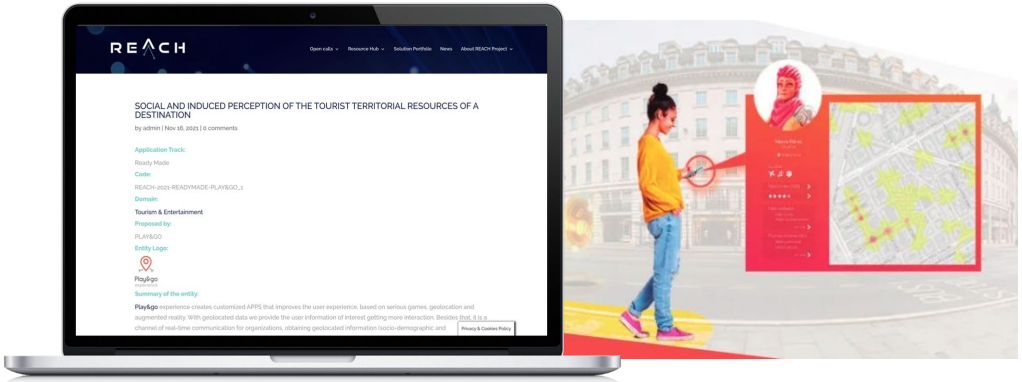
ITER IDEA

POInt&Go

Business Insights

EXPERIMENT (MVP)



10 MILLION CONVERSATIONS: THIS CITY USES SENTIMENT ANALYSIS TO HEAR HOW ITS PEOPLE REALLY FEEL

DESTINATION MARKETING STRATEGY + RESEARCH AND ANALYSIS +

Analyzing tourist data on Twitter: a case study in the province of Granada at Spain

Tales of a city: Sentiment analysis of urban green space in Dublin

SENTIMENT ANALYSIS ON PERCEPTION OF TOURISM IN DKI JAKARTA PROVINCE: CASE STUDY OF OLD CITY AND KEPULAUAN SERIBU

Sentiment Analysis and City Branding

Our starting point

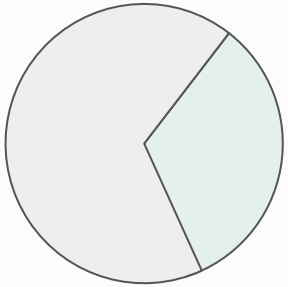
Play&Go perception challenge

» *Social and Induced Perception of tourist territorial resources of a destination*

Photo by Klaudia Piaskowska on Unsplash

CULTURAL DATA ANALYSIS

+30%



Paid attendance growth through data analytics in museums.

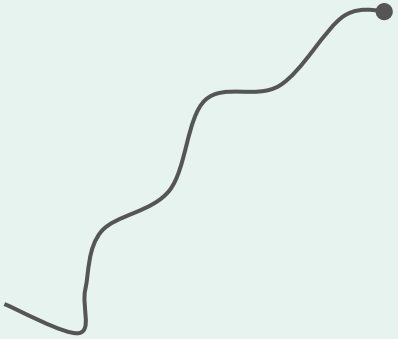
(#2 — The Art Institute of Chicago, Medium.com)

Growth trends and markets

≫ Imagine if you could click 2–3 buttons on your computer, get a real-time dashboard that highlights your museum's audience trends and then automatically receive a personalised recommendation for audience growth.

VR/AR MARKET

20.9 M €

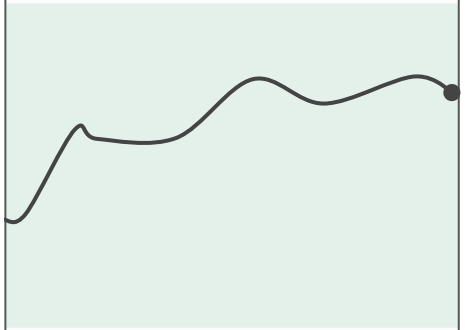


Forecast of the AR / VR market in Europe by 2025.

(statista, ec.europa.eu)

LOCATION TECHNOLOGY

20,000,000

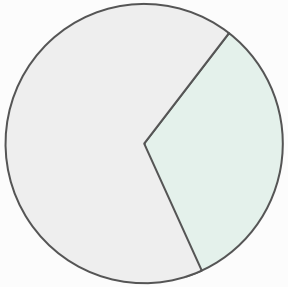


Pieces of information added by users in Google Maps each day.

(Google Cloud)

CULTURAL DATA ANALYSIS

+30%



Paid attendance growth through data analytics in museums.

