orkestern inom en rad spännande områden.
  - Share Trade spelningar
  - Licensprodukter
  - Film/ Rörlig bild
  - Bild / Foto /Memes etc
  - Musik / Ovanliga utgåvor / Potentiell streaming på egen hand
  - Merch
  - Second Hund – andrahands försäljning
  - Forum – direkt kommunikation via sms
  - att samla data genom direktkommunikation med fans på en charmig personlig nivå som inget stort socialt nätverk idag kan erbjuda

## Other stakeholders

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Ett centralt mål med arbetet är att artister skall ta kontroll över sin egen situation – oftast börjar detta med vilka partners bandet skriver avtal med, t.ex. skivbolag, bokningsbolag. Tyvärr är inte detta en paradgren för många artister och kommer fel på det från början och "sitter fast" i avtal som inte är fördelaktiga över tid. Därför är tjänsten "Avtalsanalys / Avtal Templates" kanske den

viktigaste tjänsten för artister.

Denna punkt arbetar vi med för närvarande där vi samarbetar med leverantörer av tjänsterna delar vår målsättning med projektet – detta inom områden som:

- Avtal juridik
- Ekonomi
- Bokningsbolag
- Administration
- Utveckling och produktion av merchprodukter

I ett läge där "Gårdsbutiken" är helt klar avseende tjänster utesluter vi inte att leverantörer av ovanstående tjänster är delägare i "Gårdsbutiken AB"

## Similar products

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Inte som är paketerade detta vis – där t.ex. artister kan få en "one-stop-chop" både avseende sin affärsmässiga del samt kontakt med fans.

Vår ambition är inte att konkurrera med de stora drakarna (Spotify, YouTube ... ) utan att vara ett komplement där "hard-core-fans" för en möjlighet att komma närmre en artist.

## Other sources of requirements

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## Contact

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# 3. HeroSight AB

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## Description of startup and main product

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Student start up, targeting a product using augmented reality for training of medical emergency/trauma procedures. Future extension could be triage in VR/AR - decision support in the field

## Project scope

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What? Existing hardware + AR-animation injuries, instructions & sound effects.

How? Consultancy; Customized software to strengthen co-creation and customer relations

Where? Sweden, test market. AR-library of injuries & instructions (globally equal).

Why? Data – Machine Learning – smart life-saving software.

Enhanced life-saving methods in critical situations by introducing Augmented Reality for the future of learning.

Note: This is a entrepreneur student program, so the product is embryonal - scope will be set after discussion with tutor and product owner. Thus, the actual project from a student perspective might consist of a subset of functionality for the entire product.

## Existing systems and data sources

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Note - this is a entrepreneur student program, so the product is embryonal - scope will be set after discussion with tutor and product owner.

## Potential customers

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People partaking in medical emergency/hlr training.

Ambulance training

HLR-training

Defence training

First aid training for police and firefighters

## Other stakeholders

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Laerdahl company

## Similar products

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Military initiatives, e.g. US and IDF

## Other sources of requirements

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None

## Contact

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# 4. MyWorld

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## Description of startup and main product

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Millennials and Generation Z (henceforth referred to as Millennials) are both global generations. We see them spanning many cities and countries throughout their studies, careers and lifetimes, forming and leaving friendships along the way. This leaves the Millennials with a global network of friends that they do not often get to see.

Due to international work, and the increased desire to travel for leisure, millennials are often travelling to an area where their international friends currently are or have been living previously. Often the millennial will not realise their friend is in this location and will miss the opportunity to reconnect with this friend. Furthermore, they will miss the opportunity to tap into the friend's deep knowledge of the local area.

MyWorld will be an interactive map which will allow users to geolocate memories - videos, photos, texts and voice clips. Users will have the option to share their entries with groups of friends, so when their friends are searching on their map they can see these entries and use them as recommendations for their own plans in that location. We intend users to access their map via both a mobile application and web browser. We also plan to build AR capabilities into the product. Furthermore, when you are travelling to an area the app will notify you and your friends if you are in the same city and voice clip geotagging will provide access to friends entries on the go.

