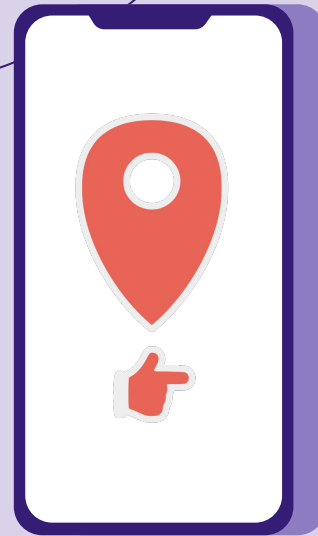




POInt&Go

Business Insights

EXPERIMENT (MVP)





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

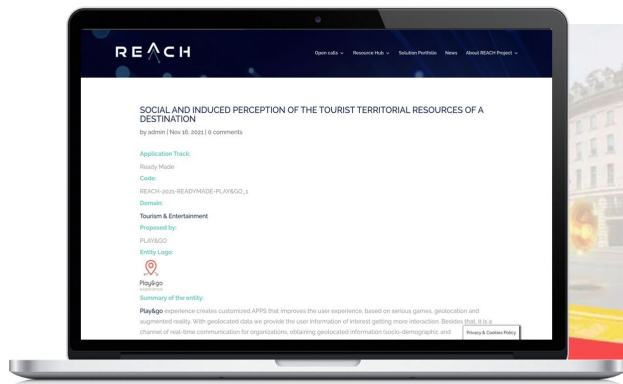
DESTINATION MARKETING STRATEGY + RESEARCH AND ANALYSIS +
TOPIC: MEASURING

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

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

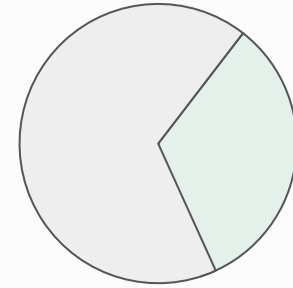
» *Social and Induced Perception of tourist territorial resources of a destination*

Photo by [Klaudia Piaskowska](#) on [Unsplash](#)



CULTURAL DATA ANALYSIS

+30%



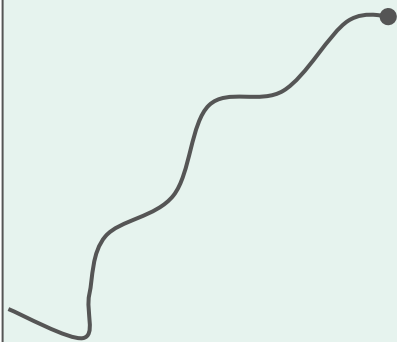
Paid attendance growth through
data analytics in museums.

(#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.

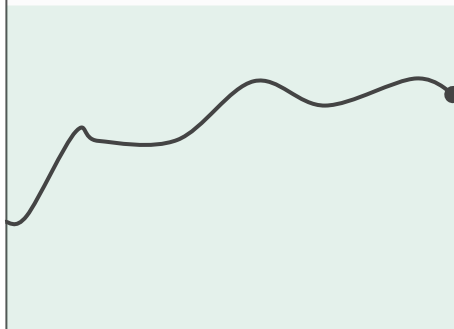
VR/AR MARKET
20.9 M €



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

([statista, ec.europa.eu](https://statista.ec.europa.eu))

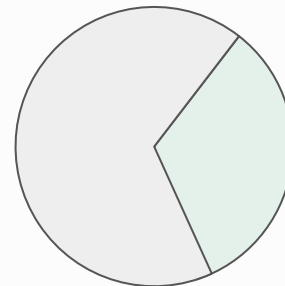
LOCATION TECHNOLOGY
20,000,000



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

([Google Cloud](https://cloud.google.com/location))

CULTURAL DATA ANALYSIS
+30%




Paid attendance growth through data analytics in museums.