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Growth trends and markets

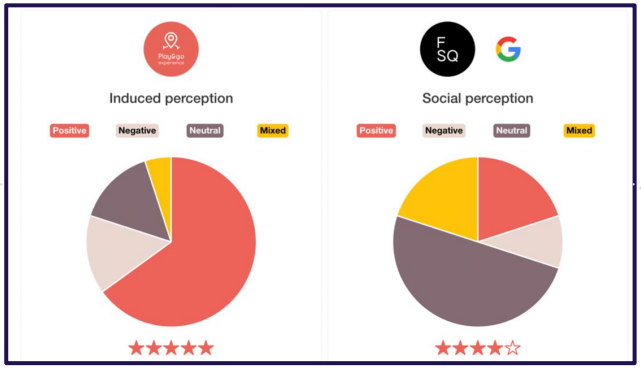
≫ Enabling technologies

Play&Go experience challenge. *Social and induced perception of tourist territorial resources of a destination.*

A new Data Value Chain, designed for public administrations and companies, to fill the gap with the new generation of citizens and tourists.

Play&Go, based on their experience, confirmed to us *how also PAs would invest in a tool that put them in control of data about their cities, rather than demanding analysis to private consultants.*

TACKLING THE CHALLENGE, IN PRACTICE



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)

POI RESOLUTION

Through Foursquare and other providers, we are able to **uniquely identify Point of Interests**, having access to geo-located up-to-date information that we enrich with our algorithms.

TRACKS

We run and analyse permutations on our cloud infrastructure to identify popular tracks during the events.

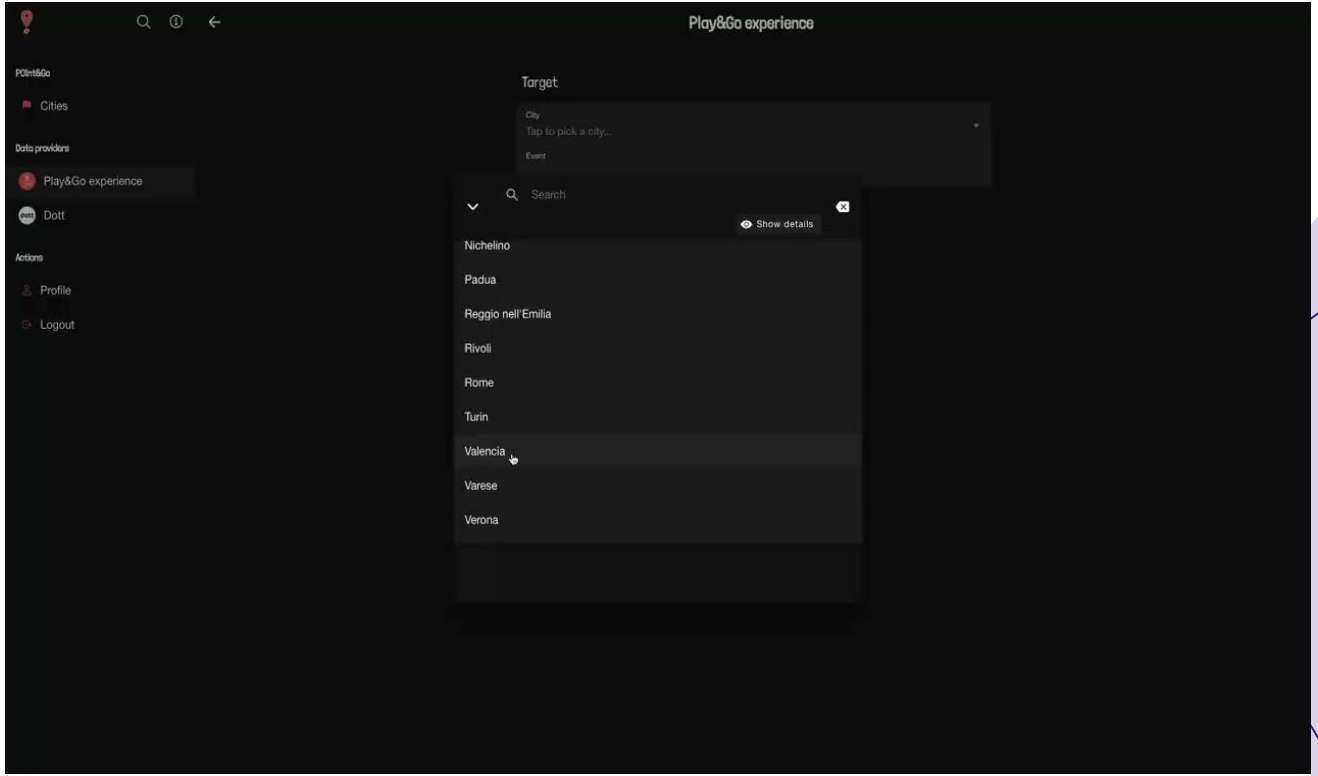
Centro G. Leopardi Micer Masco, 6 - 1º 2ª → 66 → Mascletà