The user will be able to use the Magic Leap headset to view their map and keep up with their friend's adventures; encouraging friends to visit each other and connect. This will be an interactive and playful experience which will enable long-distance friends to stay connected in a more enjoyable and meaningful way and will open up a knowledge base about the world which is relevant and authentic to the user.

## Project scope

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Note: This is a entrepreneur student program, so the product is embryonal - scope will be set after discussion with tutor and product owner. Thus, the actual project from a student perspective might consist of a subset of functionality for the entire product.

## Existing systems and data sources

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Note: This is a entrepreneur student program, so the product is embryonal - scope will be set after discussion with tudor and product owner.

## Potential customers

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The type of millennial described above is a potential user of the platform. Initially, we will focus on building a product for international and exchange students in Europe as they have a global network and are likely to move between locations throughout their studies and careers. The customer on the other side of the platform will be businesses that will be able to create content on the map or be connected through affiliate links. The targeted users are exchange students.

## Other stakeholders

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None

## Similar products

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- Social travel network - Log trips and view others.  
Mapify, Polar steps, Find penguins and Esploir
- Connect and inspire  
Instagram, Facebook and Snapchat
- Traditional Travel Information and Inspiration  
TripAdvisor, Lonely Planet, Expedia, Agoda, Booking.com and Skyscanner
- Status Quo, word of mouth recommendations.  
Recommendations via text, messenger, email etc.

## Other sources of requirements

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Exchange students at LU could be used for eliciting requirements.

## Contact

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[joep.postma@live.nl](mailto:joep.postma@live.nl)

# 5. FLOW

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## Description of startup and main product

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Flow is a card game to freestyle and have fun while playing with your friends and family. It provides our players with a deck of cards, a warm up exercise and a mobile application to be used in parallel with the cards. The deck of cards consists of topics, rhyme words, and exemplary phrases to make it easier to play. The mobile application provides instrumental beats, a timer, recording and sharing options.

Each round, every player receives 5 phrase cards and a rhyme card. A player picks one topic card for everyone to freestyle on. The round starts when the beat from our app begins. The length of each round will depend on the number of players. The timer will indicate when the next person's turn begins. The players need to use their phrase cards and replace them with 5 new ones each round. When the round ends, the person who picked the topic card, at the beginning, gets to decide who wins the round. When there are no more phrase cards available, the game is over. The person that won the most rounds wins the game.

## Project scope

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What we will be looking for from the LTH students is to create the requirements for the application for the game. The mobile applications is a complement for the card game. We want the players to download the app and create a personal account that will allow them to access to instrumental beats, a timer, recording and sharing options. Ultimately, the mobile app should be compatible for iOS and Android.

- Access code. After buying the cards, a user will receive a code to create an account that is custom for them.
- Access to instrumental beats, preferably popular music where we purchase the copyrights, such as in the app Smule or other karaoke apps.
- Recording capabilities.
- Saving and storing Recordings.
- Sharing features to share throughout other accounts and into social media, google drive, email, text, whatsapp, etc.
- Friend Requesting other accounts. [Abilities to connect with the community and other accounts. (searching and friend requesting accounts) Sharing pictures, audio recordings or videos of gameplay. Tagging friend accounts within the community. ]
- Flow NewsFeed

- In-App purchases for new songs, expansion packs, or other products we sell within the company.
- In-App Advertisements
- Access to camera and audio.
- Point system and trophies
- Push Notifications
- Invitation options

## Existing systems and data sources

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Data:

- Accounts: Customer identification information (name, birthday, etc)
- Contact information: email, phone number, connection to social media accounts.
- Saved recordings into account and to user's phone.
- Gallery for saved information.

Systems:

- IOS and Android systems
- Tutorial/Warm up examples and videos to learn how to play.
- App working with sharing options to social media, texts, personal phone gallery.
- Accounts having access to contact each other after approved requests.
- Notifications when updates are available
- Music Beat System
- Quality Format of audio recordings. We want top quality.

## Potential customers

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- Teenagers (Their parents) and young adults.

