YES-D

INTRODUCTION

THERE IS NOT A RECOGNIZED STANDARD FOR THE RATING AND THE ASSESSMENT OF ACCOMMODATION FOR DISABLED PEOPLE.
EX. A CELIAC HASN'T GOT OPPORTUNITIES TO SEARCH A RESTAURANT THAT COOKS WITHOUT GLUTEN.
EX. AN HOTEL WITH "ACCESSIBILITY FLAG" COULD NOT REALLY FIT ALL DEGREES OF DISABILITIES.

YES-D ADDRESSES THE GUIDELINES FOR THE RATING OF ACCOMODATION ACCORDING TO DIFFERENT DEGREES OF DISABILITIES AND PROVIDES A WEB SEARCH ENGINE.

YES-D

CHALLENGE

Based on:

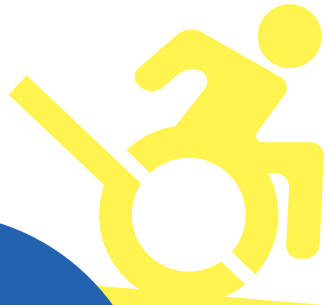
- Istat, Disabilità in cifre (2013) http://www.istat.it/it/archivio/disabili
- ASPHI Foundation http://www.asphi.it/
- Query on Google
- Registered accounts on Facebook
- ISTAT
- “Libro bianco”
- Turismo Accessibile http://www.turismoaccessibileitalia.it/

THE CHALLENGE IS TO BE THE LEADER TOURISM SEARCH ENGINE FOR DISABLED PEOPLE

INNOVATION

- Nowadays nothing similar exists
- Evaluation Model (MCD)
- Rating System (Algorithm)

SOLUTION



Lack of control on the entire Supply Chain
- National Transport
- Local Public Transportation
- Architectural barriers
- Services' fruition

Lack of a Companies Quality System

Lack of Italian and EU Standards on Accessibility's requirements

Lack of a unique Net (=information sharing between PA, TO and organizations)

Informations:
- lack of them in the net
- not precised
- not properly evaluated

Incapability to evaluate the disabled person's needs

YES-D EVALUATION MODEL

- Level 1: Photographic self-evaluation of the esteemed requirements/ User's pleasure
- Level 2: Biennial validation of the Qualification through Mistery Client disabled (MCD)