Longest

MVP, IN ACTION

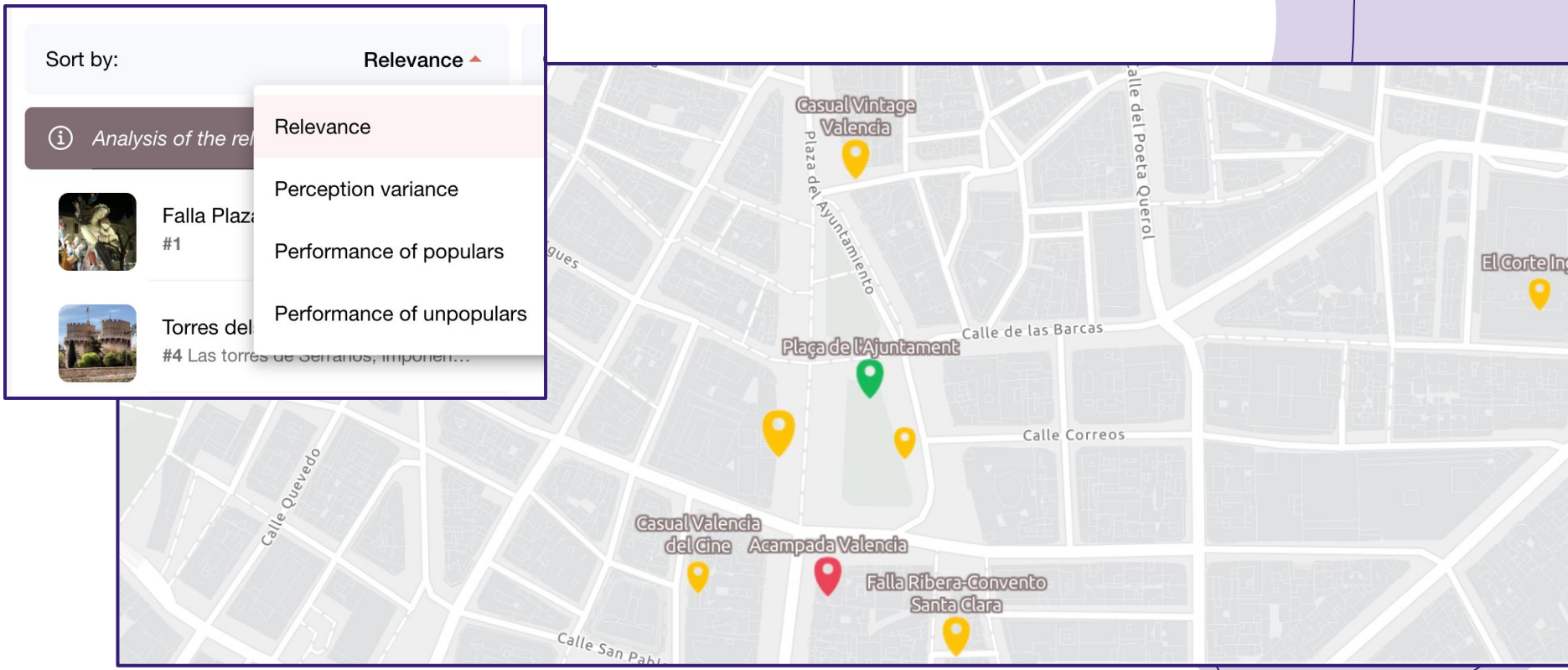
» MVP in action

IMPORT/SYNC AND DATA PROCESSING



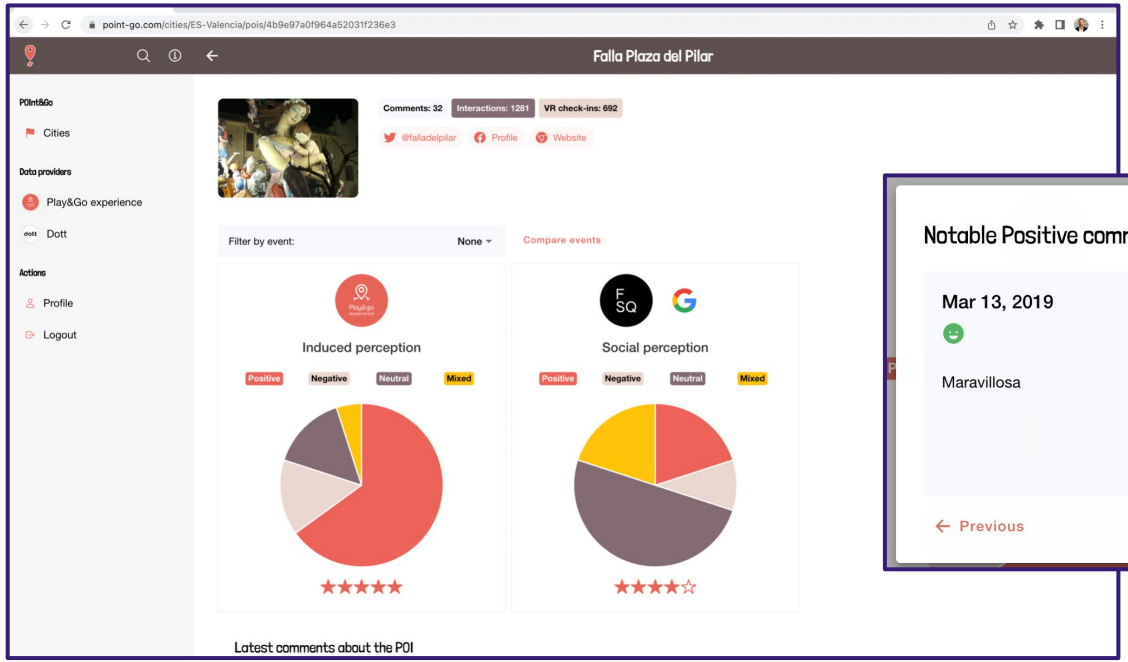
» MVP in action

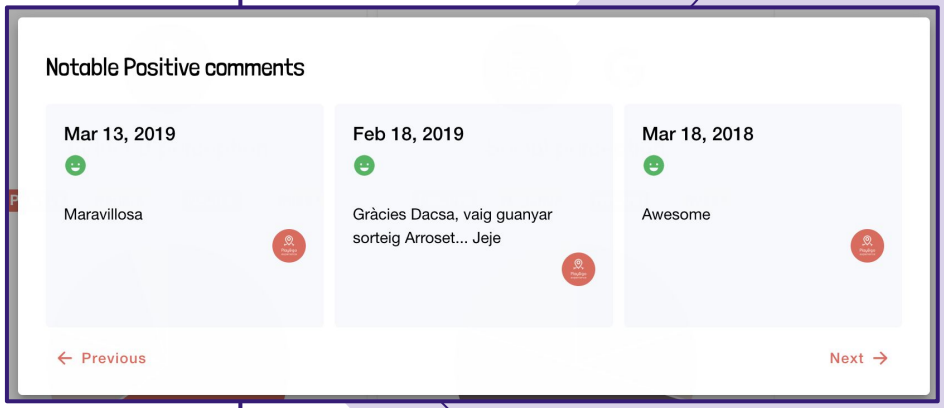
PERCEPTION MAPS & RANKING STRATEGIES



» MVP in action

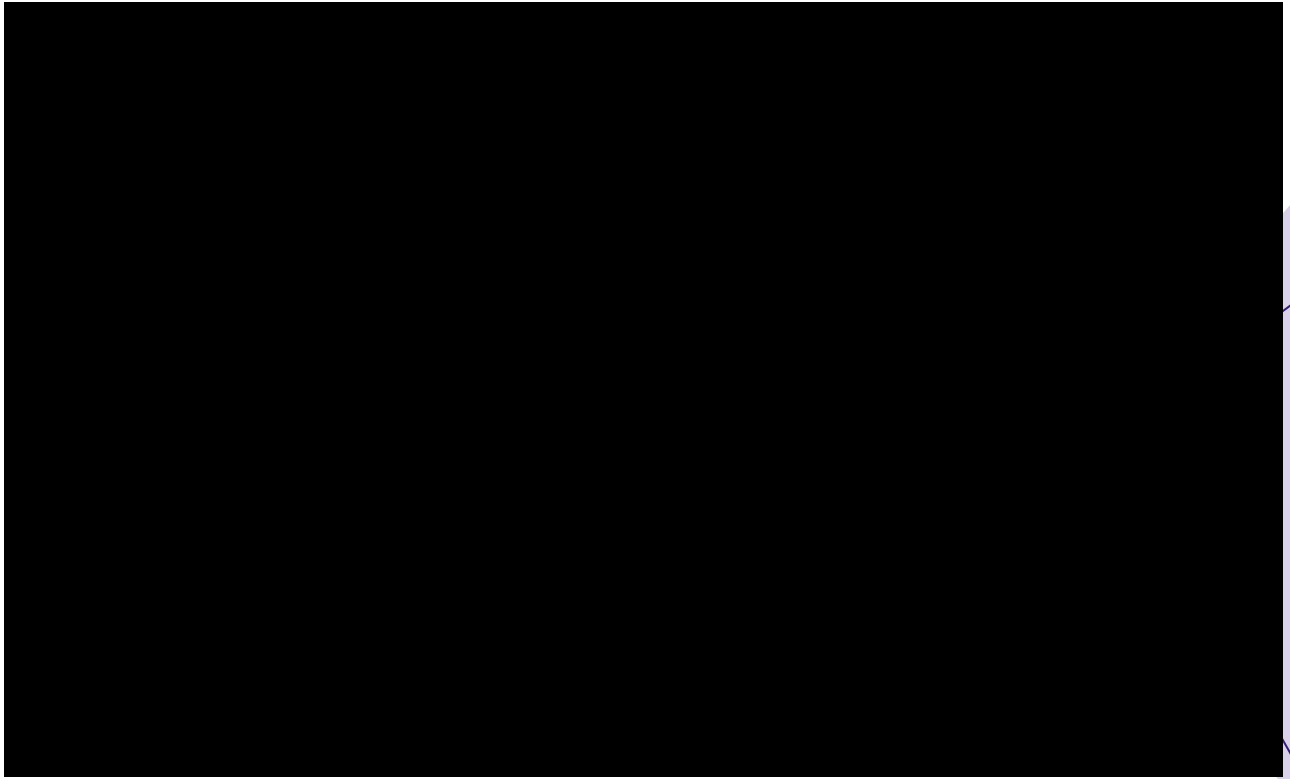
WIDGETS AND KPIs ON A POINT OF INTEREST





» MVP in action

TRACK ANALYSIS



Data Value Chain

» DVC

COMMON CHALLENGES AND BENEFITS FOR DATA PROVIDERS

- Reach new cities, users bases and markets through partners.
- Please and support their public administrations.