(#2 — [The Art Institute of Chicago](https://www.theartinsituteofchicago.org/),
[Medium.com](https://www.medium.com/))

Growth trends and markets

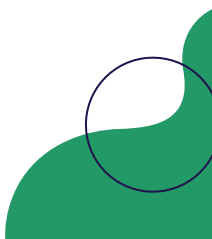
» Enabling technologies



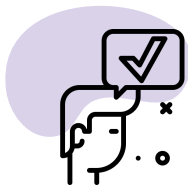
Play&Go experience challenge. Social and induced perception of tourist territorial resources of a destination.

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

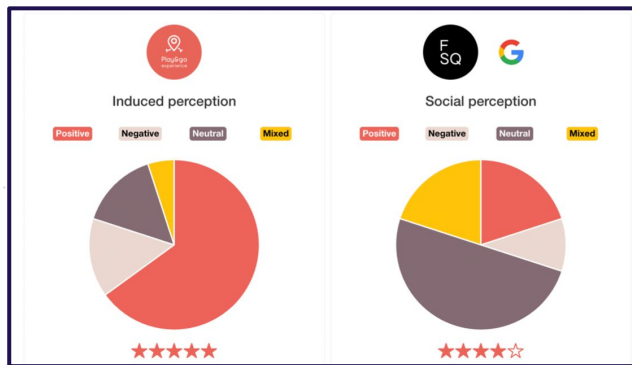
Play&Go, based on their experience, confirmed to us how also PAs would invest in a tool that put them in control of data about their cities, rather than demanding analysis to private consultants.



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](#))

TRACKS

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



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

→ Mascletà



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.