EVALUATION'S SCHEME

Structural Criteria
Reception & Service Criteria
Environmental Criteria

RATING

=

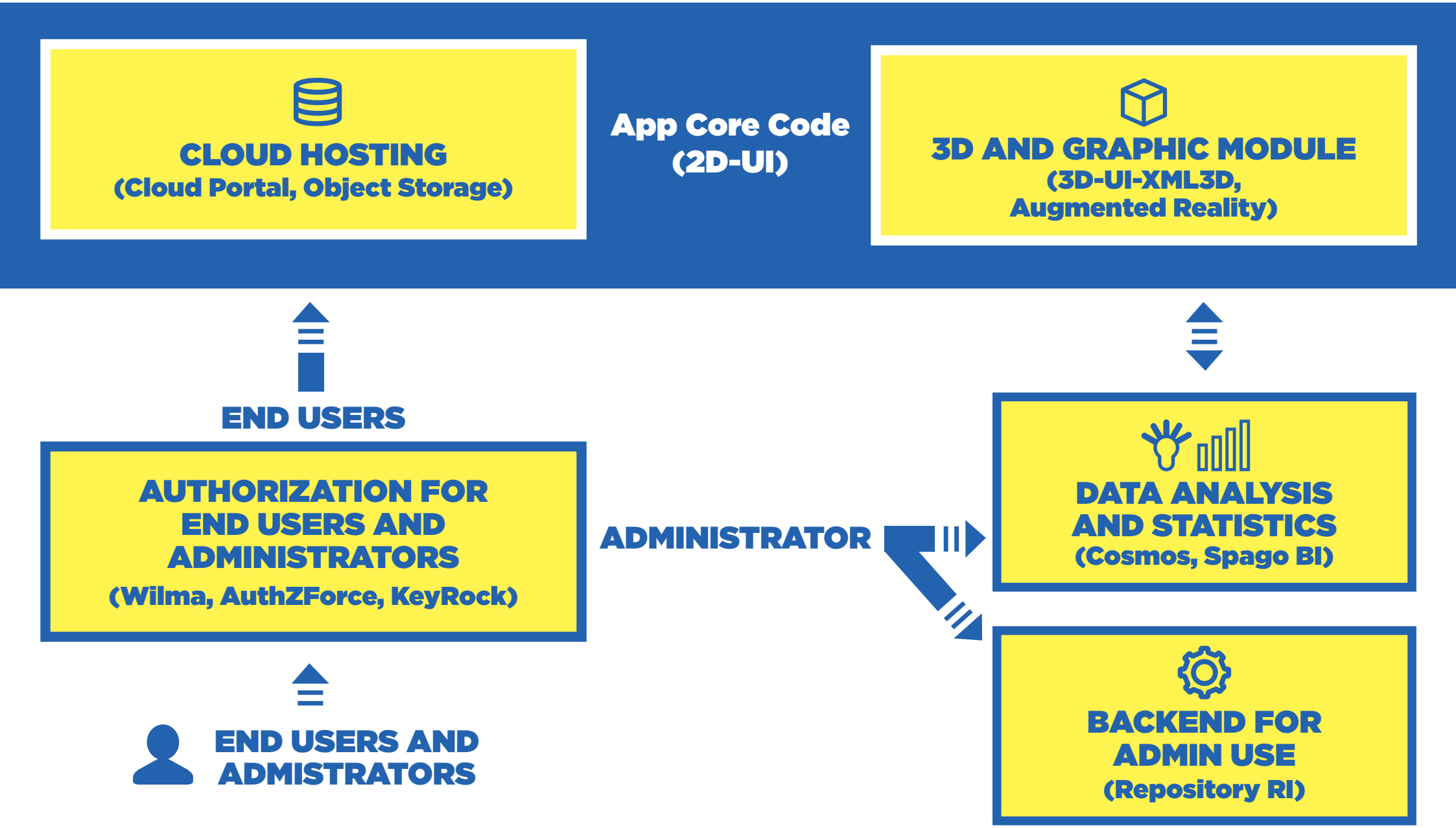
PUBLIC FRONT END END-USERS

=

FEEDBACK

PRODUCT & FIWARE RELEVANCE

YES-D ARCHITECTURE



MARKET

- 500.000 AUTISTIC
- 200.000 SCHOLASTIC DISABILITY
- 225.000 BLIND
- 215.000 PARTIALLY-SIGHTED
- 1.100.000 MOTOR DISABILITIES
- 900.000 AUDITORY
- 750.000 COGNITIVE
- 828.000 EATING DISORDERS

DISABILITY SECTOR'S MACRO ANALYSIS:

- Market Disability Target: 1 billion worldwide
- Offering/ Rating by Web: 110 millions FB worldwide

- Size Market:
- Piedmont: 195.000
- Italy: 3.947.000

SECTOR 'S NEEDS REQUIREMENT:

- Disabled travel services demand through Web in Italy: 300.000/year
- Disabled travel services demand through Web in Piedmont: 35.000/year
- Facebook disabled users in Italy: 1.5 million
- Facebook disabled users in Piedmont: 105.000
- Facebook disabled users interested in journey:
    - Worldwide 25 millions
    - Italy 300.000
    - Piedmont 25.000

PROJECT CHANNEL DISTRIBUTION:

- Disabled Consumers through expert advice and FB, Google advertising
- Skilled operators in specific Tourism
- Disability Associations: FISH and F.A.N.D Federations, ANS, ASPHI, UIC,CPD-TURISMABILE, HANDY SUPERABILE, ENS
- Journalistic headline online: disabili.com, superando.it

TARGET:

Geographical area: Piedmont
- Customer target: Everyone
- Size Market Project:
  * 1° Semester: Turin
  * 2° Semester: Piedmont
  * 2° Year: 3 Italy's Regions
  * 3° Year: 5 Italy's Regions