- Track and analyze the most successful experiences.
- Provide efficient promotional activities.
- Unlock their data’s potential.

» DVC

EXTENSIBILITY

+40
Municipalities

2M+
Users

9
Countries

~10k
VR impressions/year

dott

Ready to use KPIs/Widgets
Number of check-ins and comments, sentiment analysis pie charts.
Performance of the Play&Go Experience's apps on popular and unpopular POIs.
Track Analysis: most appreciated tracks,
Events comparisons on each KPI.
Number of promotions active in the areas.
Number of redeemed promotional codes.
Relevance of the POIs.
Foursquare and Google, number of comments and sentiment analysis pie-chart.

» DVC

SCALABILITY

Cities / KPIs	Check-ins and comments	Sentiment pie-charts	Relevance of POI	Track Analysis
Valencia	✔	✔	✔	✔
Malaga	✔	✔	✔	✔
Milan	✔	✔	✔	✔
Turin	✔	✔	✔	✔
Rome	✔	✔	✔	✔
Padua	✔	✔	✔	✔
Reggio Emilia	✔	✔	✔	✔
Ferrara	✔	✔	✔	✔
Verona	✔	✔	✔	✔
Varese	✔	✔	✔	✔
Nichelino	✔	✔	✔	✔

dott

Business model

» Business model

SUBSCRIPTIONS

EARLY ADOPTERS

Partners/Investor

All functionalities from Premium

Custom functionalities and KPIs

Dissemination and communications activities cities (16 up-to-date).

