

BUSINESS PLAN

FOR A JOB BOARD PLATFORM FOR (SPORTS) PHYSIOTHERAPISTS

MASTER THESIS DEFENSE

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AGENDA



- Introduction
- Research Design
- Findings
- Discussion
- Conclusion

INTRODUCTION

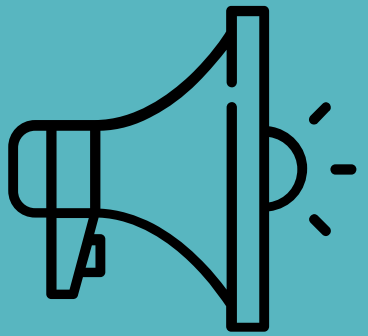
- Develop a business plan draft for a job board platform
 - Sports Physiotherapists
 - Sports Clubs
- Firstly, identify if there is a need
- Then analyse what the expectations of the different target groups are
- Swiss Working Group for Rehabilitation (SART)

BACKGROUND INFORMATION

- 38 per cent of all non-occupation accidents are sports accidents
- 90 per cent of these are minor injuries
- CHF 2.9 billions per year
- For example, injuries in the Bundesliga grown by 20 per cent
- Rising demand for physiotherapists
- 1,200 applications for 600 training places

PROBLEM STATEMENT

- Demand for skilled physiotherapists is rising
- Especially sports clubs are facing the problem to not find specialists
- Also no access to sports clubs
- Complexity in health system – digitalisation



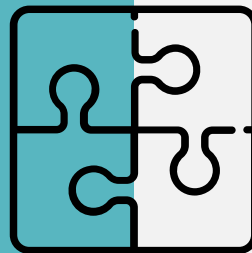
“With an increasing demand for Sports Physiotherapists in Switzerland and at the same time an increasing interest of Physiotherapists to offer corresponding services, the need for a web-based Job-Board Platform to connect Physiotherapists and Sports Clubs has risen.”

RESEARCH QUESTIONS

- **RQ1: Is there a need for an online job board platform in the sports physiotherapy sector?**
 - SRQ1.1 / 1.2: Is there a need from the sports physiotherapists' / sports clubs' view?
- **RQ2: What should an online job board platform offer in order to satisfy the needs of the different stakeholders?**
 - SRQ2.1 / 2.2: What are the needs of sports physiotherapists / sports clubs?
 - SRQ2.3: What has the platform to offer in order to attract people?
 - SRQ2.4: How can it be ensured that the platform is used regularly?
- **RQ3: How can an online job board platform run financially independent?**
 - SRQ3.1: How much are the users willing to pay for the service?
 - SRQ3.2: What are other potential income areas?

LIMITATIONS


- Limited to the German part of Switzerland
- Business Plan draft, due to the time constraints
- Maybe not sufficiently covered all possible target groups



RESEARCH DESIGN

January – February 2020

April – May 2020

- 
- Phase I: Qualitative (semi-structured) interviews
 - 8 interviews: 4 physiotherapists, 4 sports clubs
 - First impression if there is an interest for the platform
 - Basis for the survey
 - Phase 2: Quantitative online survey
 - 200 answers from physiotherapists, sports clubs and people with medical view
 - Better understanding of the requirements and needs

PHASE I: QUALITATIVE INTERVIEWS

PHYSIOTHERAPISTS



- Positive feedback
- Solution that satisfies a need
- Include prospective physiotherapists who are still in training
- Knowledge from the corresponding sport
- Consider that not all sports clubs have the same resources

PHASE I: QUALITATIVE INTERVIEWS

SPORTS CLUBS



- Positive feedback – exciting idea
- Sports has emerged and is on a higher level today
- Interesting solution, especially for village clubs
- Ensure participants' seriousness and to identify their competences

