

Introduction

Based on:

DISABILITY SECTOR'S MACRO ANALYSIS

- 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/>

SECTOR'S NEEDS REQUIREMENT

Based on:

- Web Research (Query)
- Sector's Associations

YES-D PROJECT

HOW TO INTERCEPT

- Int. of Disabled Consumers (Web)
- Int. of Disabled Community (Web)
- Int. of skilled operators
- Disability Associations

PIEDMONT SMART CITIES

- Valorization of the local territory
- Occupational Growth
- Fostering the "Mystery Client" 's Model deployment in the Evaluation process
- Innovation of a new Business scheme
- Increase of activities on local territory
- Promotion of the Internationalization
- Territory Services' Qualification (Supplied Quality)
- Extension of the Smart Cities on the Turin province and on other Piedmont's ones

YES-D EVALUATION MODEL

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

SOUL-FI

EVALUATION'S SCHEME

- Structural Criteria
- Reception & Service Criteria
- Environmental Criteria

FIWARE
(WORLDWIDE PROMOTION)

Legend
Shapes:



Process



Print



Core Project



Criticality

Colors:

Blue Analysis

Activity, Project's Inputs

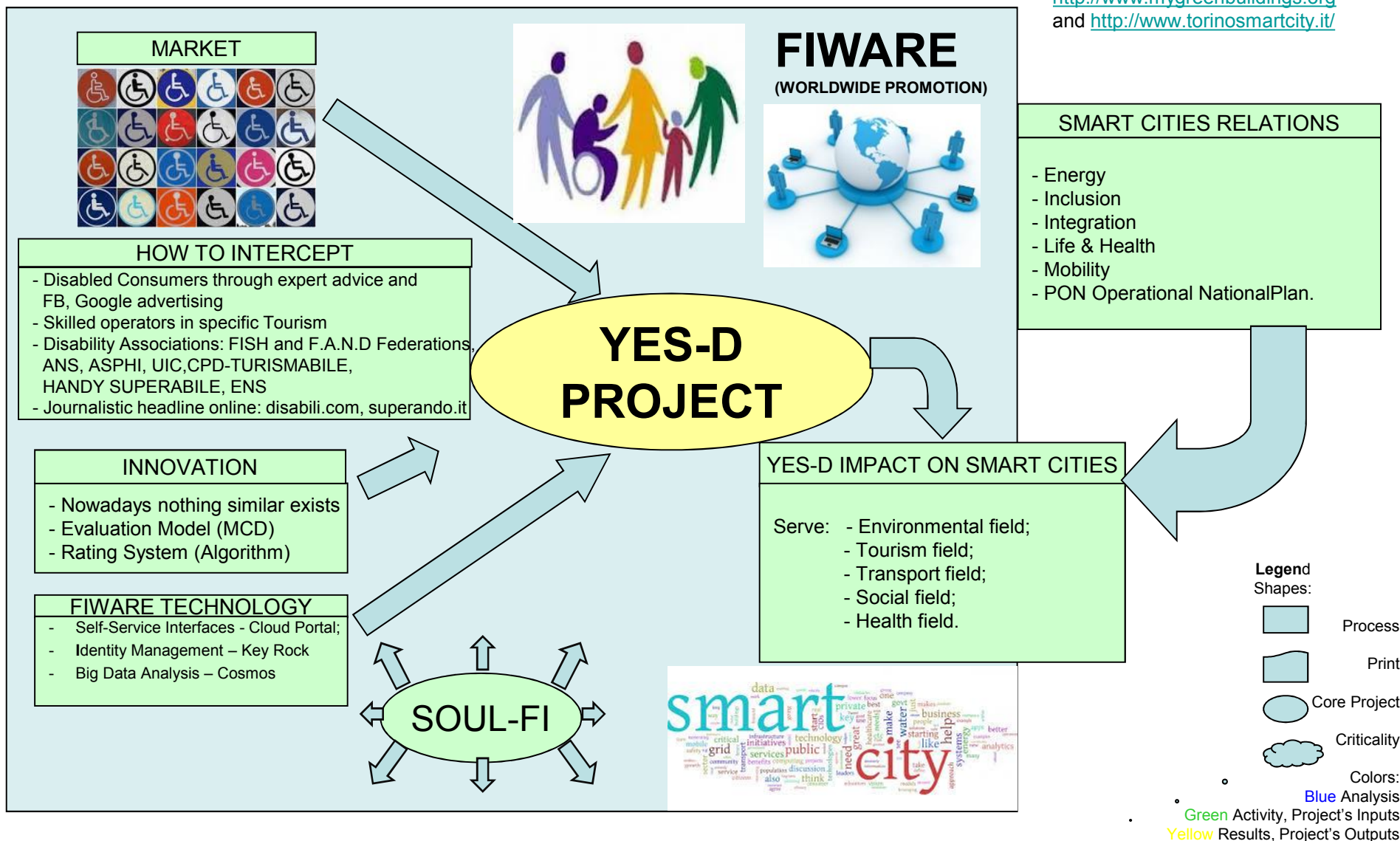
Results, Project's Outputs

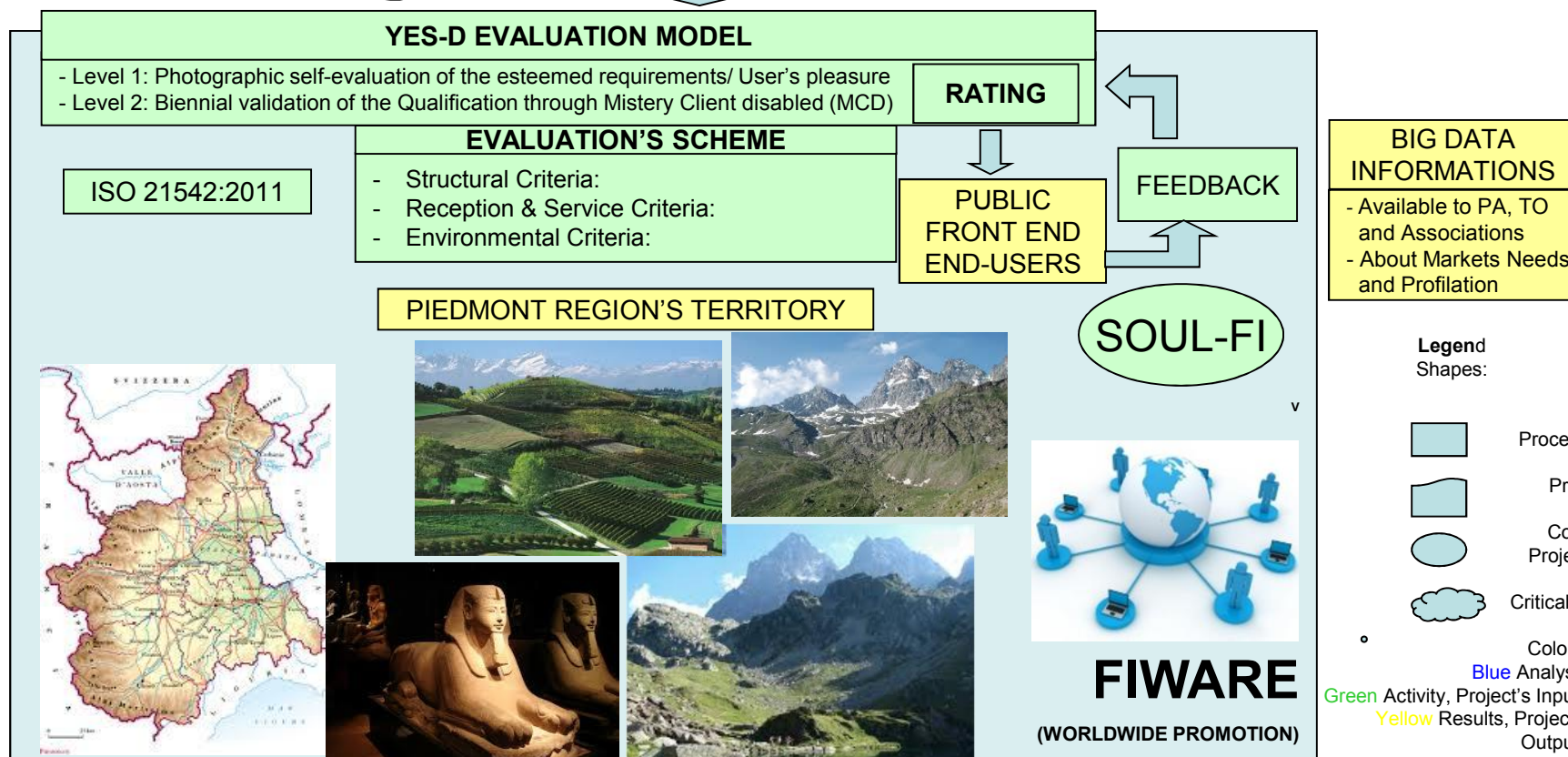
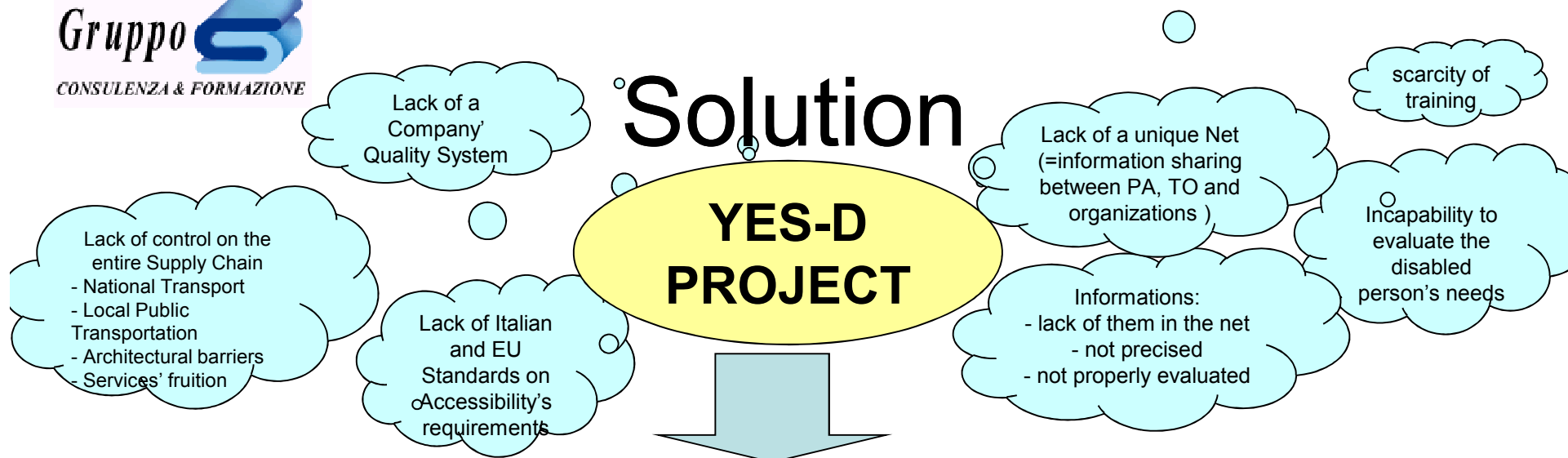