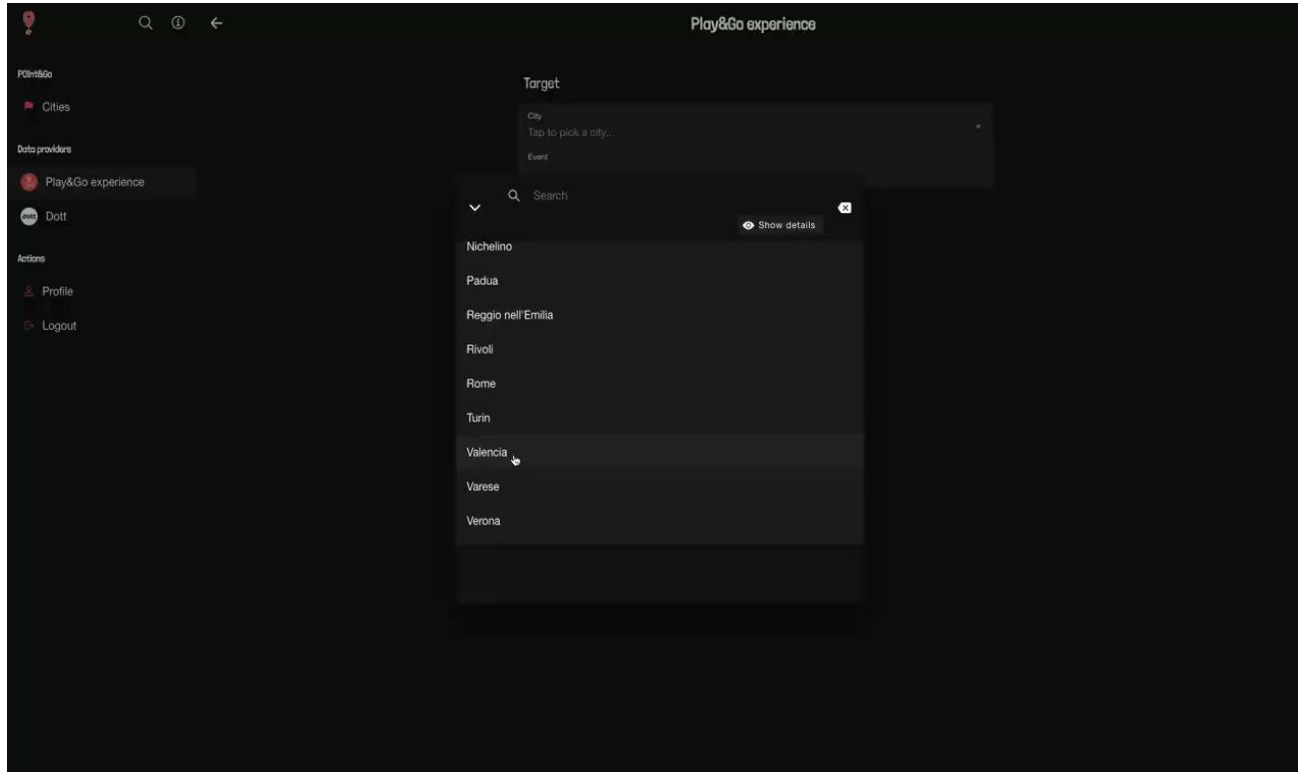
Longest

The background features abstract, organic shapes in shades of purple and green. A large, light purple shape is on the left side, and a smaller, darker purple shape is in the top right corner. In the bottom right corner, there is a green shape with a thin white circle outline.