## Other stakeholders

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- Potential new cofounder. Looking for a potential CTO or programmer for hire/internship/volunteer that would take on the development of the app. We will be using the information received from the students to continue developing our product.
- Regards to marketing, it is possible to have in-app advertisements.
- Music copyrights

## Similar products

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As a card game, Flow is directly or indirectly competing with the video games, board games, and card games that already exist. One of our direct competitors is Cards Against Humanity. Their need was to have a game that is as “horrible and awkward as you and your friends.” Our game would be an entertainment tool to show how “creative and hilarious you and your friends are.” We bring a unique twist to the music gaming industry by bringing all the tools necessary for our customer to become their own lyricists. The many games available today involving music are restricted to songs that have been produced by top chart artists and bands, not the players.

We provide a playlist of beats so players have rhythms for the game. We have a mobile application that does not require mobile data to be used to play the game. We allow users to create a community through the app and share their gameplay throughout different platforms. This game can be used as a form of entertainment and/or as a training tool for aspiring songwriters and freestylers. One app that is similar would be Smule Karaoke. It has similar attributes that we aspire to incorporate to our mobile application.

## Other sources of requirements

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- As of right now, copyrights may need to be purchased to be used in the app.
- In-App purchases and dealing with customer’s money and card information will be part of the challenge.
- Account Security
- Code Authentication so that codes are not replicated to create accounts for free.

## Contact

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## 6. Storvix

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### Description of startup and main product

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At Storvix we believe it's time for a new generation of autonomous storage arrays to make data storage simple again. That's why simplifying the user experience, protecting data integrity and automating internal processes is at the heart of everything we do.

One of the greatest storage array challenges many organizations face is not having the time or knowledge to properly configure more complex systems from the start. This ultimately leads to suboptimization and more support cases, which can drain time and resources. We believe that even the most advanced systems should be easy to use. That's why simplifying the user experience is at the heart of everything we develop. Our simple setup in less than ten minutes isn't just a way to save time in the beginning – it's also a long-term investment. Getting it right from the outset minimizes support requests and allows us to deploy greater support resources faster when you do need help.

Another typical challenge is that RAID controllers for storage arrays can be inflexible, expensive and risky. For example, simply updating the firmware can be a no-win situation: you may regret it if you do or if you don't. Going through with the update could wipe all your data, while neglecting to update it could leave you increasingly vulnerable from a security standpoint. With Storvix, you can ditch these issues by swapping that clunky hardware for the flexible and adaptive software of AiRE, the heart of IntelligentFiler. This AI-driven operating environment enables you to seamlessly store and manage data across multiple classes of memory in a single consolidated system. With always-on smart data reduction algorithms, AiRE automatically optimizes storage usage patterns. It also protects and monitors your data integrity with state-of-the-art consistency checks of both data and metadata. With innovative self-healing features, AiRE not only prevents all forms of data corruption but also automatically resolves any potential issues due to rare cases of disk drive failure.

Many organizations also find it challenging to predict their future data storage usage. Storvix puts an end to this guesswork thanks to intelligent insights from the brain of IntelligentFiler, CloudSight. Inspired by biological computing technologies such as DNA profiling and barcoding, this cloud-based processing engine is designed to proactively monitor, analyze and manage your data. With its predictive support, CloudSight's companion SmartCare has a CoPILOT feature that stays by your side to guide you through any turbulence. Plus, Smartcare's AutoPILOT feature automates internal processes with advanced AI functionality so you can cruise on worry-free. With Storvix, you'll never be left flying solo.

We aim to radically change the world of data storage management by utilizing cognitive processing to assist critical operations and take control when needed. We believe this

empowers IT teams to focus on day-to-day knowledge work – what really matters and adds value. This is our vision for the new IT era, and all our next-generation solutions are designed to help you succeed in it.

## Project scope

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The product idea that we are presenting is an internal component of our product's stack called Archimedes. It is a software system that processes all the telemetry data sent from AiRE IntelligentFiler software sensors with the aim to look for potential risks such as system resources saturations, non-optimal parameters set point, potential failures and workload behaviour analysis.

Archimedes, as a software bot, should help our technical support team to save precious time by autonomously carrying out the diagnosis analysis and setting the right reaction to a given detected situation.

The autonomous reaction shall be in the form of a well-shaped message that contains a summary of the diagnostic analysis with, where relevant, the support of data visualisation (i. e. linear regression plot for predictive space analysis) and the suggested reaction to activate. Archimedes' messages shall be sent to both Slack and JIRA Service Desk with the following criteria, to the Slack internal technical support channel for the internal communications not directly relevant to the customer, to JIRA Service Desk when the detected situation demand the customer to be aware of it.