PHASE 2: QUANTITATIVE SURVEY

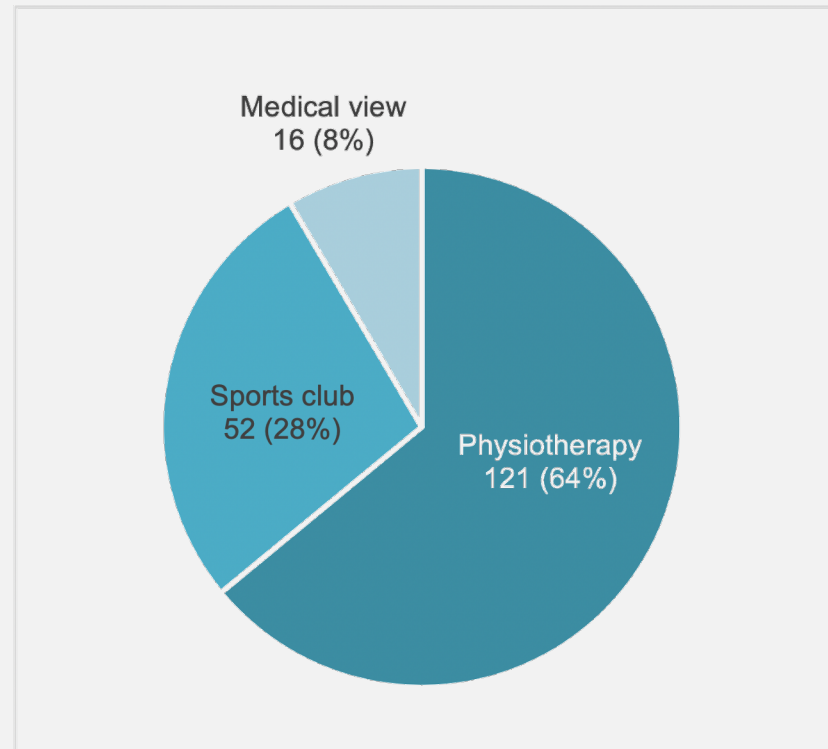


Figure 5 – Overview of Perspectives (Author)