MVP, IN ACTION

» MVP in action

IMPORT/SYNC AND DATA PROCESSING





» MVP in action

PERCEPTION MAPS & RANKING STRATEGIES

Sort by: Relevance ▲

Analysis of the rel

 Falla Plaza #1

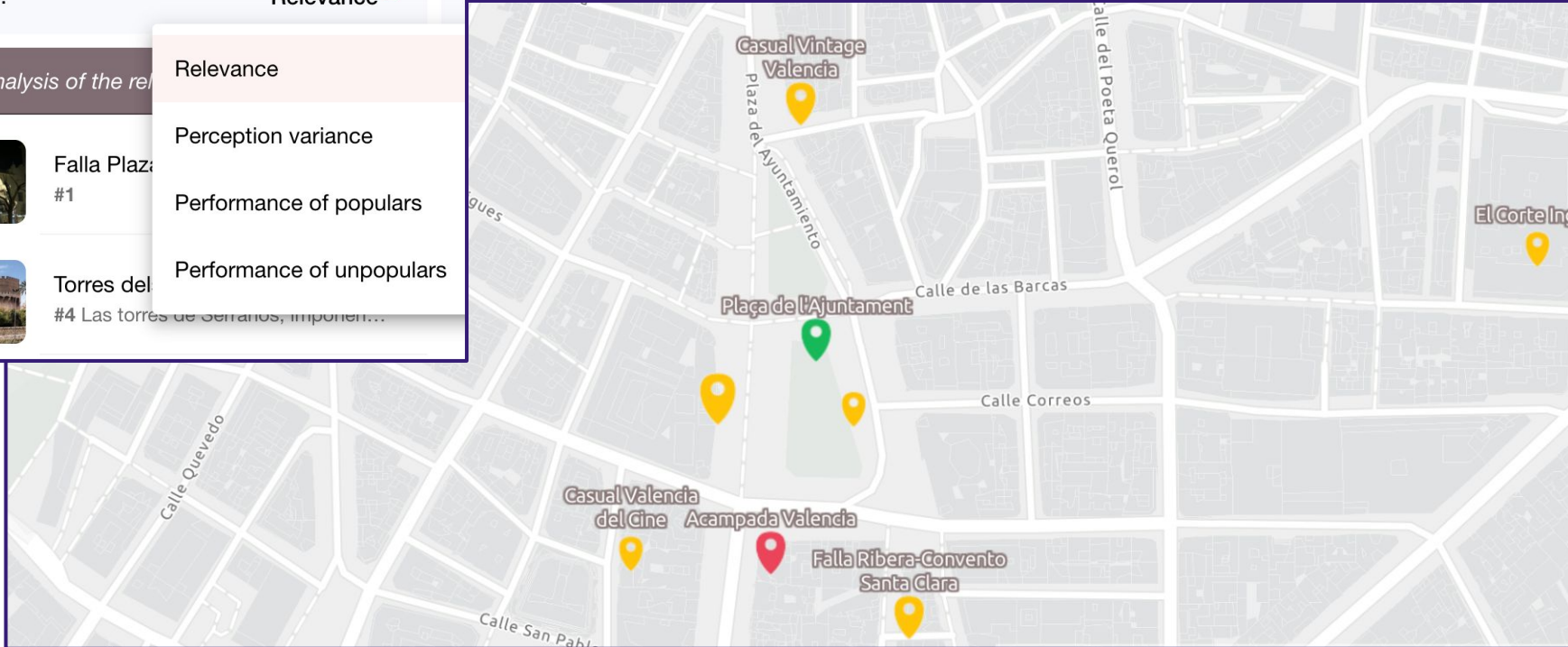
 Torres del #4 Las torres de Serranos, imponen...

