



POInt&Go

A **trusted**, data-inspired map to monitor and promote interactive experiences and their generated **perceptions** in smart communities.



ENABLING TRENDS >> FUTURE MARKET SIZE

VR/AR MARKET

~20.9 B(USD)

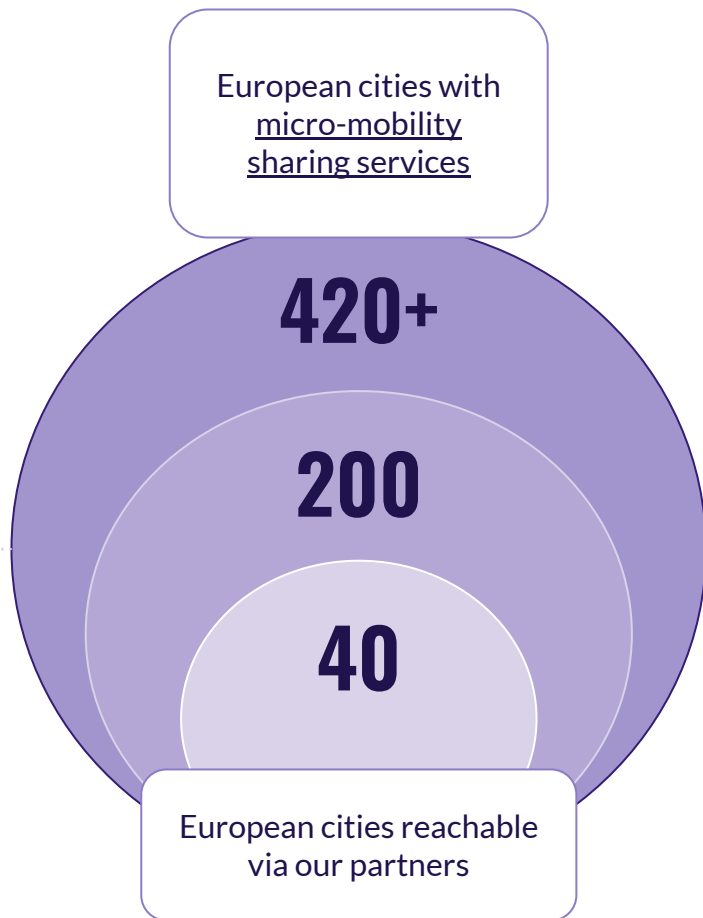
Forecast of the AR / VR market in Europe by 2025. ([statista](#), [ec.europa.eu](#))



LOCATION TECHNOLOGY

~20,000,000

Pieces of information added by users in Google Maps each day. ([Google Cloud](#))



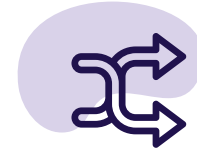
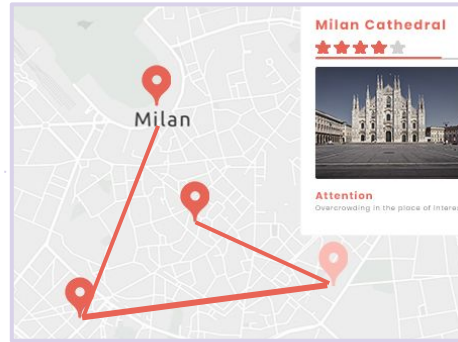
NEW PROBLEMS & OPPORTUNITIES



PERCEPTION

Insights from the combination of **game-induced perceptions** with **spontaneous social iterations**.

The possibilities for augmented reality in the travel industry are vast. AR alters travelers' perceptions of their physical surroundings and provides supplemental tourism experiences and opportunities for interaction. ([Forbes](#))

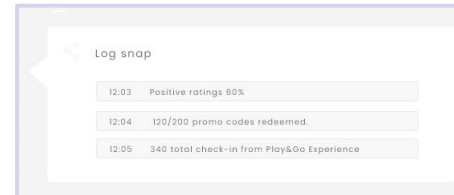


GEO-DATA

Geo-localized data for geo-marketing and **phygital experiences**.