PHASE 2: QUANTITATIVE SURVEY

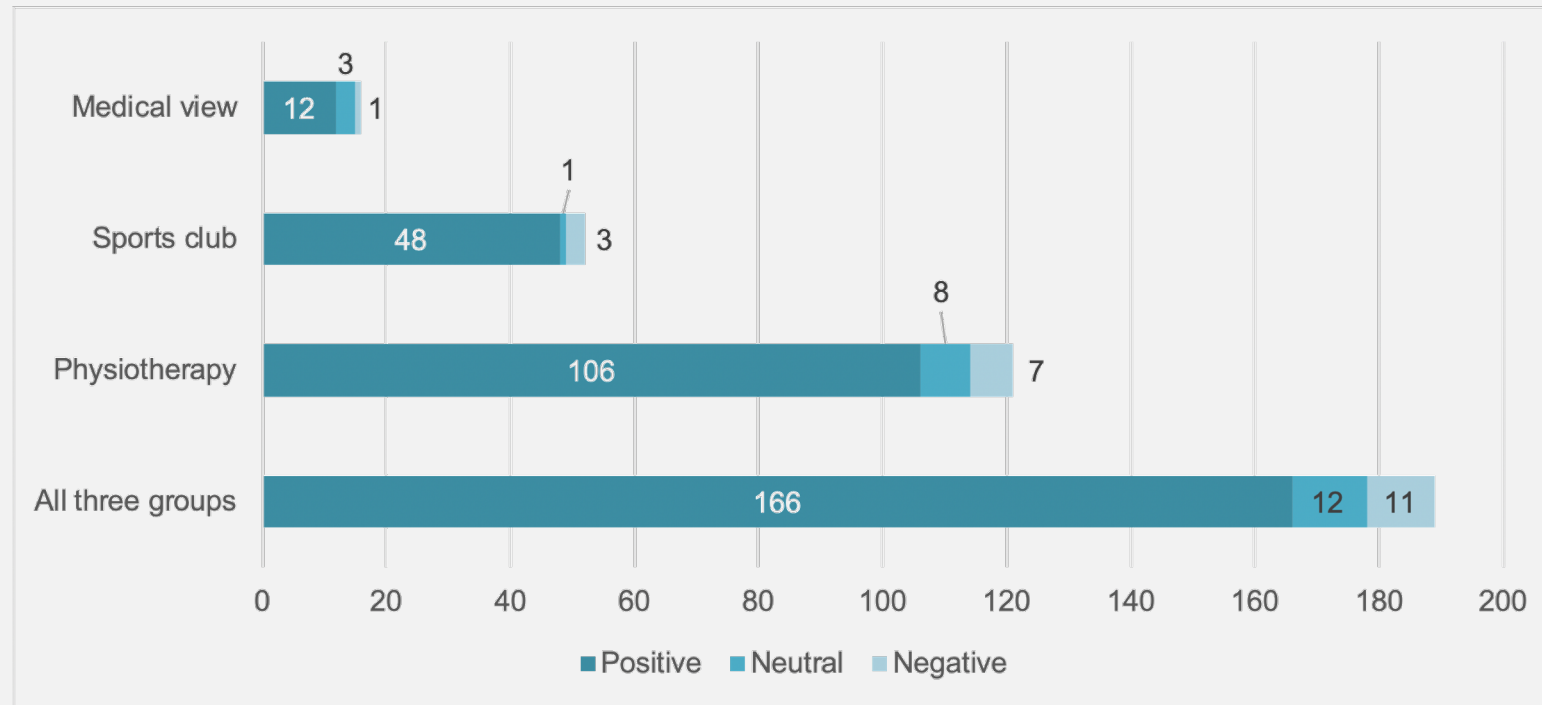


Figure 8 – Overview of the First Impression of the Idea (Author)