Relevance

Perception variance

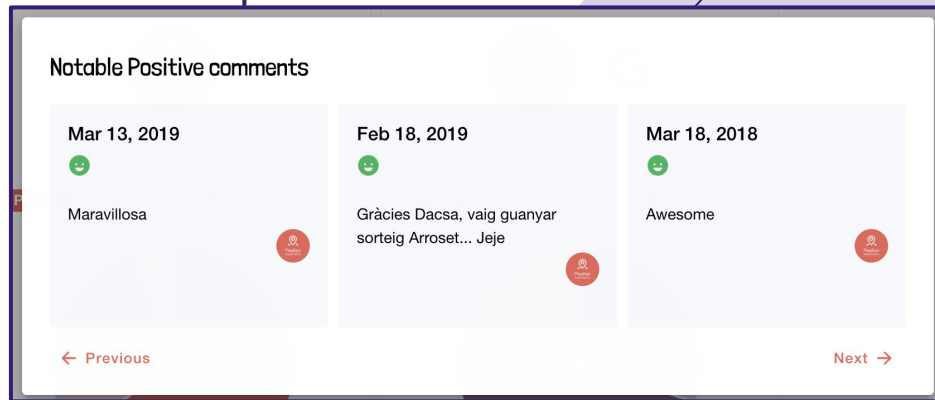
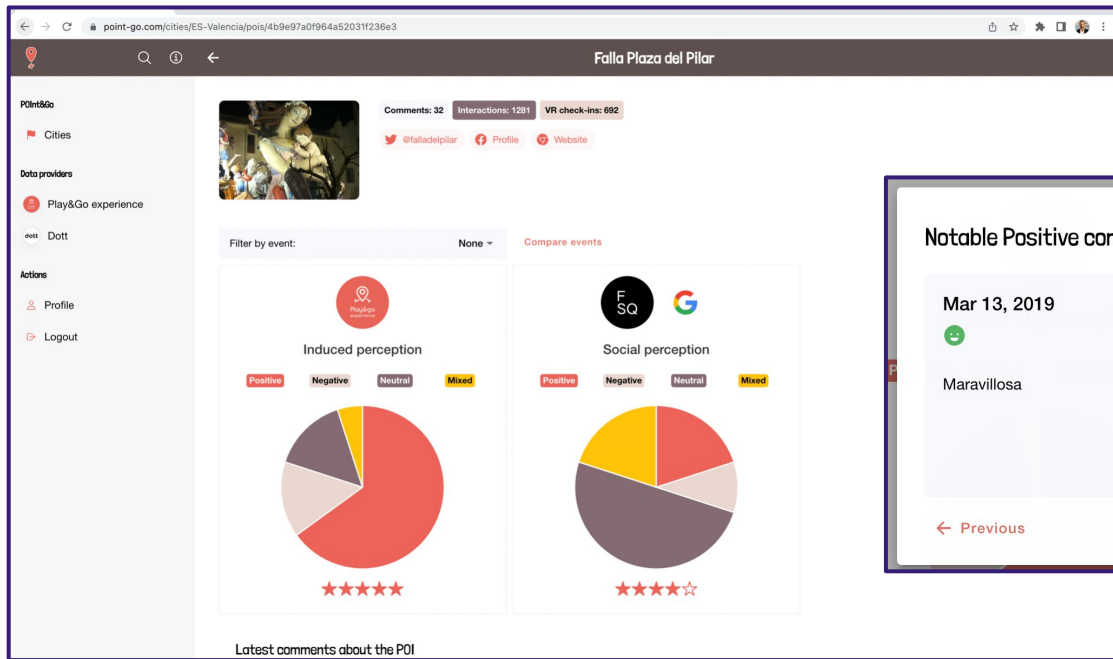
Performance of populars

