



Hop'n'Go

Help and travel, the best way to learn.

Business Model: MOBILE APPLICATION

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Beijing, July 2016

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1. COMPANY PROFILE

1.1. COMPANY NAME

Hop'n'Go

1.2. MISSION

Hop'n'Go is a company that develop Mobile Application to offer more convenient and comfortable experience in asking help, learning and communicating with different foreign languages for students and travelers. Meanwhile, we offer a platform for partners to advertising and publishing events notifications

2. INTRODUCTION

This business starts with a simple idea that comes from the difficulty that I have found to communicate with the people from Beijing during my exchange program. In order to do simple activities like buy a train ticket, go to the hospital, or even buy food in a restaurant in the beginning was very difficult because is very difficult to find a Chinese people that speak English or Spanish. For satisfy this necessities, this Mobile application is going to be developed because here I see a potential opportunity, especially in china where is very weird that foreign people speaks Chinese and also that Chinese people speaks English or another foreign language because are languages totally different in all the aspects especially in the way of witting. Besides the great cultural difference, it is going to try to solve with this Mobile application showing it like a tourist opportunity to live plain all the experiences in the country with all their advantages.

Firstly, to introduce this product, his target market will be people when they go abroad to study or to travel could find problems, so our principal target market will be

travelers, Exchange students and language students who are or come to Beijing to study languages or/ and another knowledges and travelers.

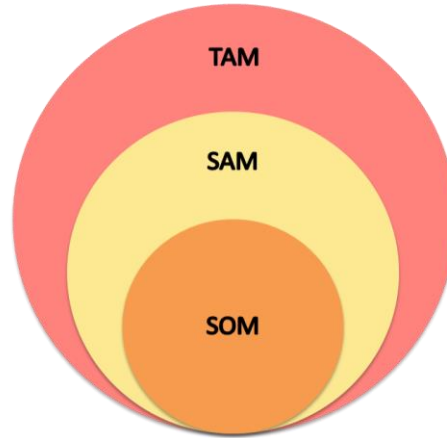
Hop'n'Go is a Mobile application with a help function, it is an innovative product that Connect people from everywhere with the aim to help each other, share the same interests, make friends and improve any language either written or verbal form. The function that this application has are two important:

1. Help system: It is an innovative product that helps you find people (who can speak the language of your search) close to you.
2. Social network:
 - The application allows you to add friends and get in touch with them by chat, call or video call
 - it allows you find language teacher, tour guide, language partners and business translators.
 - (Partners) It allows you to know and publicize all kinds of international events in the city

About the price, this application is going to follow the fermium strategy, which in the second year they have to start to pay ¥6,99 per year. Also there are another subscription for teacher, translators, guide touristic that is ¥34,99 a year if they want to work, and by last, the partner's subscription will be ¥1999 a year.

3. BUSINESS SCOPE

3.1. MARKET SIZE



3.1.1 TAM

The Total Available Market will be the students and travelers of America, Asia & Europe and China

- Students: 921,335
- Travelers: 159 mill

3.1.2 SAM

The Served Available Market will be China. This will be our next objective after Beijing because is more likely that we get all this market because a lot of Chinese's students are studying in Beijing so when they come back to their province they can give to their friends and families some information about this Mobile application. Therefore, will be easy to introduce this App in that places and also will be cheaper.

- International students to China: 400,000, 2015
- Chinese University Students:40.2 mill
- Foreign Travelers to China: 25.75mill

- Chinese People: 1.02bill/1.36bill
- Partners: 282,000 (bars, restaurants and hostels)

3.1.3 SOM

The Serviceable & Obtainable Market will be all the international students, languages learners and travelers (who arrive in Beijing and can't speak Chinese), both woman and men, between 15 and 64 years old. Indeed, we wanted to first focus on Beijing as it will ask us some time to find customers to launch our product, so it would have been difficult for us to directly target the whole China. Besides Beijing is an important city with a good university, which all of them has exchange programs.

- International students: 74,000, 2015
- Travelers: 4.3 mill, 2015
- Beijing university students: 550,000
- Residents in Beijing: 18 mill/21.7milL
- Partners: 104,900 (bars, restaurants and hostels)

3.2. THE CUSTOMER

The main customers that this App will have, are:

- International students who can't speak Chinese. They are woman and men with the ages between 15 to 64-year-old.
- Language learners who can't speak Chinese. They are woman and men with the ages between 15 to 64-year-old.
- Travelers who can't speak Chinese, they are woman and men with the ages between 15 to 64-year-old.

- Some Partners: Bar, Restaurants, Hotels, Universities, languages schools and travel agencies.

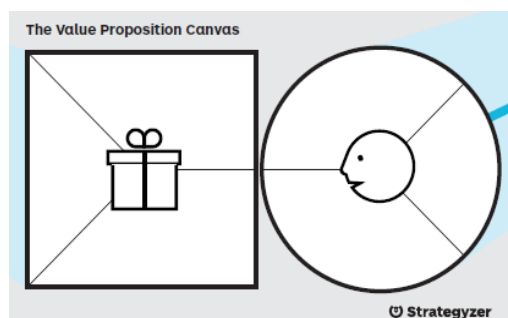
International student and travelers that don't know to speak a lot of Chinese will be one of our Customer because are the segments that have problems to communicate with the Beijing people, like waiters, doctors... due to is very difficult to find in some job positions a Chinese people that speak or understand English or another foreign language. Therefore, if there are someone that are close to them, he can help to this segment, being like a translator between the student-traveler and the "translator", that can be a Chinese student that want to improve their language or make a foreign friend.

For the language learners, they can use this specially to improve their foreign language, helping to someone or having a language partner.

Travelers can use the App to find language help or to find a guide touristic/friends that can show especially the Chinese culture

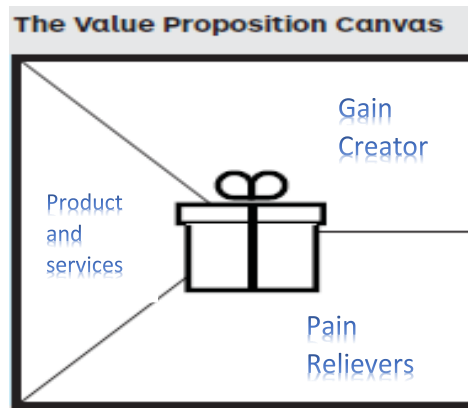
4. THE PROBLEM AND SOLUTION

I analyze this point using the "Value proposition canvas model" that makes explicit how the App is going to create a value for the customer. In this model first we analyze if this App can profitably create, deliver, and capture value around this particular customer value proposition. Them it is going to investigate if the customer value proposition in the business really creates value for the customer.