TRANSPARENT STATS

Trusted data from worldwide experiences to involve more partners.



USER PERSONAS >> SERVICE PROVIDERS

Through **POInt&Go**, service providers will be able to create **new revenue streams** and **open new markets** via the partners' network.

How did the “Next Mobility Exhibition” go last year? **Is it worth attending** this year?

How to get to know **new municipalities**?

How do we **differentiate** from other players?

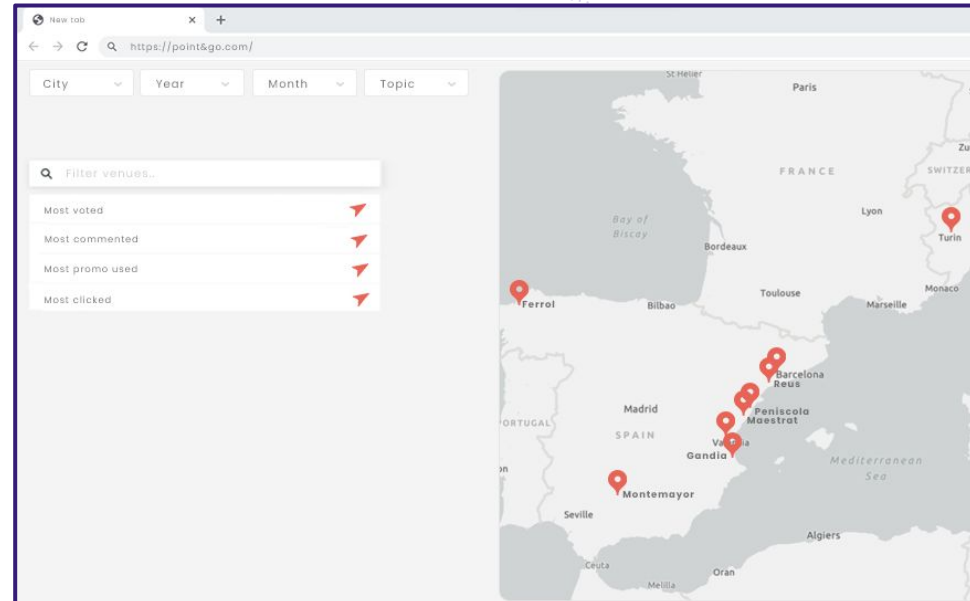
Can I make my **promotional codes** more efficient among our targets?

How can I **maximise the income** from the experiences?

Which companies are **more attractive** for new partnerships?

Paolo

Manager of a mobility company



USER PERSONAS » PUBLIC ADMINISTRATIONS

Through **POInt&Go**, public administrations have a unified bundle of services to **interact with partners** and **measure engagement** in different communities.

The screenshot displays the POInt&Go web application interface. At the top, there are navigation tabs for 'New tab' and 'Guest'. Below the browser address bar, there are filter options for City (Valencia), Year (2022), Month (March), and Topic (Festival). A 'Discover similar past events' dropdown menu shows 'Valencia fall party tour' and 'Madrid fall festival tour'. The main content area features a calendar for the 'Valencia fall festival tour' with dates 15, 16, and 18 highlighted. Below the calendar, there is a 'Filter venues...' search bar and a list of past events with their dates and times. A highlighted event, 'Falla Regne de València', is shown with a 5-star rating, a location pin icon, and a 'This is an ongoing event' label. The event details include dates (Tuesday, March 18 and Saturday, March 19, 19:30), address (Carrer del Duc de Castellia, 12, 46005 València, Spain), and phone number (+34 670 38 81 84). Below the event details, there are two pie charts showing engagement metrics, each with a 5-star rating. A 'POI's feed' section shows two entries: 'Crowded' with a 5-star rating and a checkmark, and 'Stuck' with a 5-star rating and a checkbox. The background of the interface shows a map of Valencia.

Which experiences were **most successful** in the past or led to **better results** in other cities? Who organized them?

How can I **better involve** tourists and locals in our initiatives? How to create more **inclusive events**?