PHASE 2: QUANTITATIVE SURVEY

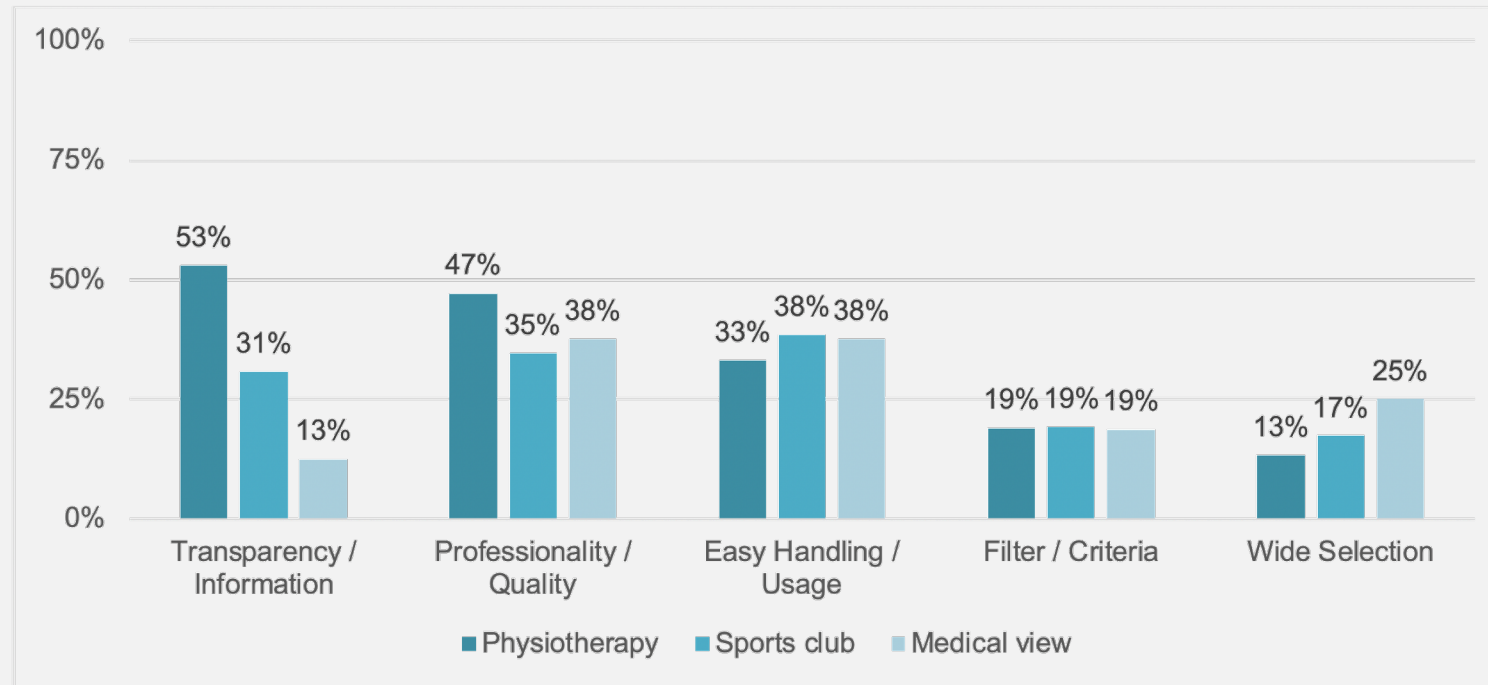


Figure 11 – Essential Features or Functions (Author)

PHASE 2: QUANTITATIVE SURVEY

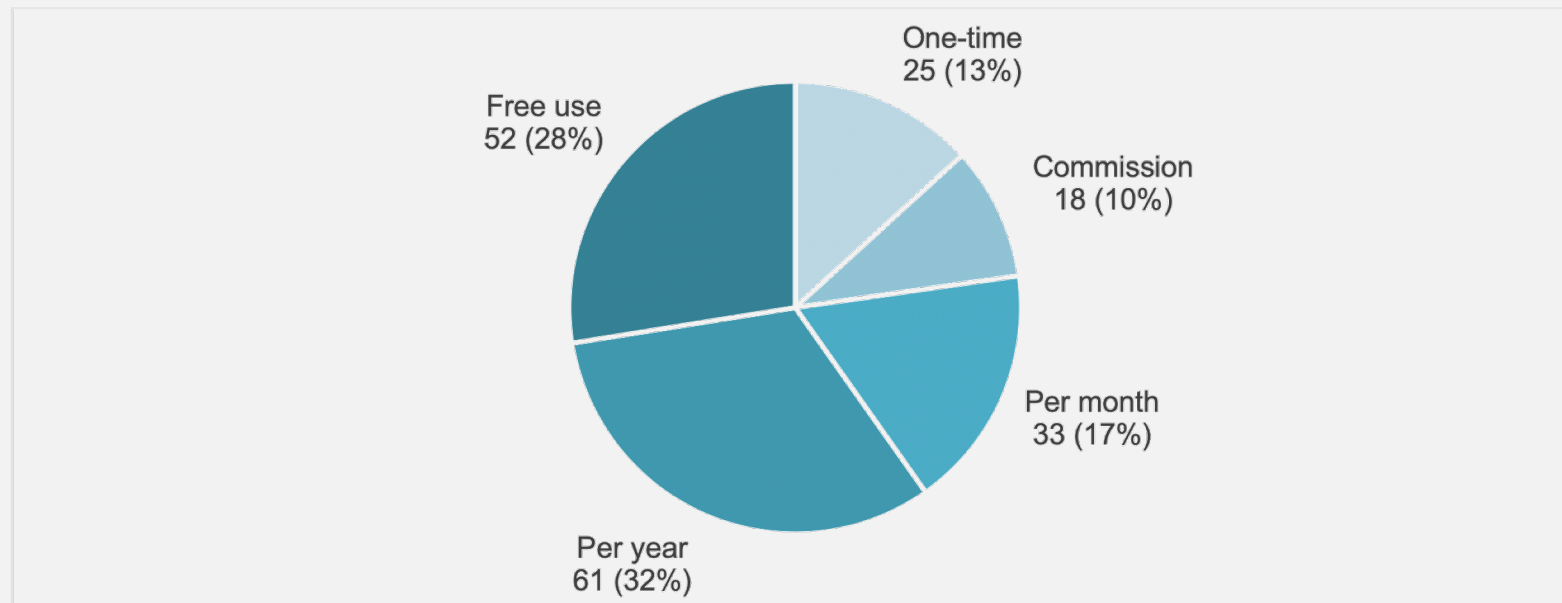


Figure 12 – Willingness to Pay of all three Groups (Author)