TURIN AIRPORT ARRIVALS

20.000 disabled arrivals/year
7.000/year with wheelchair

YES-D

COMPETITION

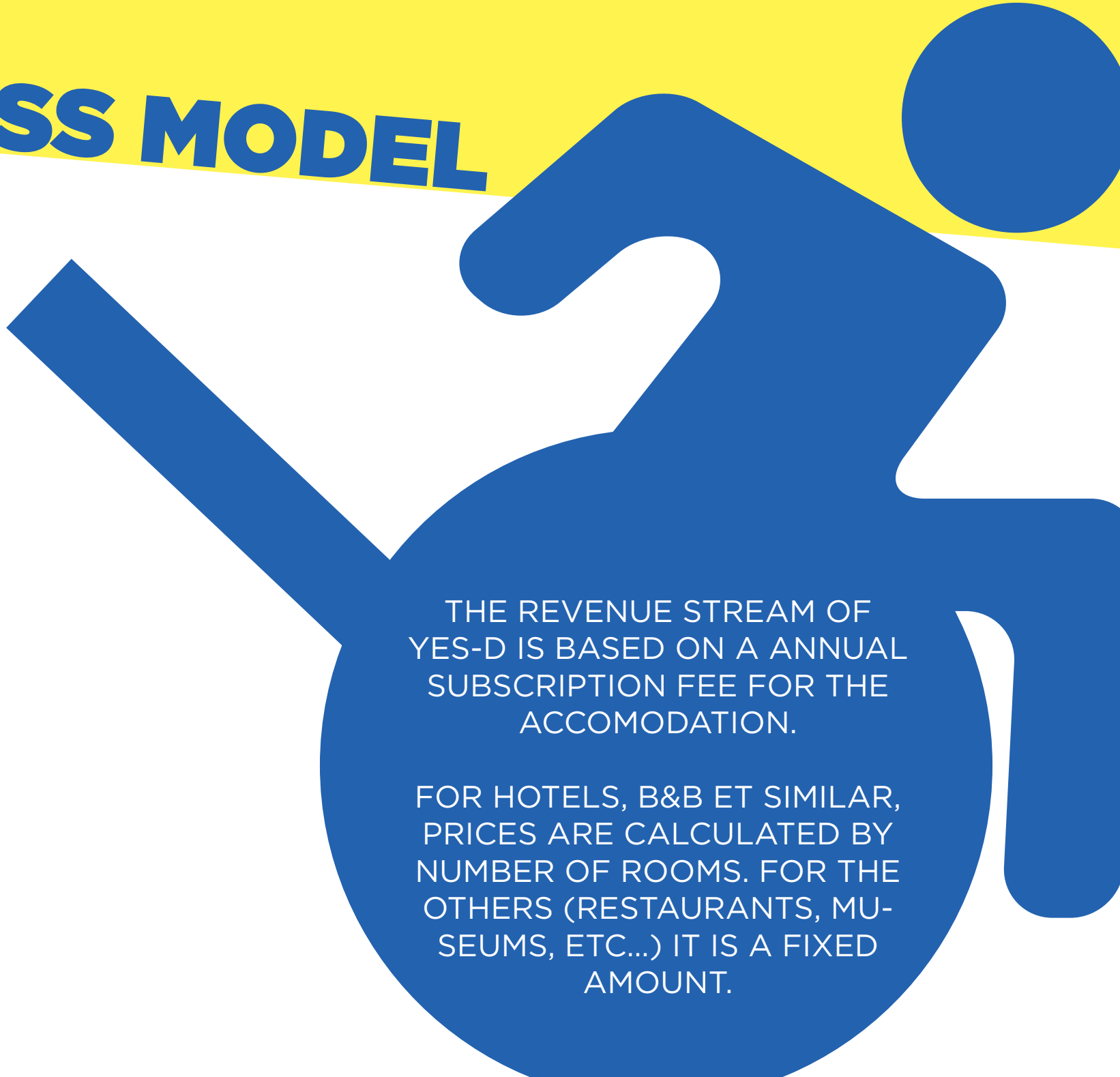
RISKS:

- Rivals: Maybe there are not suppliers of similar services in Piedmont; thus, more than rivals, they are a critical success factor. Through an agreement, it is possible to obtain an integrated network. Therefore, our aim is to collect all the information that come from the market.

- Barriers: Difficulties in making “viral” the proposal

THERE ARE NOT DIRECT COMPETITORS. TODAY DISABLED PEOPLE USE AMONG THE MOST FAMOUS WEBSITES LIKE BOOKING.COM OR TRIPADVISOR.COM BUT THEY HAVEN’T A SPECIFIC SEARCH ENGINE FOR THE DISABILITIES.