PREMIUM

400 €/month

All functionalities from Base

Plan collaborative events

Compare events and advanced stats

Up-to 1000 Google comments for POI

BASE

200 €/month

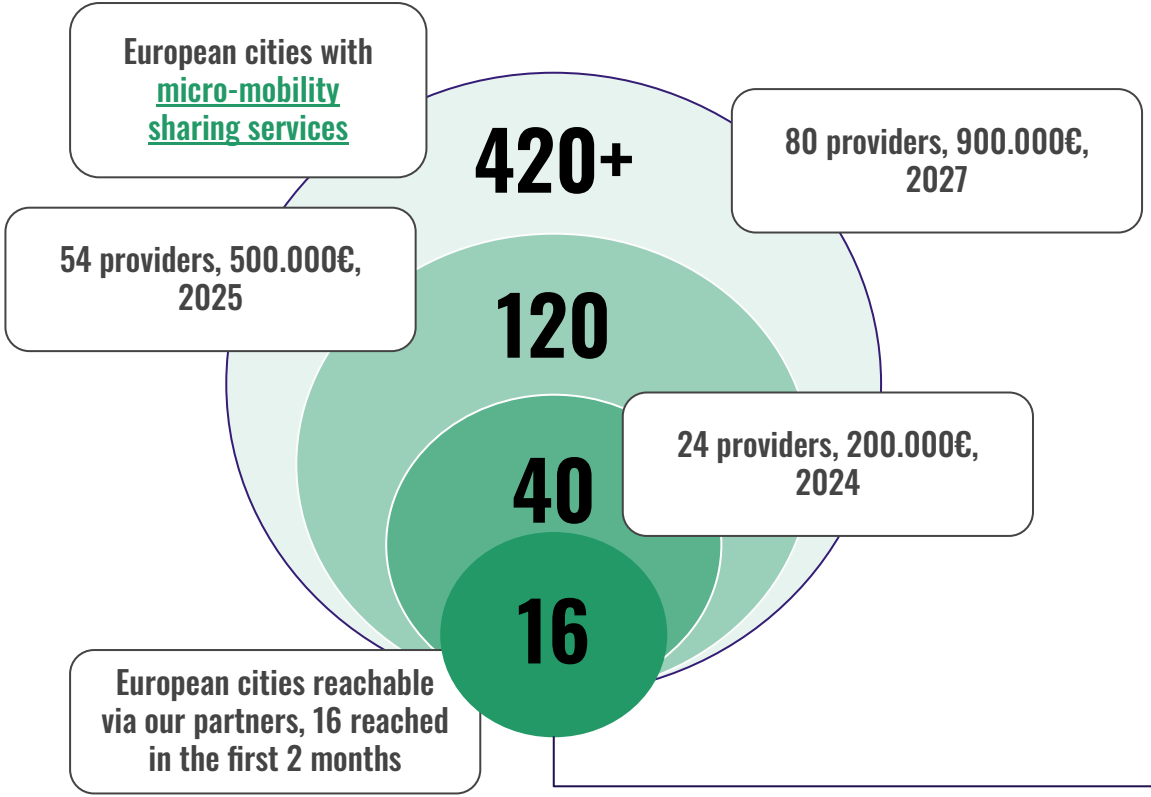
Standard connector and Basic KPIs

Access to the cities map and events

Up-to 5 Google comments for POI

» Business model

ADDRESSABLE MARKET



The model, which defines and makes operational a specific "**data value chain**", is already today and increasingly, in the future, a tool for making decisions based on information, facts and data.

Letter of Intent from the **city of Modena**
UNESCO Creative City for the media-art cluster

» Business model

GO-TO MARKET

2022 (MVP)