4.1. VALUE PREPOSITION OF HOP'N'GO

The value proposition that we give to the customer with who is the design of this App, it will be:



4.1.1 PRODUCTS & SERVICES

- Mobile application
- Fast communication tool. The mobile App you can carry everywhere, due to is in your mobile.

4.1.2 GAIN CREATORS

- Freemium to use
- Improve language skills, having language partners, making foreign friend, or helping foreign people
- Make new foreign friends. For example, when you help people or you assist to internationals events.
- Learn from cultures. This app allows you to meet people from the city where you go to visit.
- Sightseeing opportunities

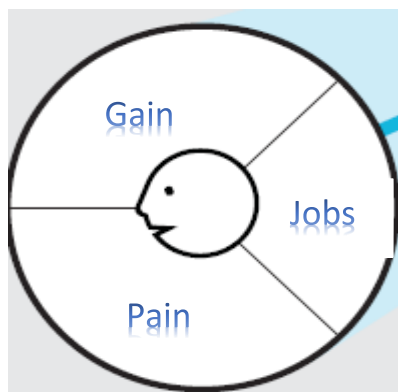
- Connect with family & friends. This app has the function of have contacts, in order to chat or call wherever you want.
- Knowledge about events of the city. This give you the opportunity to enjoy more in the cities

4.1.3 PAIN RELIEVERS

- Easy to find help in language, in a strange place. This is very necessary especially if the language and culture where you go is totally different than yours.
- Improve language skills. Especially if you do native language friend of the language that you are learning.
- Find language teachers & partners
- Sightseeing advices. This advises could give you a friend that you do in the city where you are visiting or hiring a guide touristic.

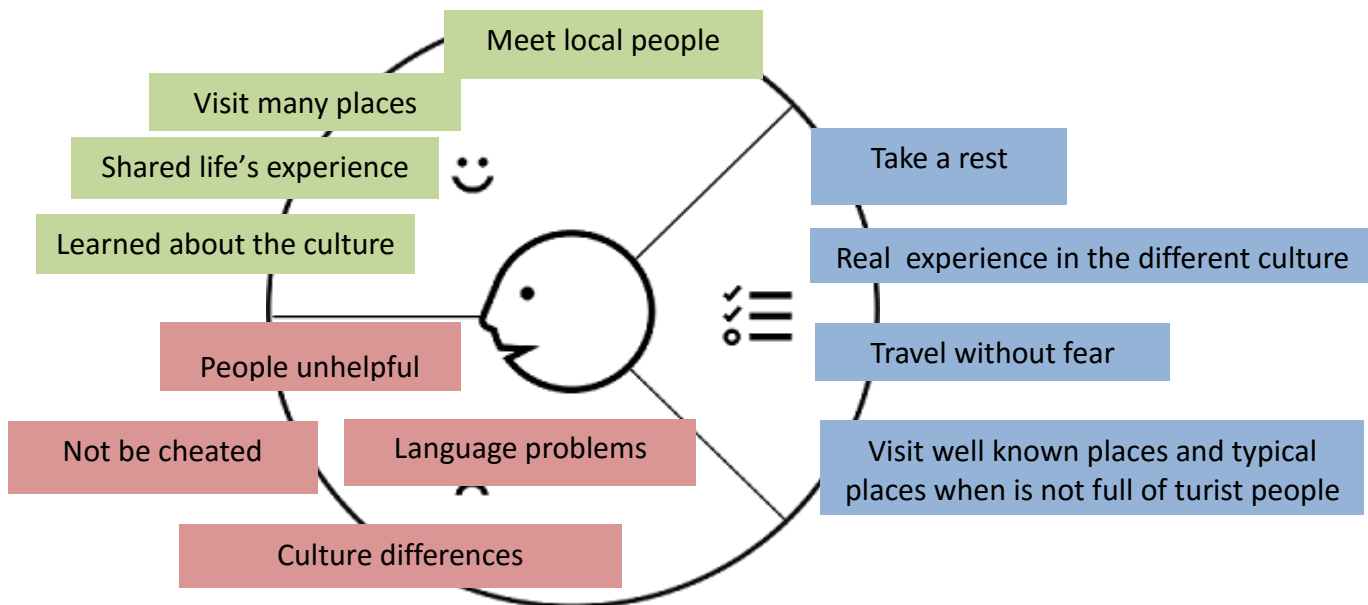
4.2. CUSTOMER OPINION

In this section we will know if our value proposition is interesting for the customers, so for this reason, we will investigate it, making interviews with our customer.

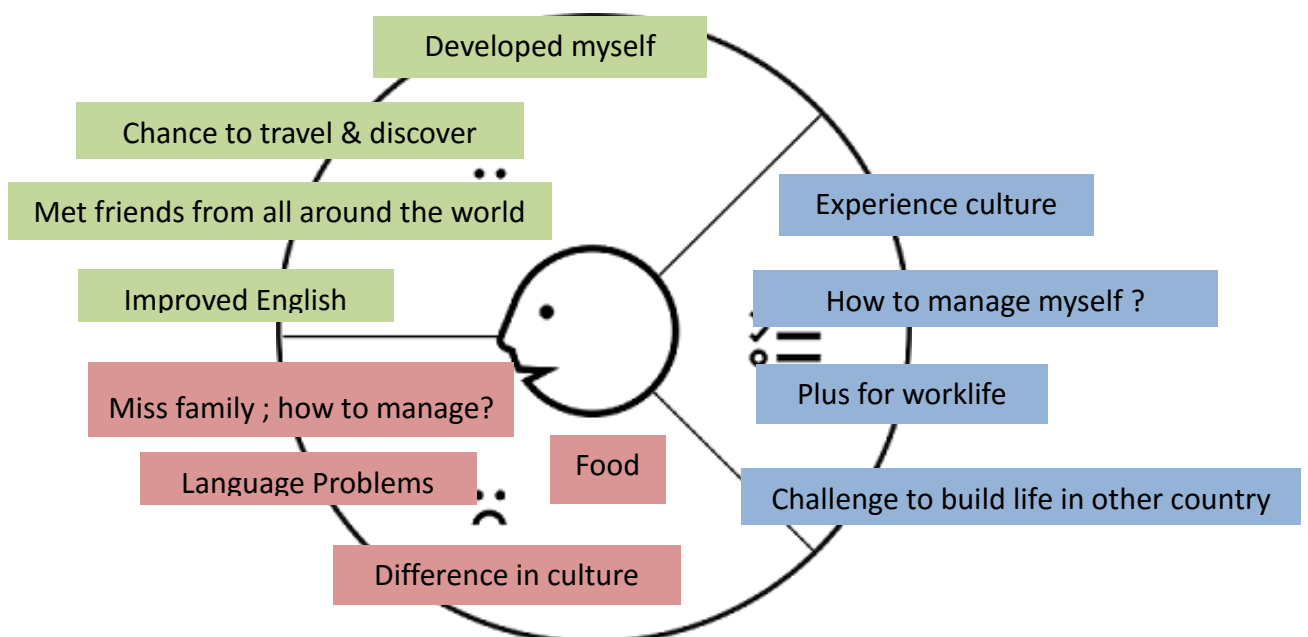


I investigate it, doing in total 59 interview to all our 3 main segment to know what difficulties (problem) they have when they go abroad, what they would like to do to enjoy the experience and what they wait for having made the trip. The 3 segments are Travelers, language students, and international students and this are the summary of the answer of respective interview:

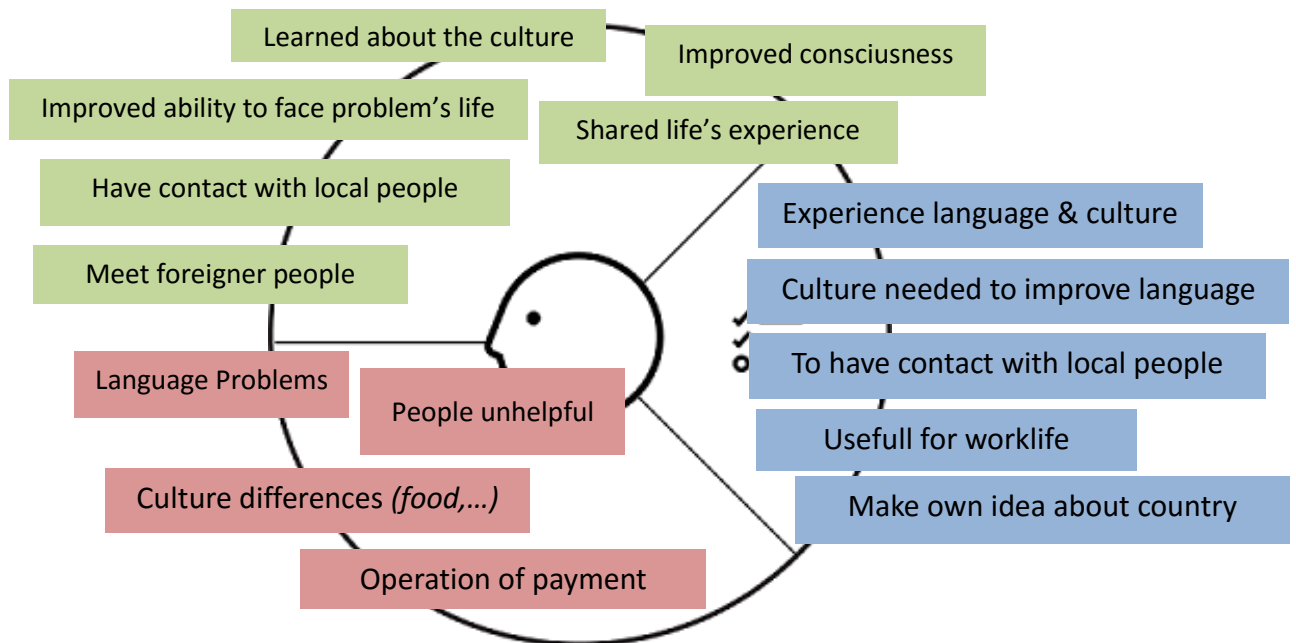
4.1.4 TRAVELERS (18 Interviews)



4.1.5 INTERNATIONAL STUDENTS (19 Interviews)

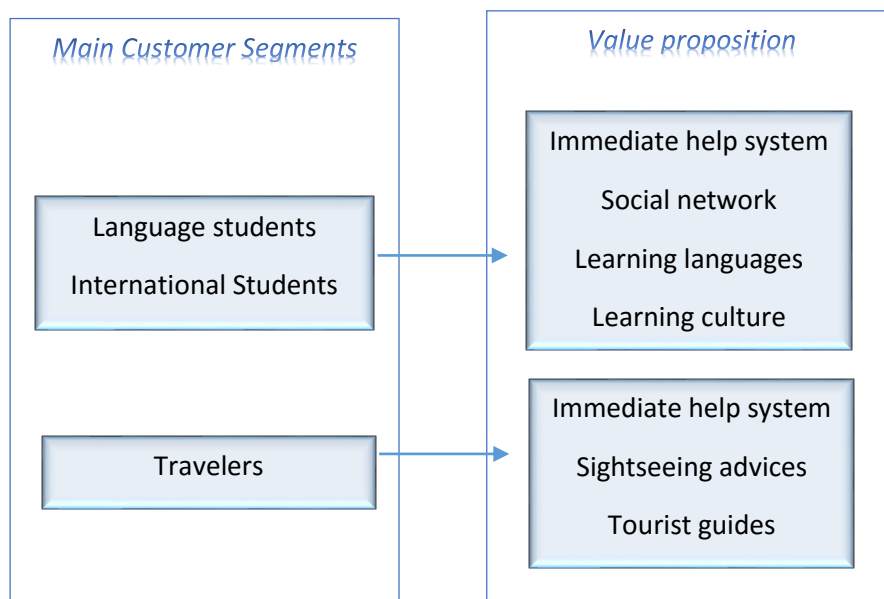


4.1.6 LANGUAGE LEARNERS (22 Interviews)



4.3. CONCLUSION

Finally, we can arrive to conclusion that we satisfy with this mobile application almost all the aspects that for them is a pain when they go abroad and also the have a lot of gain with our service that will improve their instance in Beijing, that is this case. With all of this analysis we could confirm that our future mobile app will create gains and relieve pains of our potential customers.



5. VALUE PROPOSITION

Helps international students, travelers and language learners who can't speak Chinese and want to travel, study or learn languages in Beijing by reducing language problems, cultural differences and by increasing language skills and friendships. We offer a platform for partners to advertising and publishing events notifications

Unlike others services, it will do it in a fast way and the customer will have an immediately help.

6. PRODUCT DESCRIPTION

Hop'n'Go is a mobile application with an innovative service that has two principal's functions:

1 **Help system**

It is a mobile application that helps you find people (who can speak the language of your search) close to you in order to demand help with the language.

2 **Social network**

- The application allows you to add friends and get in touch with them by chat, call or video call
- it allows you find language teacher, tour guide, language partners and business translators.
- It allows you to know and publicize all kinds of international events in the city.

6.1. NAME AND LOGO

The name of this company is hop'n'Go and the logo will be a kangaroo.