Performance of unpopolars



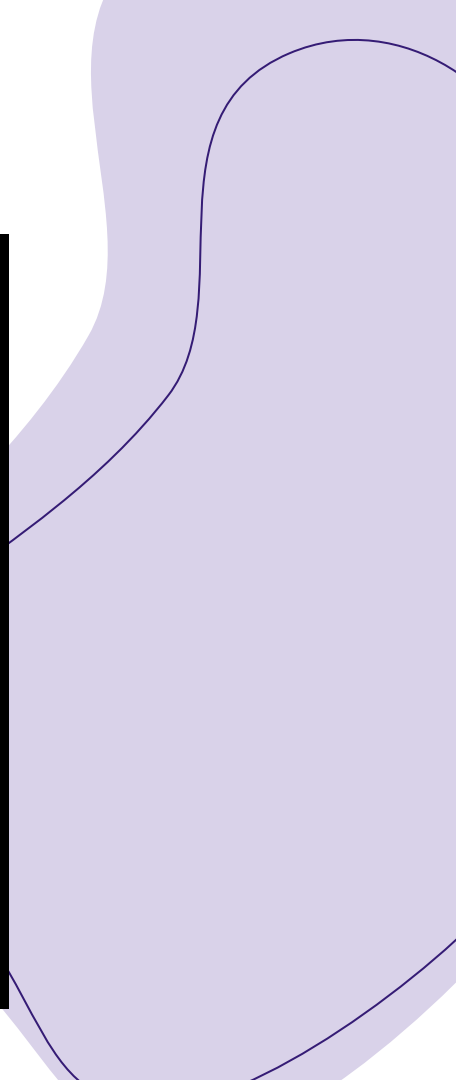
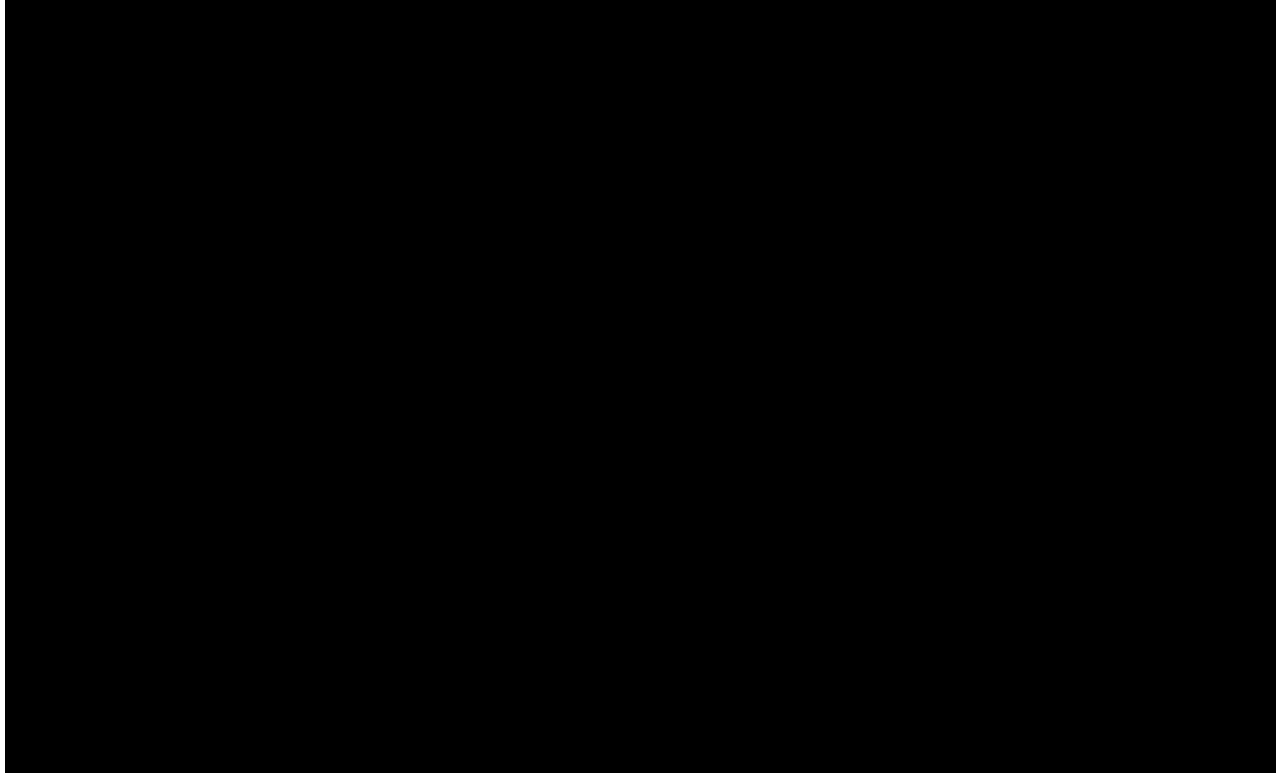
» MVP in action