## Existing systems and data sources

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Archimedes will access all the telemetry data normally sent by AiRE to the main CloudSight database and it will communicate with both CloudSight and JIRA Service Desk.

## Potential customers

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Archimedes will act as an internal product to help optimising the operations of our tech support team.

## Other stakeholders

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Directly, all the engineering personnel involved with our software stack development and indirectly our customers.

## Similar products

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Most probably there are similar softwares.

## Other sources of requirements

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Reports and feedback from the tech support team.

## Contact

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Luca Minoja,  
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# 7. Openhack - coding for humanity

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## Description of startup and main product

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OpenHack är en innovationsfrämjare tillika socialt företag ägt av Ingenjörer utan gränser. Vår vision är att tillsammans med vårt community, på ett öppet och altruistiskt sätt, förbättra den omvärld vi delar och lever i. Vi tror på effektiv altruism och vill digitalisera volontärarbetet genom att främja digital social innovation och inspirera till hur fler kan göra skillnad genom att använda sin tekniska kunskap. Vårt community består av privatpersoner och organisationer, dels dem som vill vara med och verka för mot vår vision, dels dem som står inför sociala utmaningar. Tillsammans med vårt community, har vi sedan 2015 anordnat hackathons för att främja skapandet av öppen källkods-baserade lösningar på utmaningar från sociala aktörer. Detta har skapat en källa för öppen innovation för de sociala aktörerna som likt övriga delar av samhället står inför en pågående datadriven digital transformation.

En förbättringsområde för vår nuvarande innovationsfrämjande verksamhet är att arbeta mer långsiktigt med de lösningsförslag som kommer ut från ett hackathon. Då lösningsförslagen ofta befinner sig i ett tidigt idéstadie behövs ytterligare prototyper utvecklas och valideras för att bättre kunna avgöra idéns verkliga potential. Många av lösningsförslagen med potential förblir orörda på grund av att en lämplig arena saknas där lösningsförslag kan delas och utvecklas vidare, oavsett av vem.

Fokuset för detta projekt avser därför att vidareutveckling av vår innovationsfrämjande verksamhet med fokus på långsiktig hållbarhet för den sociala innovation som genereras innanför men även utanför våra hackathons. Vi ämnar göra detta genom att skapa en plattform där vårt community av sociala innovatörer, privatpersoner och organisationer öppet kan dela och diskutera sociala utmaningar, samt utveckla digitala lösningar för att adressera dessa utmaningar. Genom att låta de digitala lösningarna på plattformen fungera som öppna källkodsprojekt kan vem som helst delta i dess utveckling utefter kunskap och intresse. Detta möjliggör för idéer och prototyper från ett hackathon att fortsätta utvecklas på ett långsiktigt och hållbart sätt tillsammans mellan skapare, intressenter och övriga användare på plattformen.

## Project scope

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En förbättringsområde för vår nuvarande innovationsfrämjande verksamhet är att arbeta mer långsiktigt med de lösningsförslag som kommer ut från ett hackathon. Då lösningsförslagen ofta befinner sig i ett tidigt idéstadie behövs ytterligare prototyper utvecklas och valideras för att bättre kunna avgöra idéns verkliga potential. Många av lösningsförslagen med potential förblir



orörda på grund av att en lämplig arena saknas där lösningsförslag kan delas och utvecklas vidare, oavsett av vem.

Detta projekt avser därför vidareutvecklingen av vår innovationsfrämjande verksamhet med fokus på långsiktig hållbarhet för den sociala innovation som genereras innanför men även utanför våra hackathons. Vi ämnar göra detta genom att skapa en plattform där vårt community av sociala innovatörer, privatpersoner och organisationer öppet kan dela och diskutera sociala utmaningar, samt utveckla digitala lösningar för att adressera dessa utmaningar. Genom att låta de digitala lösningarna på plattformen fungera som öppna källkodsprojekt kan vem som helst delta i dess utveckling utefter kunskap och intresse. Detta möjliggör för idéer och prototyper från ett hackathon att fortsätta utvecklas på ett långsiktigt och hållbart sätt tillsammans mellan skapare, intressenter och övriga användare på plattformen.