The explanation of the kangaroo as a logo, is that the kangaroos by nature always takes their children to all places in their bag and also feed them. So with this, I mean to imply that all users of this application can find their kangaroo mother who help them in all the abroad activities, such as help them order food in a restaurant, know the best places of the city...

Then name hop and go, is because the jump of a kangaroo is “hop”, so for this reason, the meaning is that if you find help, jumping inside the kangaroo (with the person that are helping you), you can go everywhere because in all the places always there are “kangaroos” that can help you.

6.2. PROTOTYPE

6.1.1 PROFILE

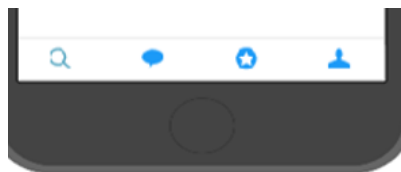


PROFILE		FOTO
Name:		
Age		
Id		
Gender		
Languages	 	
Possibility	Chat Call	
Availability:	Help Make Foreign friends	

Firstly, all people has to have a Profile where they have to put personal information about them, name, ages, ... but the most important information is the languages that they can speak and the level of each one. Also in the profile you have to choose the subscription that you want, teacher, partner... This will allow you to do marketing about you and your business.

6.1.2 MAIN PARTS OF THE APP

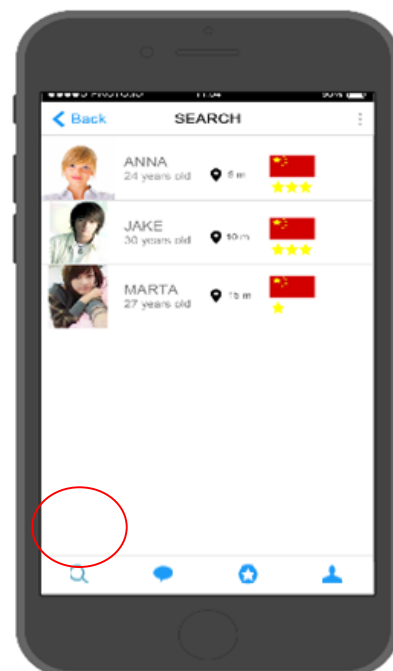
In the Application you can have 4 parts that has relation with the functions of the app



6.1.2.1 Search

In this part you can do all the search that you want do where you are going to use the GPS system in order to have more details of it. The search that you can do are:

- Help: You can find people close to you in order to ask for help. When you do this search are going to appear a list of the people that are close to you in order of proximity with the personal information of them and the languages that they speak and you decide who to go to for help.



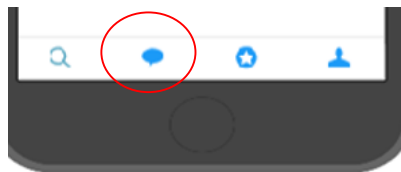
- Language partners: you can find languages partners, choosing the place, the languages and all the requirements that you need.

- Language Teacher: When you do this search are going to appear a list of the teachers that are close to you in order of proximity with the personal information of them, prices, experience... and then you decide who to go to for hire.

- Guide touristic: When you do this search are going to appear a list of the people that want to do like a guide touristic that are close to you in order of proximity with the personal information of them, prices, experience... and then you decide who to go to for hire.

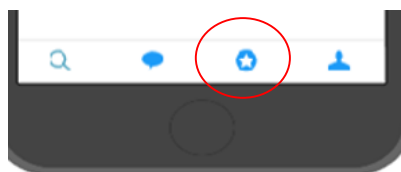
- Business translators: When you do this search are going to appear a list of the translators that are close to you in order of proximity with the personal information of them, prices, experience, level of the language that you require... and then you decide who to go to for hire.

6.1.2.2 Chat



In this part you can chat and also call your friends, teachers, translators, guide and also with the people that you are asking for help. It has a similar function like what's up, Line and WeChat.

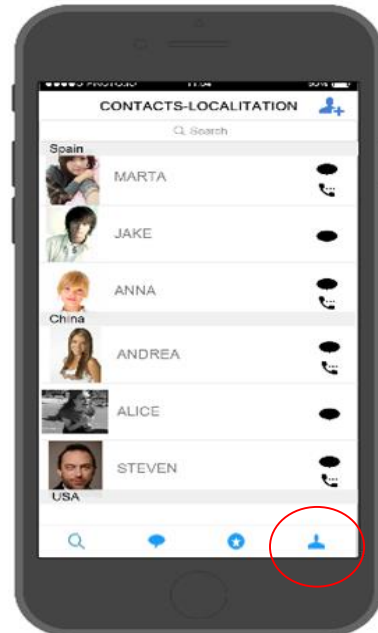
6.1.2.3 Events



In this part you can see all the events close to you that our partner is going put in order to promote their Business for all the users of the App. Events will appear as a function of the distance that you are with them.

6.1.2.4 Contacts:

In this part you can see all your contacts that you have. They are organized according to the country where they are from. Also there are an option where you can add new contacts.