PHASE 2: QUANTITATIVE SURVEY

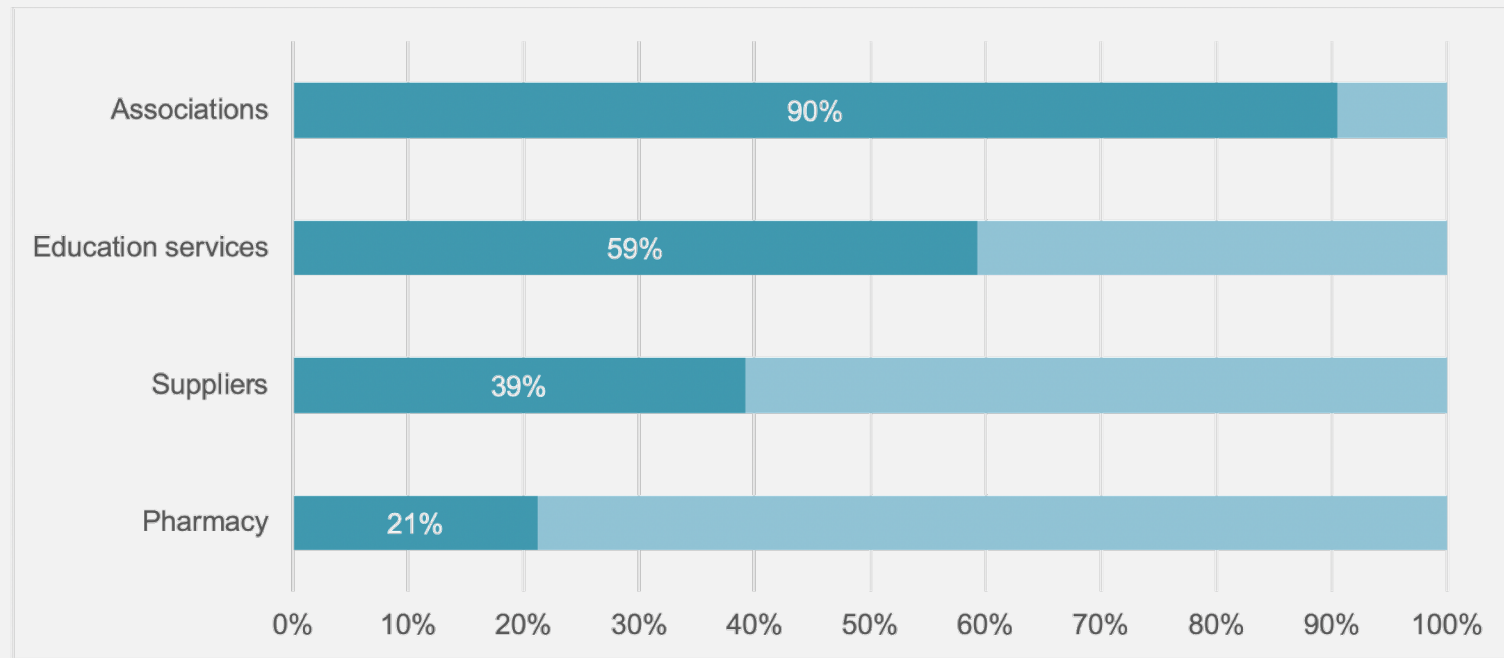


Figure 18 – Potential Partners of the Platform (Author)