Vi hoppas studenterna kan ta fram en kravspecifikation som kan beskriva hur denna plattform skulle kunna se ut och fungera givet dessa ramar.

## Existing systems and data sources

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- Our Github archive where we currently store challenges and fork projects from our hackathons - <https://github.com/OpenHackC4H/OpenhackC4H>
- Our website made with Squarespace - <http://openhack.io>
- Our registration forms managed with confetti.events - e.g., <http://sthlm.openhack.io/>

## Potential customers

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Användare på plattformen kan förväntas komma från följande grupper:

- Sociala entreprenörer och innovatörer avser skapare av och primära utvecklare av de sociala innovationsprojekten. Utgörs vanligtvis (men ej nödvändigtvis) av studenter, entreprenörer eller verksamma inom IT och teknik-relaterade områden.
- Medborgare avser allmänheten och var individ i samhället som i slutändan upplever de sociala utmaningar som samlas på plattformen.
- Offentlig sektor avser statliga, regionala och kommunala organisationer. Tidigare exempel från våra hackathon inkluderar Arbetsförmedlingen, Migrationsverket, SIDA, Helsingborgs Stad och Länsstyrelsen Skåne.
- Privat sektor innefattar privatägda och vinstdrivande organisationer. Exempel från våra hackathon inkluderar mindre företag med social profil som JustArrived och GePant, men även större företag med bredare profil som Microsoft och IKEA.
- Civil sektor avser idéella och idéburna organisationer. Exempel från våra hackathon inkluderar Röda Korset, UNHCR, UNICEF, Läkare utan gränser och ActionAid.

## Other stakeholders

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## Similar products

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Befintliga plattformar och verktyg är utformade för en tekniskt orienterad målgrupp och ej för de breda målgrupper som vår plattform riktar sig till. Vår ambition är dock ej att ersätta dessa då de utgör vedertagna standarder, samt att vi vill minimera och undvika potentiella barriärer för de tekniskt orienterade inom våra målgrupper. Vår plattform bör istället utgöra ett lager ovanför och integrera mot befintliga infrastrukturer och verktyg. Fokus kommer ligga på att skapa bred tillgänglighet och möjliggöra interaktion för så stora delar av våra målgrupper som möjligt.

## Other sources of requirements

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Intern dokumentation

## Contact

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Nike Hiller,  
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# 8. Bookboost

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## Description of startup and main product

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Bookboost's solution helps Hotels and Resorts to create lasting friendships with their guests, providing a tool to boost Guest Engagement without additional effort via messaging channels all hotel guests are used to today; SMS, WhatsApp, Facebook Messenger and many more.

Be in touch with your guests throughout their whole guest journey and start a two-way communication that guests always have with them. All guest communication is funneled in one easy to use system that helps to answer recurring requests effectively, using quick replies and an ever learning omnichannel chatbot. This way you can boost the guest engagement without additional effort.

## Project scope

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We want to extend our existing conversational platform to enable hotels to sell products and services to their guests directly in their messaging apps. In a conversation, a hotel operator should be able to send a special kind of message (probably a carousel) showcasing their product offerings. The guest will then be able to browse a selection of products and place an order without leaving the messaging app (probably via a web view). When an order is placed a confirmation message is automatically sent out where the guest can track the progress of the order, or in the case of a service receive a confirmation about the reservation. Payment can be done either directly in the messaging app using credit card, or by billing the room. The following examples illustrates two potential use cases:

1. Guest initiated conversation: A guest is by the pool and wants something to drink, so he sends a message to the hotel. The hotel operator (or chatbot) replies with a carousel message showcasing their selection of drinks. The guest places an order and gets a drink delivered to the pool.
2. Hotel initiated conversation: In the morning the hotel proactively sends out a broadcast informing about their breakfast deals with freshly baked bread. Guests can place orders directly in the messaging app of their choice, and breakfast will be delivered momentarily.