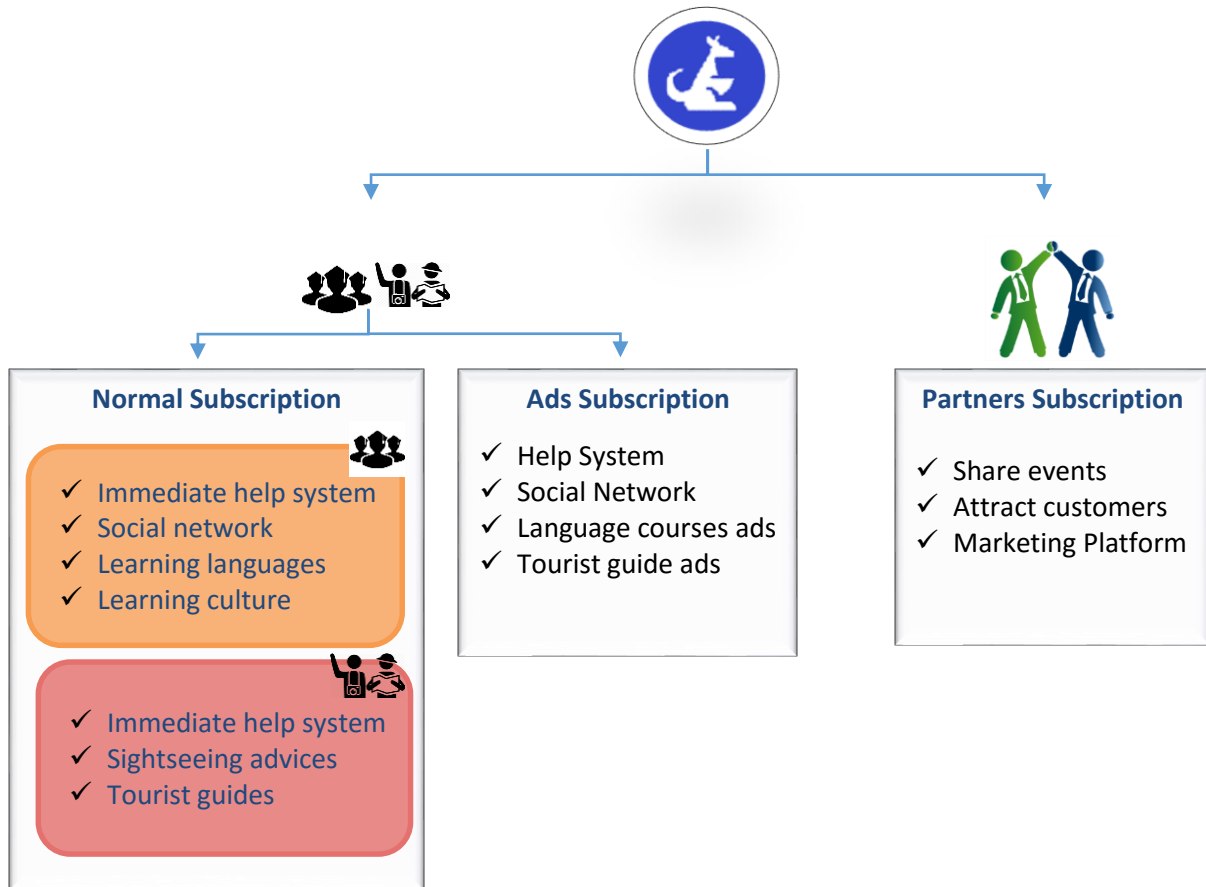


6.3. SUBSCRIPTIONS

There are 3 kinds of Subscriptions, depending of what are you looking for in this App:

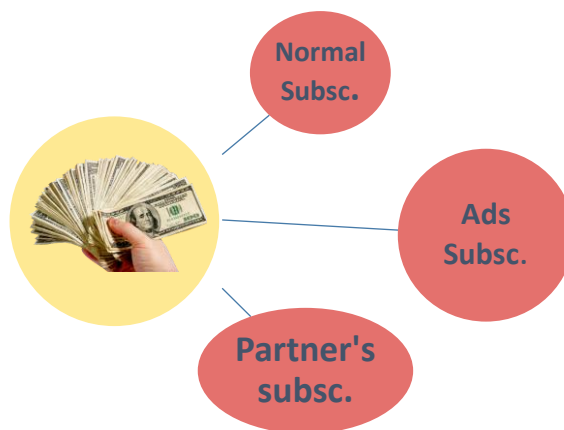
- Normal subscription: Students and travelers
- Ads Subscription: People that want to promote their business like a language teacher, guide touristic and business translator.
- Partners Subscription: People that want to promote their events like bars, hotels, clubs, restaurants...

The next diagram explains in details what has each subscription:



7. PAYMENT MODEL

There is a different price for each subscription:



7.1. NORMAL SUBSCRIPTION

Hop'n'go has the Freemium price strategy.

- 1st year : Freemium
- 2nd year + : ¥ 6,99 per year

The customer can pay with Transfer by Maestro, MasterCard, Visa, AliPay or Wechat

7.2. ADS SUBSCRIPTION

The customer has to pay ¥ 34,99 per year. They can pay with Transfer by Maestro, MasterCard, Visa, AliPay or Wechat

7.3. PARTNER'S SUBSCRIPTION

The customer has to pay ¥ 1999 per year. They can pay with Transfer by Maestro, MasterCard, Visa, AliPay or Wechat

8. MARKETING STRATEGY

Once you are done with entire development phase of your mobile app, it's a must to have all your marketing strategies up your sleeve immediately. This is because there is a huge number of aspiring app developers and leading mobile app development companies that want to launch their app at the app marketplace successfully. That's why the launch of a mobile app is one of the most important elements of mobile app development, apart from design and coding. Currently, there are more than 1 million apps in the Google Play Store calling out for attention in nearly every category.

The strategy which we are going to follow is this:

8.1. AWARENESS

People are going to know us thanks to our Marketing activities

Marketing activities:

- Friends and family. We are going to recommend to all our friends and family to try the App

- Social media. We are going to put advertising in Facebook, WeChat, twitter...

- Own Web page. People could have more information about the App looking in our website.

- QR in physical property everywhere especially the places where there is the main customer of this app, like universities, foreign restaurants...

- Presentation of the product in universities and languages schools in order to give more information and motivate them to use it

- Partners can give the option of Free for 1 year in the 3 first month. This is going to help us growth.

- Each year if one customer recommends to do subscriptions and finally they achieve that 5 people subscribe, as a reward for that person we will give the subscription that person have for free next year.

- Specialized blogs of travels

- Advertising in Travel websites:

- Lonelyplanet.com

- Tripadvisor

- Find an agreement with some partners that if they advertise our product in some way (negotiable), we can give them for free the partner's subscription.

8.2. CONSIDERATION

Analyzing the number of users, the people will start to download the product because if everyone are having a subscription, they will be attracted to download the App and then do a subscription. Also if there are a lot of job as a teacher, then will start increase the Ads subscription. And by last, the more number of users, the more partner's subscription we will have because they would like to promote more their business

8.3. EXPANSION

The strategy of the expansion is looking for partners in places where the company would like to perform. The partners could be for example Universities, Hostels, travel agencies...


8.4. KEEP THE CUSTOMER

The company will have a department of research and development that are to try that the app has Regular updates. They are always going to try to Develop news features and functions.


Beside Mobile application will have a after sales services where they customer can get in touch with the company to solve any problem or receive any suggestions

9. COMPETITIVE SITUATION.

It is very important to know the competitive situation surrounding the product. For this reason, we did the next Matrix to compare the Value proposition that we are offering with Hop'n'go with our close competitors. The close competitor of Hop'n'Go is uTandem because also they have some value proposition similar that Hop'n'Go offer, especially the language exchange, doing events, and the availability to find language partners.