- Smart City Now, Milan
- Smart Mobility Valencia
- Infoshare
- Wolves Vienna

2023

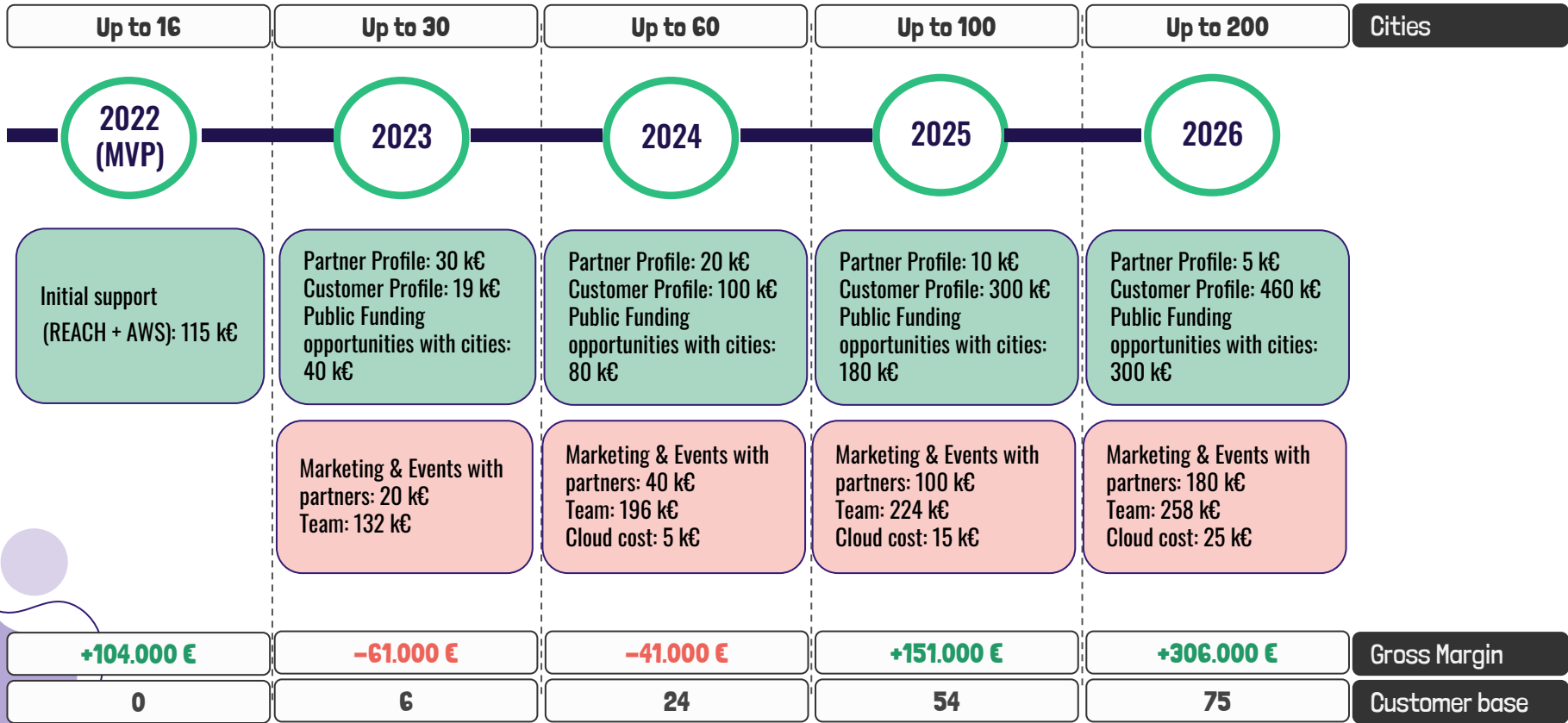
- Connections with DP cities, such as Valencia, Spain
- Working MVP in Modena, Italy
- Presentation in Dott municipalities (e.g. Padua, Monza)
- Support REACH DPs collaboration in Spain and Italy
- Advisors board definition / incorporation

2024

- Communication campaigns with DPs
- Market analysis with related industries (e.g. Museums),
- Connection with big tourism players (e.g. GetYourGuide)
- Public tender with partner cities

» Business model

4-YEAR PROJECTION



» Business model

COMPETITORS

	GetYourGuide	CityGuideTour	Data Provider	POInt&Go
Number of cities (scalability)	High	Low	DP related	High
Data correlation	High	Low	Low	High
Multiple data sources integration	High	High	Low	High
Custom KPIs for Data Providers	Undefined	Undefined	High	Built–in
Periodic reporting to municipalities	Undefined	Undefined	Yes, manually	Automated
Omnichannel experience within a city	Yes	Yes	DP related	Yes
Integration with social sentiment	Undefined	No	No	Built–in

For Data Providers we consider Play&Go Experience and Dott after the interviews

Team

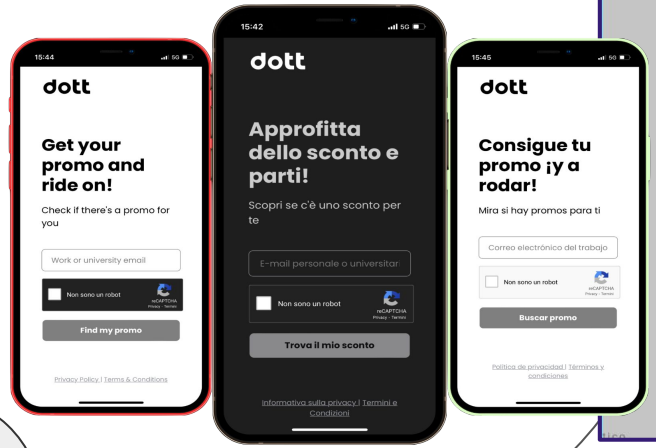
We ❤️ building
cloud-native sustainable
applications designed for
companies and communities.

