

This case study is about Rezervo trying to develop a local app for small and local companies which require an easy booking solution. The notion to improve this app comes from an actual requirement communicated by a yoga teacher, who was the first customer of the app. The two creators Julien and Sylvain who are fresh graduates wanted to embrace entrepreneur life. They both have diplomas in Web Development and Web marketing as a firm base to develop this project, and when they carried out a firm market analysis, they decided to launch their app. After examining the consensus, they saw a lack of solutions for small companies. In general, the yoga and wellness sector are developing vastly in France. On top of that, gradually people are introducing small companies, as a result of the growing market potential

If you would like to find out more please follow this link:
<https://www.facebook.com/rezervo.fr/>