PHASE 2: QUANTITATIVE SURVEY

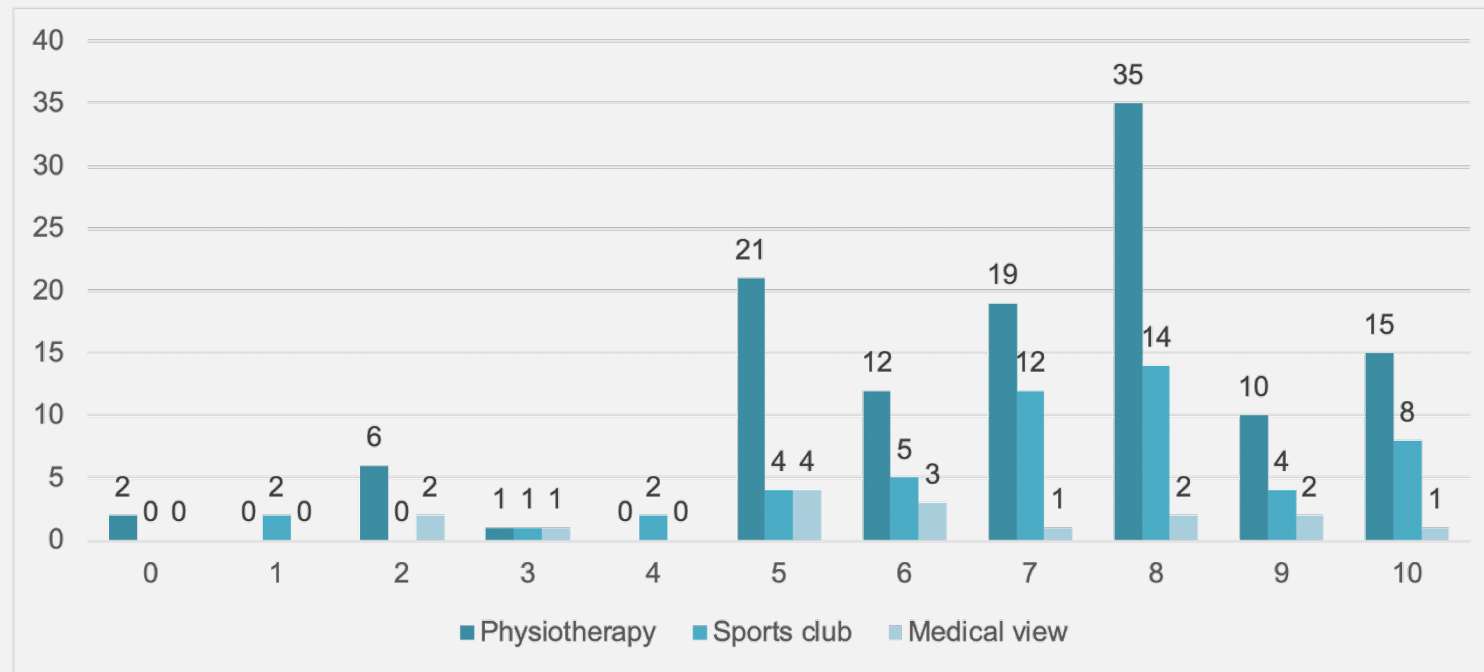


Figure 21 – Referral Rate (Author)