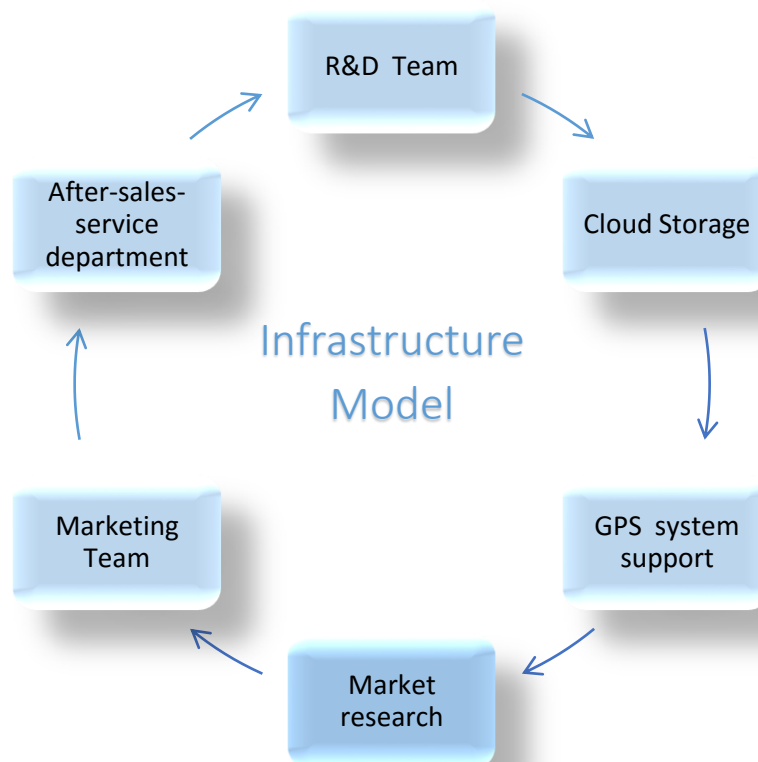
	Category	Reference		Websites of language
	Presence	China	Europe, not in china	everywhere
	Mobile Application (fast to use everywhere)	yes	yes	no
	Target Industry or Market Segment	Students, travelers and partners	Language students	Language students
Pain relievers	Instant help with the languages problems in a travel	yes	no	no
	Sightseeing advices	yes	no	no
Pain relievers +	You can find tour guide, language partners, business translator, and guide touristic	yes	no	no
	Improve language skills	yes	yes	yes
Gain Creator	Free to use	Yes	Yes	Yes
	Make new foreign friends	yes	yes	yes
	Learn from cultures	yes	yes	yes
	Sightseeing opportunities	yes	no	no
	Connect with family & friends	yes	yes	no
	You can see all the international events close to you	yes	yes	no

Analyzing this Matrix, it concludes that in Hop'n'Go there are a big opportunity because is an innovative product that is not in the market and also it satisfies some pain that customer has, and this customer's pain our competitors can't solve in this moment. In addition, we can see that in some value that Hop'n'Go gives to the customer, the close competitor, uTandem don't offer:

	Category	Reference	
Pain relievers	Instant help with the languages problems in a travel	yes	no
	Sightseeing advices	yes	no
Pain relievers + Gain creator	You can find tour guide, language partners, business translator, and guide turistic	yes	no
Gain creator	Sightseeing opportunities	yes	no

Another important conclusion that it can find in this analysis, is that our close competitor is in Europe and is triumphing, so Hop'n'Go is an App that people are waiting. Besides if we start in Beijing we will have our competitor away from us.

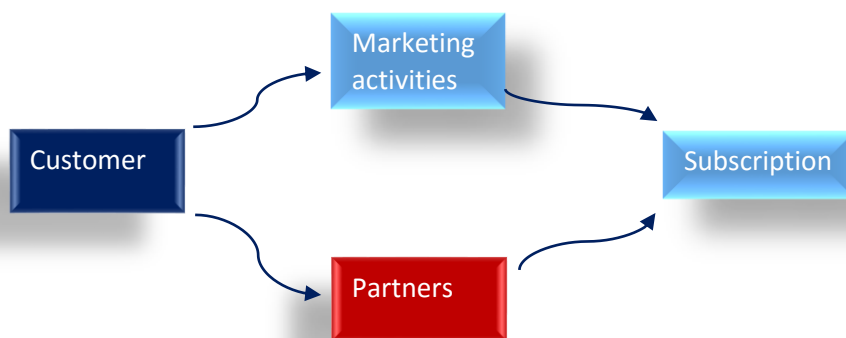
10. INFRASTRUCTURE MODEL



About the infrastructure model inside the company in the beginning, as a mobile application, it must consider the following aspect to launch the product and after in order to arrive the product to the customer:

1. Research and development team are going to work to launch the application,
2. Cloud storage and GPS technology to support the basic development
3. Market research team will understand the market segment as soon as possible, Then they will give all the information to the marketing team.
4. Marketing team will promote the product to reach customers and partners
5. After-sales-service department to collect more information from customers and try to keep them
6. Finally, back to R&D department to update and to add more features and functions to satisfy customers' requirements. And then go on since the beginning go on doing market research for the expansion, marketing, after sales...

The product gets to the customer and partners following this:



The explanation of this diagram is which the product could get to the customer in two ways: Firstly, they could start to use the product doing the subscription because the marketing activities captures the attention of them. Secondly also they can show interest in the application because the partners advise them to use it like for example in the Chinese universities like a partner, that advise to the students in order to improve the instance in the university, getting more knowledge about the Chinese language, and doing Chinese friends that can show them very good the Chinese culture. Besides it will be an advantage for the Chinese students because they can improve their foreign language.



The explanation of this second diagram is two explain how the partners do the subscriptions. The process is very simple, only looking the marketing activities and the number of users that has the App.

11. MANUFACTURE, PROTECTION AND RISK

11.1. MANUFACTURING

The application will be programmed in iOS and Android languages because they have more users. You can see in the figure that follows. For the realization we will hire in the beginning 3 engineering specialize in design and programming of mobile applications in android and iOS. The application will be done ready for the Beijing's market in 1 year.



Figure: Percentage of smartphones in the world market, first semester 2012

11.2. PROTECTION

This product we can't protect with patents and copyright because is easy to imitate in another way. The only protection that are going to have is trademark with the name of the application and the logo:



Besides, we are going to protect the company doing legal contracts with the all the employees in order that they can't say nothing about the strategy of the company and about the product to people outside the company.

11.3. RISK

The principal risk is that could appear imitators so it is for that reason we are going to try to get the more people as possible in the place where we launch doing a good marketing activities in the beginning in order that all people that are using our product don't want to change in order to don't lose their friends and also when they travel they could find more users of Hop'n'Go than the imitators. Also we have to try to do fast the expansion of the App, try to cover all our TAM, total available market, or at least China and Europe. After 5 years in order to compete with the imitators we could change the

prices of the subscriptions, maybe letting for free the normal subscription, and then doing another functions inside the application to earn more money

12. FINANCIAL PROJECTIONS

12.1. REVENUES

Our target market is:

- International students: 74,000, 2015
- Travelers: 4.3 mill, 2015
- Beijing university students: 550,000
- Residents in Beijing: 18 mill/21.7milL
- Partners: 104,900 (bars, restaurants and hostels)

In all of them we can have revenues in different ways because it variates the assumptions between them. Therefore, we are going to analyze them one by one and we are going to grouping in:

- Students
- Travelers
- Ads
- Partners

6.1.3 REVENUES STUDENTS

The total market size of the students is the sum of international student (74000) *plus* the Chinese students in Beijing (550,000). In total is 624.000.