Which are the **most suitable** partners to **enhance** our underappreciated urban areas?



Lucia

**Public Administration
Officer in Valencia**

PROVIDERS >> STRATEGIC PARTNERS & TECHNOLOGIES

- Events and experiences
- Points Of Interest (POIs)
- Ratings and Comments
- Number of check-ins
- Real-time and planned events



REACH
NEXT GENERATION DATA INCUBATOR

dott

- Geo-located promos connected to public areas
- Vehicles' distribution map
- More services to the municipalities

+40

Municipalities

9

Countries

~10k

VR impressions/year

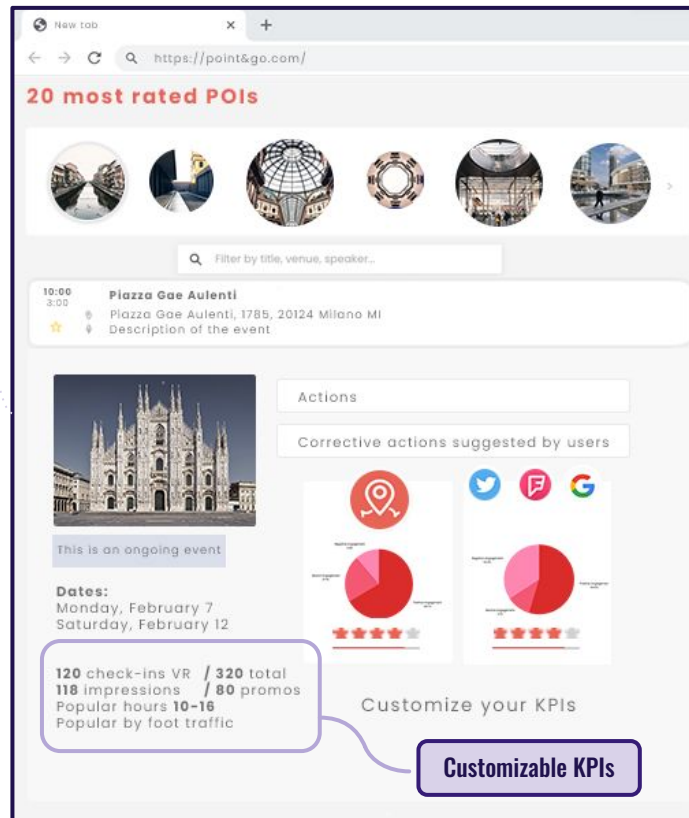
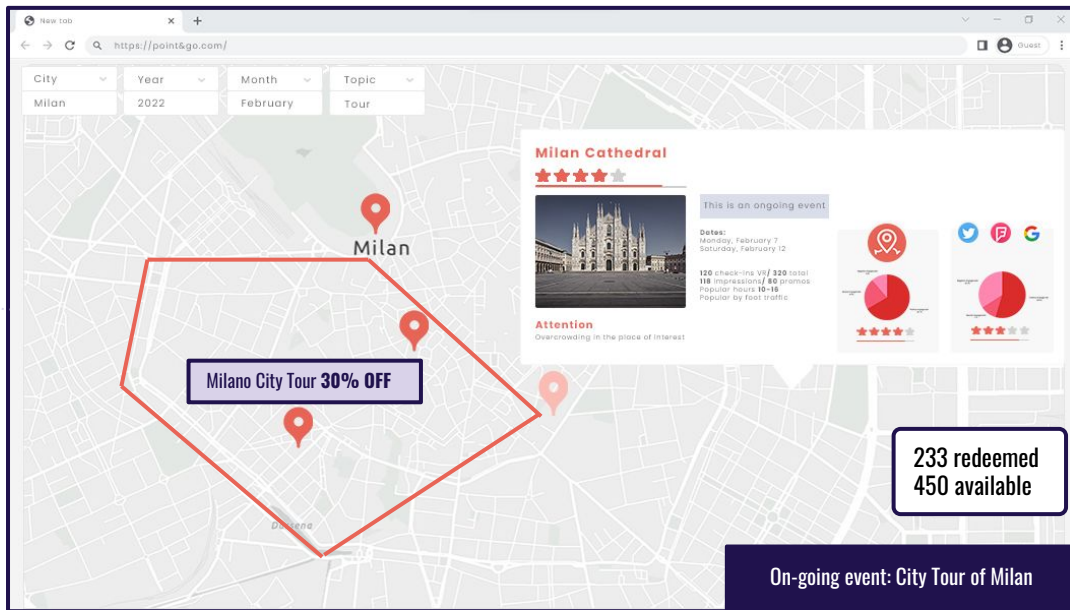
2M+