WIDGETS AND KPIs ON A POINT OF INTEREST



» MVP in action

TRACK ANALYSIS



The background features abstract, organic shapes in light purple and green. A large, light purple shape is on the left side, and a smaller, light purple shape is in the top right corner. A green shape is in the bottom right corner, partially overlapping a white circle.

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

The background features abstract, organic shapes in shades of purple and green. A large, light purple shape is on the left side, and a smaller, darker purple shape is in the top right corner. In the bottom right corner, there is a green shape with a white circle inside it.

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**

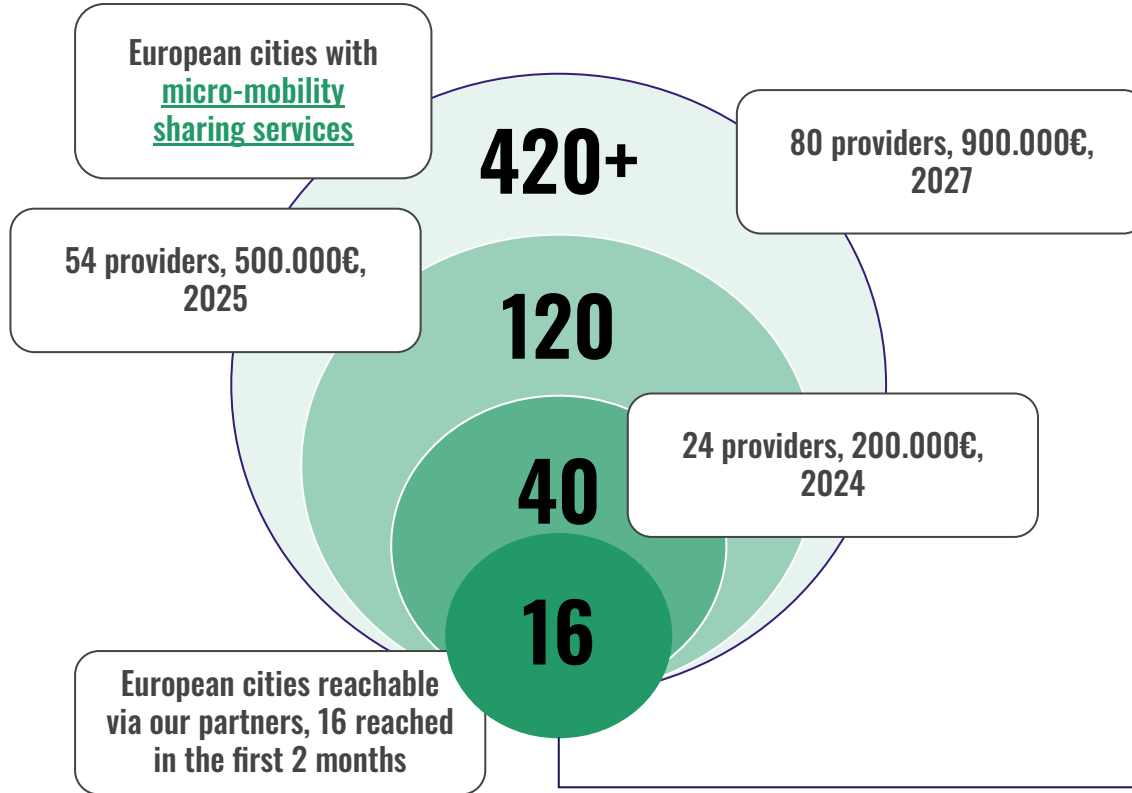
Standard connector and Basic
KPIs

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

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

4-YEAR PROJECTION

Up to 16	Up to 30	Up to 60	Up to 100	Up to 200	Cities
2022 (MVP)	2023	2024	2025	2026	
Initial support (REACH + AWS): 115 k€	Partner Profile: 30 k€ Customer Profile: 19 k€ Public Funding opportunities with cities: 40 k€	Partner Profile: 20 k€ Customer Profile: 100 k€ Public Funding opportunities with cities: 80 k€	Partner Profile: 10 k€ Customer Profile: 300 k€ Public Funding opportunities with cities: 180 k€	Partner Profile: 5 k€ Customer Profile: 460 k€ Public Funding opportunities with cities: 300 k€	
	Marketing & Events with partners: 20 k€ Team: 132 k€	Marketing & Events with partners: 40 k€ Team: 196 k€ Cloud cost: 5 k€	Marketing & Events with partners: 100 k€ Team: 224 k€ Cloud cost: 15 k€	Marketing & Events with partners: 180 k€ Team: 258 k€ Cloud cost: 25 k€	
+104.000 €	-61.000 €	-41.000 €	+151.000 €	+306.000 €	Gross Margin
0	6	24	54	75	Customer base

COMPETITORS

	<u>GetYourGuide</u>	<u>CityGuideTour</u>	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.**