The price strategy that Hop'n'Go has this segment is freemium, that is, the first year will be free for the users, and from the second year, the annual fee would be 6,99 RMB. The annual growing rate of market is 10%. We will do the assumption in each year of the market share according to the market.

From year 1-year 2, we will focus on Beijing, and in the following 3 years, we are planning to promote it in China.

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Market Size Students	624.000	686.400	40600000	42630000	44760000
Market Share	5%	10%	5%	8%	10%
Users	31.200	68.640	2.030.000	3.410.400	4.476.000
Student Sales (6,99 RMB/ User)	0	218.088	479.794	14.189.700	23.838.696

6.1.4 REVENUES TRAVELERS

The total market size of the travelers is in total *4.3 mill*

The price strategy that Hop'n'Go has this segment is freemium, that is, the first year will be free for the users, and from the second year, the annual fee would be 6,99 RMB. The annual growing rate of market is 5%. We will do the assumption in each year of the market share according to the market, which will be more that the students because they are our main customer.

From year 1-year 2, we will focus on Beijing, and in the following 3 years, we are planning to promote it in China.

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Market Size travellers	22.300.000	23.400.000	1.045.000.000	1.098.000.000	1.153.000.000
Market Share	3%	7%	1%	5%	10%
Users	669.000	1.638.000	10.450.000	54.900.000	115.300.000
Traveler Sales (6,99 RMB/ User)	0	4.676.310	11.449.620	73.045.500	383.751.000

6.1.5 REVENUES ADS

Every one of the users can be Ads, that is, they could be teachers, translators or guide tourists. The total market size is the sum of students and travelers.

The price strategy that Hop'n'Go has this segment is not freemium, that is, From the first year, the have to pay the annual fee which would be 34,99 RMB. We will do the assumption in each year of the market share according to the market, which will be less than the students and also than travelers

From year 1-year 2, we will focus on Beijing, and in the following 3 years, we are planning to promote it in China.

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Users(Students + Travellers)	700.200	1.706.640	12.480.000	58.310.400	119.776.000
Ads Share	5%	7%	3%	6%	9%
Ads Sales (34,99 RMB/ User)	1.225.000	4.180.073	13.100.256	122.416.854	377.186.602

6.1.6 REVENUES PARTNERS

The total market size of the partners is 104.900 that is the sum of bars, hotels and restaurants.

	HOTELS	BARS	RESTAURANTS
BEIJING	800	300	103.800
CHINA	9.000	30.000	243.000

The price strategy that Hop'n'Go has this segment is not freemium, that is, From the first year, the have to pay the annual fee which would be 1999 RMB. We will do the assumption in each year of the market share according to the market, which will be less than the students, travelers and ads.

From year 1-year 2, we will focus on Beijing, and in the following 3 years, we are planning to promote it in China.

	Year 1	Year 2	Year 3	Year 4	Year 5
Market Size of Partners	104.900	115.400	282.000	310.200	341.220
Market Share	1,0%	1,5%	1,0%	3,0%	5,0%
Partners Sales (1999 RMB/ User)	1.152.851	1.902.369	3.099.180	10.227.294	18.750.039

6.1.7 TOTAL REVENUES

	Year 1	Year 2	Year 3	Year 4	Year 5
Student Sales (6,99 RMB/ User)	0	218.088	479.794	14.189.700	23.838.696
Traveler Sales (6,99 RMB/ User)	0	4.676.310	11.449.620	73.045.500	383.751.000
Ads Sales (34,99 RMB/ User)	1.225.000	4.180.073	13.100.256	122.416.854	377.186.602
Partners Sales (1999 RMB/ User)	1.152.851	1.902.369	3.099.180	10.227.294	18.750.039
Total Revenue (RMB)	2.377.851	10.976.840	28.128.850	219.879.348	803.526.337

In conclusion we can say that the revenues of Hop'n'Go are higher, especially after the 3 year when the company is in whole china. Besides, it is important to say that the revenues of the partners, the two first years are the most important, so is for this reason, we have to try to have the most user as possible in order to attract partners to promote their business.

12.2. EXPENSES

The cost of doing the app is 0 RMB, because one time that the app is done, the download process of the App and the realization of the subscription is totally free.

The expenses that the company will have in the first 5 years are:

We will need engineering and another staff of the company for office. According to the normal salaries in Beijing, the salary for the engineering are 20000 RMB/per month, and the salary for the others will be 70000 RMB/per month. Also the founders will be payed 30000 RMB per month that in this case will be 3, me and another two persons that I will search them, strategically

Besides we will need to rent a place for the office, so it will cost 30000 RMB/ per month which is a normal price in Beijing. In addition, we will need work utensils like computers (6000 RMB/per computer) and printer, papers... that I calculated that it will be 20000 RMB per year.

In summary we will we spend in the first 5 years what is shown in the following table:

Expenses	Y1	Y2	Y3	Y4	Y5
Engineers/ R&D	3 Engineers	6 Engineers	6 Engineers	9 Engineers	9 Engineers
Gen and Administration	3 Founders	3 Founders and 2 another staff of the company for office.	3 Founders and 2 another staff of the company for office.	3 Founders and 5 another staff of the company for office.	3 Founders and 5 another staff of the company for office.
Equipment	Rent; 6 computers; work utensils	Rent; 5 computers; Work utensils	Rent; Work utensils	Rent; 6 computers; Work utensils	Rent; Work utensils

And the total expenses of the last matrix in RMB is:

Expenses	3216000	4734526,05	7277327,44	37047902,16	124558950,5
Engineers/ R&D (20000 RMB/per)	720000	1440000	1440000	2160000	2160000
Marketing	1000000	1646526,05	4219327,44	32981902,16	120528950,5
Gen and Admi- nistration	1080000	1248000	1248000	1500000	1500000
Equipment	416000	400000	370000	406000	370000

12.3. NET INCOME

West along all the above information we get the net income that is subtraction between Total revenues less Expenses.

