

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.

Do you have any other suggestions?

Challenges

What questions are you trying to answer ?

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

Do you have any other suggestions?

Vision

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.

Do you have any other suggestions?

Goals

What are the expected results ?

- Flexibility of the legislative and administrative framework for leases, rents and de facto associations
- Increase in turnover and customer base for merchants
- Decrease in the number of bankruptcies
- Development of an original and innovative commercial and service offer

Do you have any other suggestions?

Target

For whom is the project intended ?

Starter retailers, established retailers, owners, communal and regional land authorities

Do you have any other suggestions?

Slogan

What is the catchphrase of your project ?

Our business is to make your match

Do you have any other suggestions?

Idées

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'm looking for a roommate for my own store
- I am looking for tenants for my commercial space

1. The retailers 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".

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

Do you have any other suggestions?

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.

4. Communal land authorities: research and provision of cells

Do you have any other suggestions?

Tools, technologies

Which methods, materials or technologies to use?

- Web/application platform requiring IT development,
- Maintenance and back office support.
- Available on any support (smartphone, tablet, PC)
- Special and representative furniture of the project

Do you have any other suggestions?

Risks

What are the potential obstacles ?

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

Do you have any other suggestions?

Marketing

What is the project's communication plan ?

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

Do you have any other suggestions?

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

Do you have any other suggestions?

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
6. Business model analysis of the mobile application
7. Precision of ergonomics and design
8. Prototype and analysis of the customer journey
9. Development of the mobile application
10. On-line application and communication
11. Evaluation and maintenance of the application

Do you have any other suggestions?