BUSINESS MODEL



THE REVENUE STREAM OF YES-D IS BASED ON A ANNUAL SUBSCRIPTION FEE FOR THE ACCOMODATION.

FOR HOTELS, B&B ET SIMILAR, PRICES ARE CALCULATED BY NUMBER OF ROOMS. FOR THE OTHERS (RESTAURANTS, MUSEUMS, ETC...) IT IS A FIXED AMOUNT.

Customer:	Description	Opening date:	Closing date:	Order number:
YES-D	YES for Disability	January 2016	December 2018	103/2015 - RC/cr

N°	Description	YEAR 2016						YEAR 2016		YEAR 2017			YEAR 2018		2019	RESOURCES			NOTES
		JAN	FEB	MAR	APR	MAY	JUN	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN	JUL-DEC	JAN-JUN	JUL-DEC	JAN-JUN	Rosso	Mancin	Lo Schiavo	
1	Kick-off Meeting among Team e Partner Associations																		
2	Istitutional Presentation + Press Conference																		
3	Pilot Portal Realization																		
	Web Graphic																		
	User Interface																		
	IT (database+functions) W3C Compliance																		
	Project Development																		
	Testing																		
4	Google Campaign																		
	Definition of the Target Reference																		
	Creation and Insertion on Google AdWords																		
	Management and Monitoring Insertion																		
	Analysis and Reporting (Google Analitics)																		
5	Facebook Campaign																		
	Definition of the Target Reference																		
	Users Profiling on Facebook ADS																		
	Analysis and Reporting																		
6	Promotion by FIWARE																		
7	Meeting with Sector's Associations																		
8	Promotion and Diffusion Piedmont (Users)																		
	Bloggers																		
	Pres. Associations																		
	Magazines																		
	Newsletter																		
9	Promotion and Diffusion Piedmont (Suppliers)																		
	Involvement Association Category																		
	Direct marketing																		
10	Associations' Databases Sharing																		
11	Services Companies Web Market Survey																		
	Facebook Survey																		
	Google Survey																		
12	Profiling through Web																		
	Facebook Analysis about Subscribers																		
	Analysis Users Geolocated																		
	User Identification Disabled																		
	Profiling for "Interest"																		
	Profiling for "Activity"																		
	Profiling for Demographics																		
13	Services Companies Telephone Market Survey																		
14	Creation of Service Companies Rating System (Suppliers)																		
15	Partnership with Associations																		
16	Contracts with Service Companies																		
17	Service Companies Self-Assessment Evaluation																		
18	Portal Deployment Realization																		
19	Annual Convention With Partners																		
20	Monthly Operating Report Meeting																		
21	Internal Monitoring Milestones																		
22	Three-monthly Economical Team Meeting																		

COMPILATION DATE	CUSTOMER SIGN.	CSA SIGNATURE	NEEDS ANALYSIS SIGNATURE	PLANNING SIGNATURE	SHEET
28/09/2015					1/1

MARKETING PLAN

GOOGLE AND FACEBOOK CAMPAIGNES

MEETINGS WITH SECTOR'S ASSOCIATIONS
PROMOTION AND DIFFUSION THROUGH PIEDMONT

ASSOCIATIONS' DATABASES SHARING
SERVICES' COMPANIES WEB MARKET SURVEY
SERVICES' COMPANIES TELEPHONE MARKET SURVEY
PARTNERSHIP WITH ASSOCIATIONS

TEAM

NINO LO SCHIAVO

- Software Director Experience
- Software Developement Experience
- Web Marketing Experience
- Social Media Marketing Experience

CLAUDIO ROSSO

- Marketing's Experiences
- Business Strategy Experiences
- Budgeting's Experiences
- Leadership Experiences

DIANELLA MANCIN

- Turism Sector's Experiences
- Smart Cities Experiences
- Ospitality's Experiences
- Relations with Disabilty's Associations

CARLO FRISARDI

- Web Usability 's Experiences
- Web Marketing Strategy's Experiences
- Web Design's Experiences
- Web Developer's Experiences

