

The final report of Team Difference

At the 7th of October the online platform H2H-community.de was launched. It was created as a platform that helps to connect people to people. Especially people with disabilities and people who want to offer help can get connected there. The team behind www.h2h-community.de is a team of four students from Bucerius, Jacobs, Zeppelin and EBS.

The responsibility for the online performance is up to Marcel Matt. It was his idea to set up the platform and it was him to convince the team of www.meinefw.de to help H2H-community.de to start the business. Alexandru Bortnic is the head of the Eastern European Network. Lena Schumacher tried to get work on the PR-Management of the project and Manoucher Sharmsrizi's task was to look for partnerships.

The team was built at the competition at Jacob's University in the end of September and turned out to be the only team which was a mixed team.

We worked hard on the aims of acting for impact. We are convinced of our ideas and believe that every working hour should be invested in the project itself and not into further business reporting or final reporting. As we are going to run our own German "Unternehmergeellschaft" in the end of the year. We will show our balance sheet of 2010 as proof for our revenue model.

I. The business idea

The goal of H2H is to create a platform like Craig's list for people who want to help people with any disability. It is possible to show other people different institutions, which sell products in this sector. It is also possible to post individual offers (Kleinanzeigen). The members of H2H can upload pictures, videos and files. It is possible to send individual emails to each member of H2H. People can create individual groups to share and discuss their interests and problems.

II. The value proposition

We offer a free platform for **classified ads**. Classified ads are the most effective instrument to clear private markets. The idea is to create online traffic and qualified content. The main revenue stream will be created by commercial content advertisements we will add to the normal content. With a viral marketing strategy, we will find people who share our idea and support the network. This will create some content and finally, the network will create social impact.

III. Resource acquisition, value generation and marketing

The key resource of our idea is a working online platform. We asked a team around the platform www.meinefw.de to support us with their online system and software.

Therefore we promised to pay the "normal" fees for using there Servers, Webspaces and working hours, as soon as our network can afford this. The key activity was an oral contract between team difference and Patrick Modenhauer and Gerhard Muhl-Laßen. We paid them 4 "symbolic" euros to get things started and rented the software behind H2H until 31st of December 2010. The other 12 Euros we invested in the domain h2h-community.de.

The marketing strategy is basically a viral guerrilla strategy, including posts in other social networks and online forums and email newsletters. Basically we will show people new ideas for Christmas gifts produced by disabled people.

IV. Impact assessments

In the moment we run a bug free online community. It could be found under www.h2h-community.de. The marketing for our project turned out to be very difficult without the platform itself. That is why we only have 7 members today. But as the project is built to be a longterm success, we hope to break the 100 members line in November 2009.

V. Income:

As we have to send our statement, we decided not to create income at the moment. Because it would look too profit oriented and we want people to sign in.... Today's income is 0 euro. So our balance is exactly 0. At 26th of October we are starting our Google AdSense campaign which will create our first basic income.

VI. The next step

Marketing campaign. We will try to promote our site with the power of viral marketing.

"Take things serious, work hard and keep things simple! - Even if you are breaking clichés!"