The above describes our vision of how we think the conversational commerce platform should work. This is to some degree based on conversations we've had with our customers but it would be nice to get a more formal specification of the requirements. More specifically this is what we would want help with:

- Specifying the minimum set of functional requirements that need to be included in a minimum viable product aimed at luxury hotels and resorts.
- Specifying which measurable usage data is most interesting to luxury hotels, i.e. data that proves the added value of our commerce service. This knowledge is also usable for our sales team.
- Specifying the importance of automation. Should the chatbot be able to handle these request or is it fine that they are handled only by human operators? (to begin with at least)

## Existing systems and data sources

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As already mentioned we want to build this on top of our existing conversational platform. Our current solution already supports omni-channel messaging, guest segmentation, targeted broadcasting, scheduled messages that are automatically sent out on specific events and more. We also already integrate with most common property management systems (PMS) such as Mews PMS and Clock PMS. We are currently using Stripe as our payment service, but would be open for other alternatives here. We use dialog flow for chatbot functionality. We're currently building our own simple Task Management System but are open for integrating with third party systems as well if needed.

## Potential customers

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According to our research and experience we believe that the market for this product is in Luxury Hotels and Resorts. They make large proportions of their revenue by selling non-complimentary products and services. This is a market where we want to expand our market share. Our general take is that the requirements on a high quality product is especially important in this market as their guests have higher expectations on the services they provide.

## Other stakeholders

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## Similar products

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General conversational commerce tools include Shopify Messenger and Chatfuel. There is no similar products available specifically aimed at hotels. Four Seasons are using their own (in house) chat solution in which their operators can send special product showcase messages. The actual reservations and orders have to be put in their systems manually though.

## Other sources of requirements

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# Contact

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Marcus Rettig,  
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# 9. Connectify

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## Description of startup and main product

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The main idea of our start-up is that we want to make exchanging contact details easier, faster and more effective. This will be done through an app which gives the possibilities to share the right information with the right person at the right time.

This product idea is the first idea that our business will produce. However, it is a product that we see the need for from our own perspectives. We have seen that exchanging contact details does not go smooth very often. Business cards still rule the game, but they are not always at hand. This goes along with a lot of other problems as well in terms of following up etc. It is a well-known problem where professionals are trying to find solutions for, but there is no one solving this need yet.

## Project scope

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Right now we collected a lot of feedback from the market, that is generally positive about the idea, and identifies themselves with the problem. However, we have not specified the target group completely. Our main target group is freelancers, but it is time to see if there is a different need amounts different kind of freelancers (e.g. IT freelancers / business freelancers). When the target group is specific, the service could be better adjusted to the needs of the customer.

## Existing systems and data sources

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This product is could be integrated with many other platforms. That is basically the original idea, to connect many sorts of software together to one. One of the most important once that we think about is a couple of social media (e.g. LinkedIn, Twitter).

## Potential customers

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## Other stakeholders

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We see that we have a couple of stakeholders in our product.

Not all stakeholders are equally important in this stage (A: most important – C: least important)

- A) Customers (e.g. Tech freelancers)
- B) Partners (e.g. LinkedIn)
- C) Suppliers (e.g. Servers)

These stakeholders will be further researched after the customer segment research is done.

## Similar products

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There are many products that want to exchange contact details digitally, but they don't focus on how to structure the contacts, or how to give the right information to the right person. The most important competitors are;

Haystack, a digital business card that is able to save business cards by making photos of it. They can also send a link to a person which makes it easy to save the contact information straight into the phonebook when someone does not have the app.

Izwop, doing a slightly different variation where they use an application that could be installed without app store. The focus of Izwop is mostly on corporates, trying to replace the paper business card.

Other applications are smaller in numbers. Many competitors look like each other. In case that there are more competitors needed, you can just fill in digital business card or contact app, and you instantly get many other companies who try to solve to same problem.

## Other sources of requirements

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### Contact

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# 10. ApParkingspot - Project 1

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## Description of startup and main product

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ApParkingspot presents a concept for renting private parking spaces when it is vacant, similar to Airbnb. Our solution improves the utilisation of parking space and a hassle-free process for car users to find one. Thus reducing the urban traffic and emissions by saving fuel and time.

With growing concerns over parking, we aim to maximise the potential of existing parking benefiting real estate companies, car users and society in a sustainable way.