PHASE 2: QUANTITATIVE SURVEY

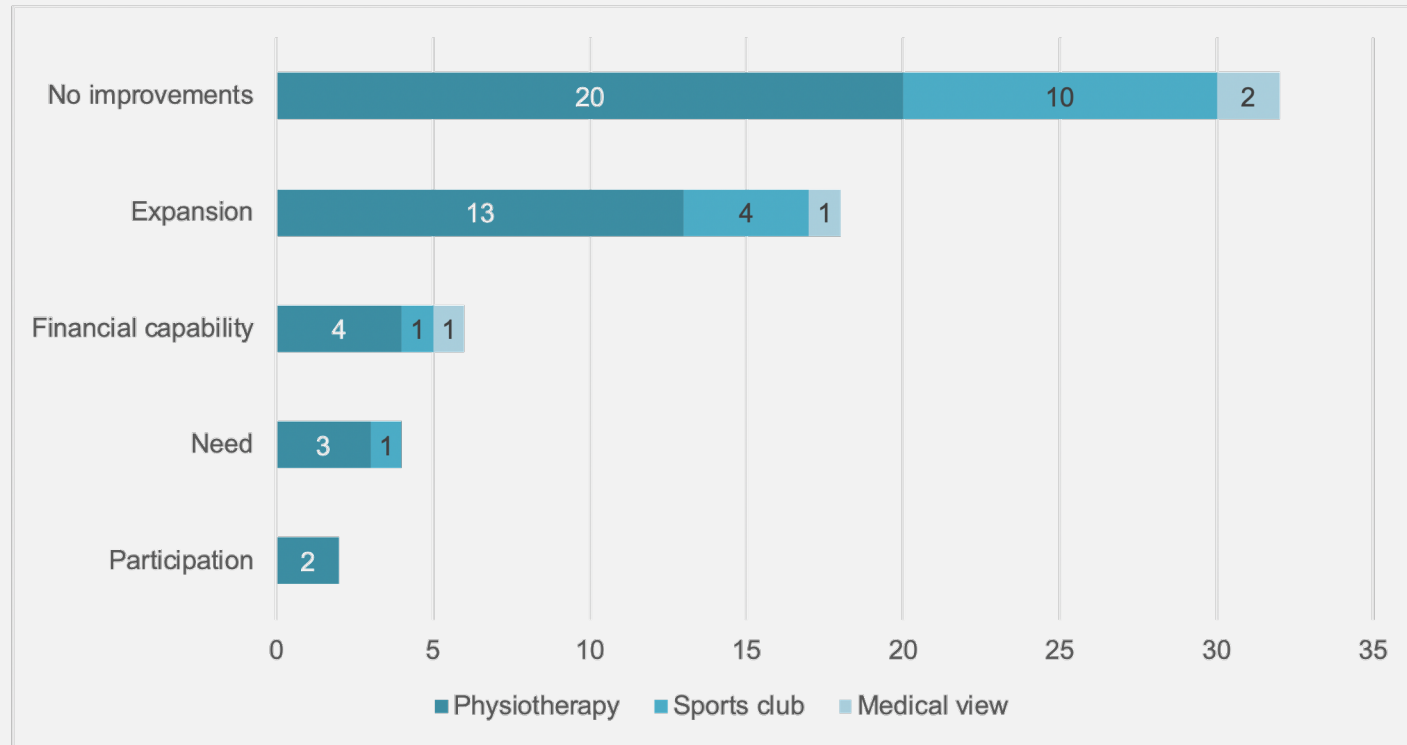


Figure 23 – Categories of Possible Improvement (Author)

DISCUSSION

- **RQ1: Is there a need for an online job board platform in the sports physiotherapy sector?**
 - All eight qualitative interviewed reacted positive
 - In the quantitative survey 78 per cent rated three or more stars
 - Only 5.2 per cent gave a negative rating
 - 71 per cent say that the platform would support them
 - Idea gets a rating of 4.19 out of 5 stars
- The need is confirmed, but not the same urgency or greatness from all sides