	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Total Market Size Students</i>	624.000	686.400	40600000	42630000	44760000
<i>Market Share</i>	5%	10%	5%	8%	10%
<i>Users</i>	31.200	68.640	2.030.000	3.410.400	4.476.000
Student Sales (6,99 RMB/ User)	0	218.088	479.794	14.189.700	23.838.696
<i>Total Market Size travellers</i>	22.300.000	23.400.000	1.045.000.000	1.098.000.000	1.153.000.000
<i>Market Share</i>	3%	7%	1%	5%	10%
<i>Users</i>	669.000	1.638.000	10.450.000	54.900.000	115.300.000
Traveler Sales (6,99 RMB/ User)	0	4.676.310	11.449.620	73.045.500	383.751.000
<i>Total Users(Stu- dents + Trave- llers)</i>	700.200	1.706.640	12.480.000	58.310.400	119.776.000
<i>Ads Share</i>	5%	7%	3%	6%	9%
Ads Sales (34,99 RMB/ User)	1.225.000	4.180.073	13.100.256	122.416.854	377.186.602
<i>Market Size of Partners</i>	104.900	115.400	282.000	310.200	341.220
<i>Market Share</i>	1,0%	1,5%	1,0%	3,0%	5,0%

Partners Sales (1999 RMB/ User)	1.152.851	1.902.369	3.099.180	10.227.294	18.750.039
Total Revenue (RMB)	2.377.851	10.976.840	28.128.850	219.879.348	803.526.337
<i>Cost of goods</i>	0	0	0	0	0
Gross Profit	2.377.851	10.976.840	28.128.850	219.879.348	803.526.337
Expenses	3216000	4734526,05	7277327,44	37047902,16	124558950,5
<i>Engineers/ R&D (20000 RMB/per)</i>	720000	1440000	1440000	2160000	2160000
<i>Marketing</i>	1000000	1646526,05	4219327,44	32981902,16	120528950,5
<i>Gen and Adminis- tration</i>	1080000	1248000	1248000	1500000	1500000
<i>Equipment</i>	416000	400000	370000	406000	370000
Net Income	-838.149	6.242.314	20.851.522	182.831.446	678.967.386

In conclusion it could say that in the first year the net income will be negative, but after it will be positive and in the 5th year the revenues will be very high. This numbers could be very attractive for the investors.

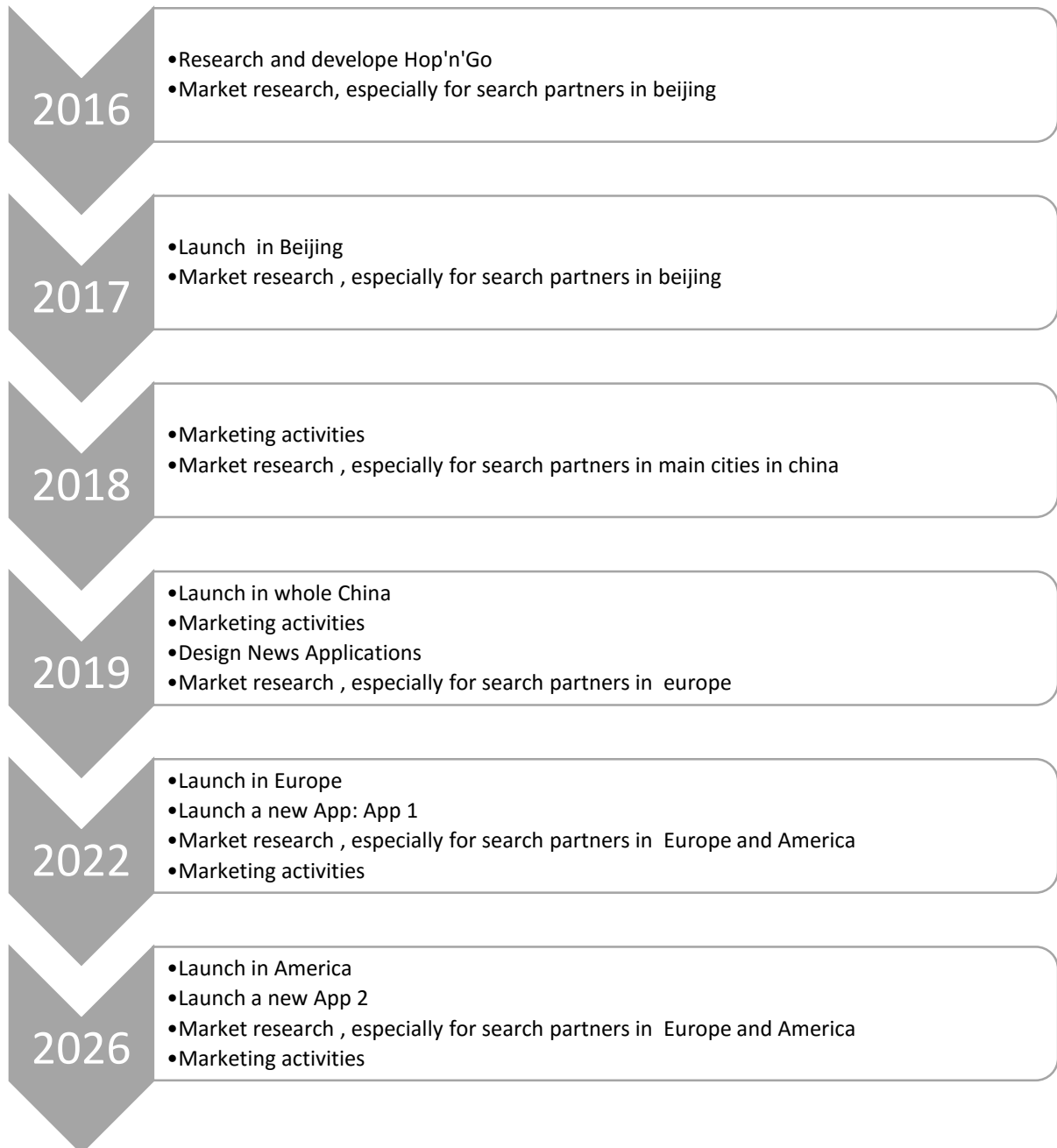
12.4. INVESTMENT NECESSARY

Investment	
<i>Expenses 1 year</i>	3.216.000
<i>Net income</i>	-838.149
Total	4.054.149
<i>Marge of security= + 10%</i>	4.459.564
Investment necessary	4.500.000

The investment that this mobile application need is 4500000 RMB. This money the company need to face the expenses and the negative net income of the first year. Besides because in the calculus there are some assumptions, also the company would like to add to the total expenditure, a 10 % more as a marge of security.

13. PATH FORWARD

the way forward of this company is shown in the following table, detailing what will be done every year, especially the expansion of the mobile application.



After the company will be developing the application to keep the customer in them, and launching new Apps every 4 years.

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