ApParkingSpot developed from an idea to bring together people who need a parking lot with others who have a place that is not used. Parking lot can be outside your house or apartment, a driveway parking which is not used or a workplace parking which is not used for days. In city centers or near airports, at sporting events or during daily working journey, helping ApParkingSpot drivers find, book and pay for parking in seconds - where and when needed. Save Money, Make Money! The first phase of the application is developed and it's been released. Key differentiator to some other solutions is that user books the spot in advance and get navigate to it.

## Project scope

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We would like students to examine the practical viability of our solution as well as evaluating users willingness to pay for different types of parking (e.g. parking lot vs. garage or shared vs. public); behavioural changes linked to parkings, users satisfaction with the service and its perceived quality. We have first version of the application out and running. Your task is to verify the product concept, further develop and prioritise new features and innovate with new ideas. Additional features could include e.g, Referral model, Sharing options and Environmental impact info.

Plan is that students will get access to existing material, prototype apps and test system. Almost anybody can be interviewed as potential customer and thats why it's beneficial to get as much user feedback as possible from different groups.

## Existing systems and data sources

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System is integrated with google analytics, firebase, maps, facebook, Stripe payment system.



## Potential customers

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Consumers with car and/or parking spot.

## Other stakeholders

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Municipalities, Real Estates etc.

## Similar products

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We have another competitor in Sweden called WACE and there are couple of others outside Sweden.

## Other sources of requirements

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There are many opportunities to develop concept regarding shared parking and new possible questions to solve.

## Contact

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Tommi Kokkola,  
[tommi@apparkingspot.com](mailto:tommi@apparkingspot.com)

# 11. ApParkingspot - Project 2

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## Description of startup and main product

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ApParkingspot presents a second milestone of parking sharing economy with a concept of automated renting of parking spaces when they are vacant. The concept offers unique possibility for real estates and companies to utilise their parking spots more. One of the main differentiators for us is that we want to drivers find parking spot in app, book it and drive directly there. No need to look for a vacant spot. Challenge is to know how many spots can we sell. As an example if there are 100 parking spaces, if 80 of them are vacant from 9-17 hours during weekdays, how many can be sold via system automatically? This could problem solved by AI and machine learning.

With growing concerns over parking, we aim to maximise the potential of existing parking benefiting real estate companies, car users and society in a sustainable way.

The idea is to make constant flow on the supply side to our parking sharing platform. By analysing drivers behaviour we aim to lease their parking spots without them thinking about it or changing their habits. In order to make our core service (parking airbnb) more interesting to drivers, it is essential that large number of spots are made available in interesting locations, thus relying individual hosts is not sufficient. We need support from parking lot owners, companies and housing associations to grow number of spaces available fast.

## Project scope

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Supporting organisations with parking lots (incl garages) will require a lot new functionality in to current system. Unlike individuals who access service via mobile app, for organisations integration to their property management system and/or web interface is needed. In general there are two types of parking lots, ones with parking permits and ones with dedicated spots. There are different challenges for both. Some garages may have different systems where users arrive and pay per use so the challenge is to evaluate how many spots can be promised in availability? Further on there is a question regarding how to maximise utilisation of dedicated spots?

Electric locks and barriers will be managed e.g. with Parakey solution.

It is common that parking garages have counters for number of free spots, also per spot sensors are available often. What possibilities the availability of these systems bring? What

about lack of these systems?

Task is to get understanding from parking lot related aspects of ApParkingspot solution and propose solutions.

This is new additional functionality and there is opportunity is to start from empty table. There will not be implementation of these requirements during the course, and validation of ideas is done only on paper. Target is to have at least one actual parking lot owner joining the project.

## Existing systems and data sources

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Real estate system, sensors and information from/for garage systems.

## Potential customers

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Consumers with cars using the spots, real estates and housing organisations managing parking lots/garages.

## Other stakeholders

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Municipalities, etc.

## Similar products

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Nobody is working with autonomous higher utilisation (second lease) regarding leasing already leased (contracted) parking spots.

## Other sources of requirements

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As this part of the service is yet to be implemented there are many opportunities to develop concept about autonomous shared parking and we are open to new ideas and approaches.

## Contact

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