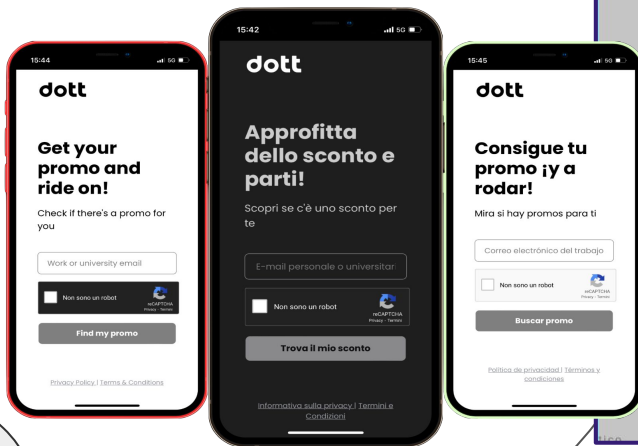
» Team

STRATEGIC COLLABORATIONS

Services
in 8
languages

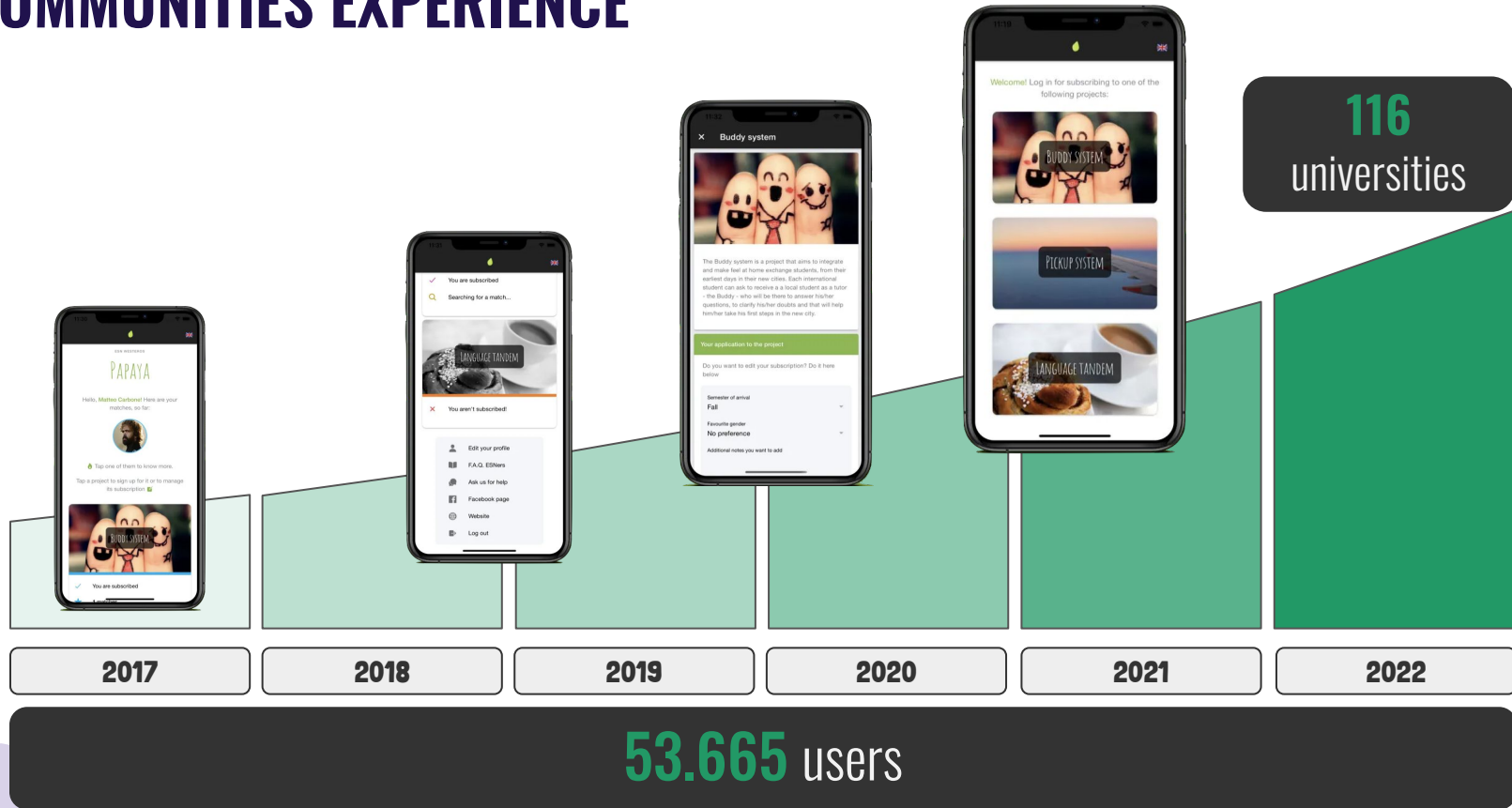
+40
cities

2
million
users



» Team

COMMUNITIES EXPERIENCE



» Team

FOUNDING TEAM

WomenX
IMPACT

17-19 Novembre 2022
www.womenximpact.com

WORKSHOP

**Women in coding:
competenze
e community per
disegnare nuovi
percorsi**

Guido Mazza
CO-FOUNDER & CLOUD
BUSINESS DEVELOPER



 **ITER**
IDEA

**JOB
FACTORY**
ERASMUS, TECNOLOGIA
E EMPLOYABILITY



MATTEO CARBONE
National Representative of ESN ITALY
Head of ITER IDEA

 **campus
party**  **digital
generation**

WomenX
IMPACT

www.womenximpact.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

» 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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