MONEY & MILESTONES

YES-D PROJECT ACTIVITIES	*Users' origin ----------> AREA Services Company Involved ----------> TYPE Services Company Involved ----------> *	*Italy TO + Territory Accomodation Structures + Food Service*					*Italy Piedmont Accomodation Structures + Food Service*	*+ Europe + Liguria + Aosta Valley + Transport + Parks + Sports + Museums*	*+ Extra UE + Lombardy + Veneto + Trentino Alto Adige + Churces + Beaches*
		€ 101.000		TOTAL COSTS --------->			€ 87.000	€ 231.900	€ 410.400
Total Staff Costs		€ 54.500	Staff Cost				€ 70.500	€ 172.500	€ 281.000
Total Subcontracting Costs		€ 28.000	Subcontracting				€ 12.000	€ 34.500	€ 67.000
Total Travel and Subsistance Costs		€ 7.500	Trav.Sub. Cost				€ 4.500	€ 12.500	€ 30.000
Total Access Data Source		€ 11.000	Acc.data Source				€ 0	€ 12.400	€ 32.400
Total Indirect Costs (10% of Staff Costs)		€ 5.450	Indir. Cost						
TOTAL PROJECT COSTS		**€ 106.450**					**€ 87.000**	**€ 231.900**	**€ 410.400**

FROM: Piedmont's Regional Observatory - Updated 15/09/15		1° Sem. 1° YEAR			3% of Turin Market			1° YEAR COSTS	1° YEAR REVENUE
		Structures	Rooms	Beds	Medium Average €/struc.	N° Structures 1° Semester	Fee 1° Semester		
TURIN	Accomodation Structures	1.803	30.852	69.107	€ 162	54	€ 8.748		
	Food Service	1.420			€ 150	43	€ 6.450		
	TOTAL	3.223				97	€ 15.198	€ 106.450	
						Soul-fi Contribute	€ 75.000		
FROM: Piedmont's Regional Observatory - Updated 15/09/15		2° Sem. 1° YEAR			6% of Piedmont Market				5,74%
		Structures	Rooms	Beds	Medium Average €/struc.	N° Structures 2° Semester	Fee 2° Semester		€ 11.783
PIEDMONT	Accomodation Structures	5.985	81.515	193.063	€ 165	359	€ 59.235		
	Food Service	6.200			€ 150	372	€ 55.800		
	TOTAL	12.185				731	115.035	€ 87.000	

FROM: Piedmont's Regional Observatory - Updated 15/09/15		2° YEAR			5% of PI + LIG. + V.A. Market			2° YEAR COSTS	2° YEAR REVENUE
		Structures	Rooms	Beds	Medium Average €/struc.	N° Structures 2° Year	Fee 2° Year		
PIEDMONT + LIGURIA + AOSTA VALLEY	Accomodation Structures	14.500			€ 165	725	€ 119.625		
	Food Service	18.900			€ 150	945	€ 141.750		
	Transport	700			€ 150	35	€ 5.250		
	Parks	120			€ 150	6	€ 900		
	Sports	250			€ 150	13	€ 1.875		
	Museums	100			€ 150	5	€ 750		14,16%
	TOTAL	34.570				1.729	270.150	€ 231.900	€ 38.250

FROM: Piedmont's Regional Observatory - Updated 15/09/15		3° YEAR			2% of PI + LIG. + V.A. + LO + VE + T.A.A.Market			3° YEAR COSTS	3° YEAR REVENUE
		Structures	Rooms	Beds	Medium Average €/struc.	N° Structures 3° Year	Fee 3° Year		
PIEDMONT + LIGURIA + AOSTA VALLEY + LOMBARDY + VENETO + TRENTINO A.A.	Accomodation Structures	65.800			€ 165	1.316	€ 217.140		
	Food Service	88.200			€ 150	1.764	€ 264.600		
	Transport	2.500			€ 150	50	€ 7.500		
	Parks	240			€ 150	5	€ 720		
	Sports	520			€ 150	10	€ 1.560		
	Museums	210			€ 150	4	€ 630		16,61%
	TOTAL	157.470				3.149	492.150	€ 410.400	€ 81.750

SIZE MARKET	COSTS	REVENUE
I YEARS		
TURIN	€ 106.450	
PIEDMONT	€ 87.000	€ 11.783
Ii YEARS		
PIEDMONT		
+LIGURIA		
+AOSTA VALLEY	€ 231.900	€ 38.250
Iii YEARS		
PIEDMONT		
+LIGURIA		
+AOSTA VALLEY		
+LOMBARDY		
+VENETO		
+TRENTINO A.A.	€ 410.400	€ 81.750