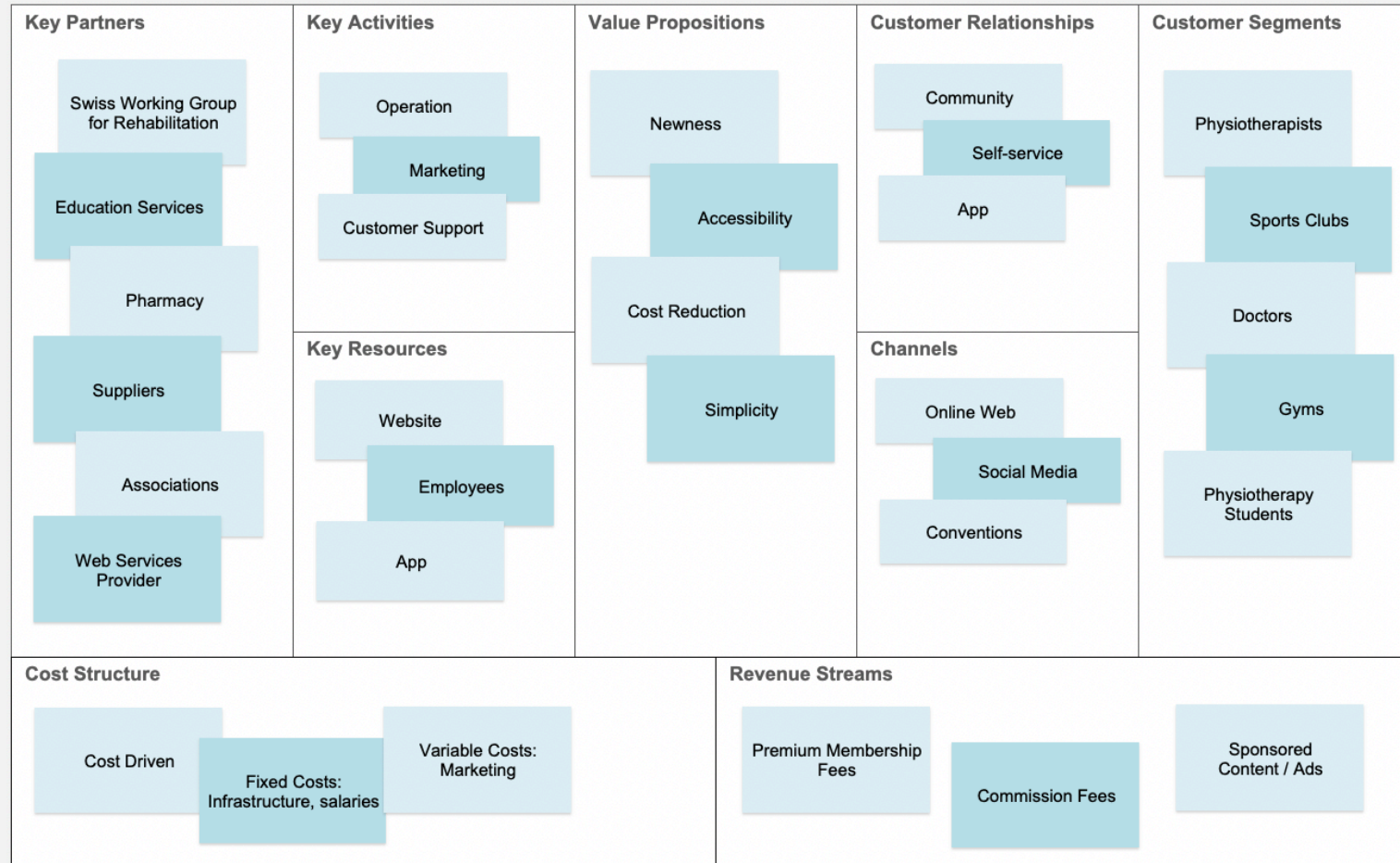
DISCUSSION

- **RQ2: What should an online job board platform offer in order to satisfy the needs of the different stakeholders?**
 - Professionalism / Quality
 - Transparency / Information
 - Simple Handling and Usage
 - Large Range of Offers
 - Community
 - Integration of Partners
 - Finances not clear – difficult topic

DISCUSSION

- **RQ3: How can an online job board platform run financially independent?**
 - Annual subscription fee
 - CHF 87.50
 - Free of charge
 - Monthly subscription fee
 - CHF 25.–
 - Premium Area
 - Partners (Advertising, Provision, Sponsored Content etc.)

BUSINESS MODEL CANVAS



CONCLUSION



- Is there a need?
- What are the requirements?
- How can it run financially independent?

NEXT STEPS

- Discussion with potential partners
- Iterative process
- Contact the relevant associations
- Deeper market research
- Scaling the idea to other target groups



SOURCES

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PICTURES

All pictures in the presentation were provided by Unsplash
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BACKUP