Users

DATA & TECH stack >>



DATA VALUE CHAIN >> WHY PARTNERS ARE SUPPORTING US



An example of our **DVC**: Paolo activated a **promotional area** based on the **most rated tracks** of a classical city tour in Milan mapped on our platform.



BUSINESS MODEL >> REVENUE STREAMS

PUBLIC ADMINISTRATION

Additional service for the events they already organize to manage their partners within a single, engaging, easy-to-use platform.

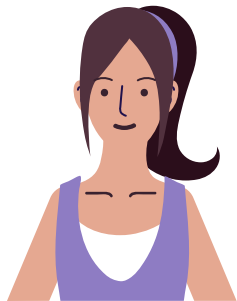
Payment for the service (B2B) <<



SERVICE PROVIDER

A tool to integrate with their offers and a trusted proof of their involvement in communities' initiatives – a crucial communication asset to gaining new cities' trust.

>> Pay-per-use





BUSINESS MODEL >> GO-TO MARKET STRATEGY

POC evaluation in Paris.

19-20
MAY

SEP

MVP development with the EU Grant
and support of partners.

NOV

Together with *Play&Go*
experience, we'll
accomplish platform
testing during a few
events in Spain.

FEB '23

Promotion of the
platform to European
organisations with whom
we worked in the past to
extend our reach in 40+
countries.



ITER IDEA >> CERTIFICATIONS & ACHIEVEMENTS

INFO DATA - IL SOLE 24 ORE
a colloquio con
GUIDO MAZZA
Co-founder Iter Idea



DATA JOBS
La giornata tipo di chi lavora con i numeri

MERCOLEDÌ 19 GENNAIO ALLE 14:00
TWITCH.TV/INFODATA24

Business Developer,
Data Architect

JOB FACTORY
ERASMUS, TECNOLOGIA
E EMPLOYABILITY



MATTEO CARBONE
National Representative of ESN ITALY
Head of ITER IDEA

campus party digital generation

Solutions Architect,
DevOps Engineer

Women IMPACTX www.womenimpact.com



Sono felicissima all'idea di far parte di questa Community!
Mi emoziona l'idea di fare rete con persone che si impegnano attivamente ad apportare cambiamenti tangibili nella nostra società.

Sara Baroni
BRAND AMBASSADOR

Journalist,
Communication strategist

AN ECONOMY THAT WORKS FOR PEOPLE

EUROPEAN UNION
Challenge 2
An economy that works for people

Award Ceremony



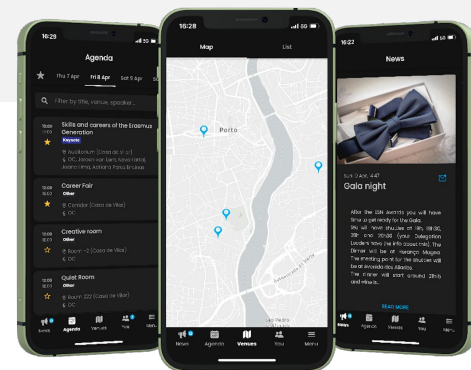
1st place: ITER IDEA

A new portal facilitating women's mobility in Europe. (Italy)

1.000+ B2B users from **6** different industries

We support **60+** SMEs
together with **40**
collaborators overall

30.000+ international students from
20 countries reached by our solutions



THANKS!

We are ready to continue our journey!



Reach us at: info@iter-idea.com



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

