**Action Canvas - Idea 3 / Shopmates**

**An application for roommates between retailers**

**Context**

**What is the problem?**

Many retailers are not able to set up shop in a commercial cell alone, either because of the very nature of the cell or because of budget. Competing with the major chains in the European District is not easy, even though the commercial offer of independent retailers is often original and qualitative. Consumption practices change and the customer seeks a different and new experience through the services or products offered by the retail trade.

**Goals**

**Idées**

**What is the ambition of the project?**

Aim for an alternative and collaborative business principle, based on competence and create a new business model allowing a sustainable, virtuous and innovative retail.

**Vision**

**What is the catchphrase of your project?**

Our business is to make your match

1. The retailer or owner fills in a detailed form with his profile, his activity, his needs and expectations as well as his conditions.
2. Using an algorithm, the application filters relevant information and offers a selection of matches in the 'marketplace'.

**Challenges**

**What questions are you trying to answer?**

- How to ensure the sustainability of independent retailers?
- How to fight against commercial insecurity?
- How to remain competitive compared to the big brands?

**Tools, technologies**

**What is your solution, in a few lines?**

Development of a commercial co-location matchmaking application, or how to find the right partner for its commercial implementation.

Inspired by the principle of co-location among individuals, co-location offers retailers a new model for implementation:

- I am looking for a new location and would like to share it with another retailer.
- I am looking for a roommate for my own store.
- I am looking for tenants for my commercial space.

Additional services can be added to the app:

- Assistance to project leaders in the development of their business.
- Organization of satellite events to stimulate community and matchmaking.
- Sharing of good practices.

**Proposed stakeholders**

**What roles and skills?**

1. hub.brussels:
   - Organization of meeting events between candidate roommates and landlords
   - Assistance to roommates in the development of their business and their roommate relationship.

2. Federations and associations of owners: relay the platform to their members.

3. Citydev and Inventimmo: search and provision of cells, contact with the owners and contact.


**Marketing**

**What is the communication plan of your project?**

- Media: multi-media campaign and targeted entrepreneurs.
- Distribution to associations and federations of owners.
- Real estate shows.

**Budget**

**What is the estimated budget for the project?**

Development of the application: between 20,000 and 30,000 euros

Maintenance: 5,000 euros per year.

**Risks**

**What are the potential obstacles?**

- Low enrolment rates especially for owners.
- Bad match-making.

**Planification**

**What are the main stages of the project?**

1. Partnerships and data acquisition.
2. Creation of a specific team for the project.
3. Adaptation of administrative and legislative texts.
4. Selection of a creative service provider.
5. Design of the application.
7. Precision of ergonomics and design.
8. Prototype and analysis of the customer journey.
10. On-line application and communication.
11. Evaluation and maintenance of the application.

**Slogan**

Our business is to make your match.

- What is the project’s communication plan?
- What methods, materials or technologies to use?
- What are the potential obstacles?
- What are the expected results?
- For whom is the project intended?
- What is the ambition of the project?
- What are the obstacles you are trying to answer?
- What is the problem?

The action canvas is intended to inspire local actors on possible projects. They do not in any way engage the actors mentioned by way of example. As tools, they are purely indicative. These projects were prototyped by local actors during a co-creation workshop. These posters are working tools which can be used to develop your project.

Contact Fran Vermuyt if you would like to find partners for the development of this project: Vermuyt@hub.brussels.