RunToShop
projects in Metropolia

"Every student group could be a beginning for a successful e-business!"

RunToShop Student Groups

1. **Redesigning the RunToShop.fi consumer service**

   The goal is to find new business model of the current non-profit online service and build a web application or site to replace the current service

   - ✓ Succesful application will in fact replace the current service
   - ✓ Keys to success:
     - Strong online business logics understanding
     - Designer skills
     - Flash (Flex), Java, PHP, Drupal development skills

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2. Building a executive network for B2B market

The goal is to build a business concept for B2B market. Idea is to build a social media application where company executives can build and maintain business relationships.

✓ Successful application will be put into production and will possibly provide future opportunities for the people involved

✓ Keys to success:

  – B2B business marketing understanding

  – Social media concept understanding

  – Knowledge of database structures

  – Flash (Flex), Java, PHP, Drupal development skills

3. **Joint web product project**

The goal is to launch a joint venture with three companies involved. Three dimensional product will combine the best practices of three different products into one superior global web product.

- ✓ Success in this project will lead a global marketing of the finalized application
- ✓ Keys to success:
  - – Innovativeness
  - – Web design orientation
  - – Project coordination skills
  - – Development skills

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4. Global web marketing concept for the sports nutrition retailer

The goal is to build a sports nutrition company a global marketing strategy and build an innovative digital marketing application

✓ Success in this project will increase the e-business knowledge and innovative entrepreneur skills

✓ Keys to success:

- International marketing knowledge

- Customer behavior understanding

- Development skills

5.   Digital brand strategy building for broadband retailer

The goal is to build a digital brand strategy and a webstore containing social media features for a broadband business newcomer.

- ✓   Success in this project will increase the e-business knowledge and provide a good opportunity to gain experience in e-business concept building

- ✓   Keys to success:

    – Innovative marketing orientation

    – Customer behavior understanding

    – Development skills