

# BRINGING ACTIVITIES TO THE STUDENTS

-INSTEAD OF BRINGING THE STUDENTS TO THE ACTIVITIES

IKA097 Leading in a Digital World  
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BOOK EQUIPMENT FOR

OUTDOOR ACTIVITIES

# ACTIVITY lockers

P L A Y

KUBB · BOULE  
FOOTBALL · AND MORE!

## YOU NEED

STUDENT  
UNION CARD



MITT CAMPUS  
APP

## BENEFITS

- HAVE AN ACTIVE STUDY BREAK
- IMPROVE PHYSICAL AND MENTAL HEALTH
- CONNECT WITH NEW FRIENDS

## PITCH VIDEO



## WHAT?

- A box solution containing equipment for various outdoor activities
- Place the lockers across Akademiska Hus' campus to bring the activities to the students

## HOW?

- To implement 2 lockers, fill them with equipment and integration of the platform into the app should not cost more than 200 000 SEK
- Market research survey: 87% state a willingness to pay for the activities = solution will be self-financing and a good investment

## WHY?

- Market research survey: there is a demand for the innovation. 75% of the respondents state that they would get more out of their study breaks if Activity Lockers were available to them
- Higher utilisation of Akademiska Hus' environments, both indoors and outdoors