» Team

STRATEGIC COLLABORATIONS

+40 cities

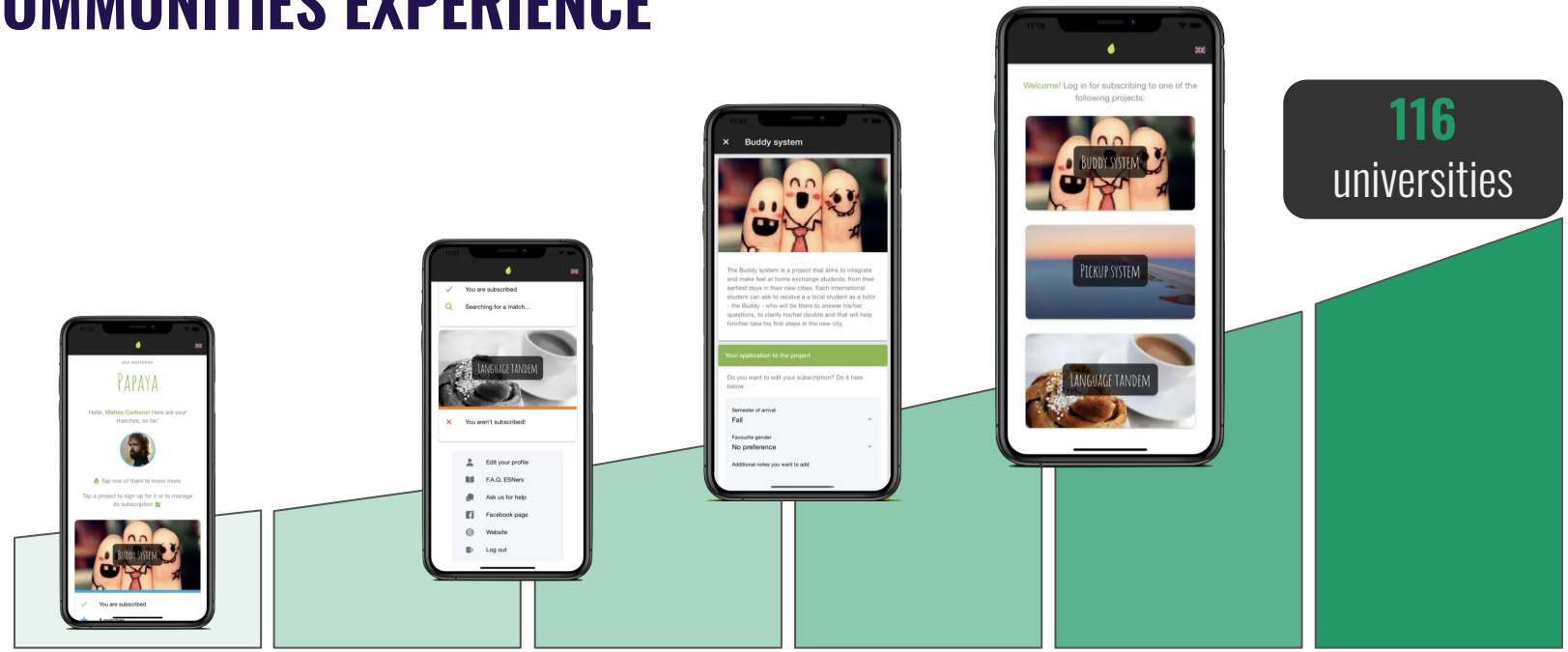
Services in 8 languages



2 million users

» Team

COMMUNITIES EXPERIENCE



116 universities

2017	2018	2019	2020	2021	2022

53.665 users

» Team

FOUNDING TEAM

» Team

US, IN NUMBERS

7
years experiences working with cloud technologies

20+
apps developed for previous experience

2021
Startup foundation year

150.000 €
revenue in the first 12 months

~1.000
B2B users

~54.000
B2C users

30.000 €
Secured from AWS (Amazon Web Services) for POInt&Go

1
International onboarding programme, new talents from Italy and Portugal

5
Industries, including Manufacturing, Logistics, Healthcare and Fintech

THANKS!

We are ready to continue our journey!

Reach us at: info@iter-idea.com

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