RECEPTIVE COMPANIES' WIDE AVAILABILITY AND SERVICES' OFFER

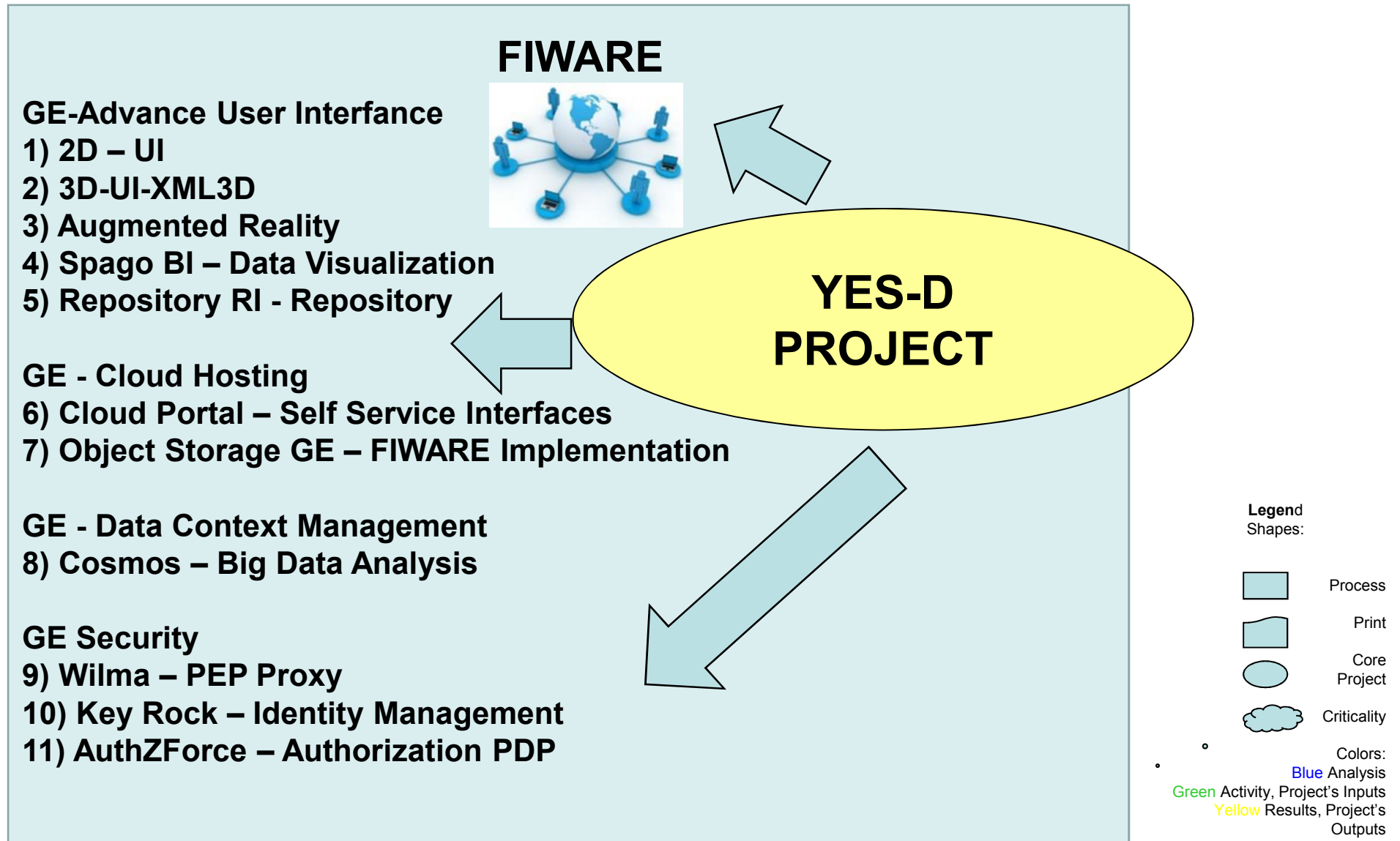
Challenge

Informations about Smart Cities are based on:
<http://www.mygreenbuildings.org>
and <http://www.torinosmartcity.it/>





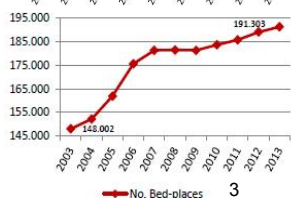
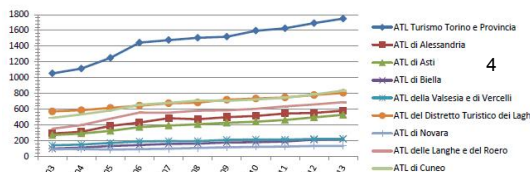
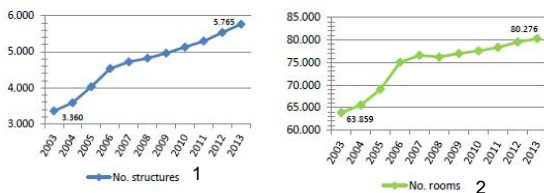
Product & FIWARE relevance



Market

DISABILITY SECTOR'S MACRO ANALYSIS

- Market Disability Target: 1billion worldwide
- Offering/ Rating by Web: 110 millions FB worldwide
- Size Market:
 - Piedmont: 195.000
 - Italy: 3.947.000



- 500.000 Autistic
- 225.000 Blind
- 1.100.000 Motor disabilities
- 750.000 Cognitive
- 200.000 Scholastic disability
- 215.000 Partially-sighted
- 900.000 Auditory
- 828.000 Eating Disorders

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

YES-D BUSINESS'S MODEL

TOURIN AIRPORT ARRIVALS

- 20.000 disabled arrivals/year
- 7.000/year with wheelchair

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: Tourin
 - * 2° Semester Piedmont
 - * 2° Year 3 Italy's Regions
 - * 3° Year 5 Italy's Regions

Legend

Shapes:



Process



Print



Core Project



Criticality

Colors:

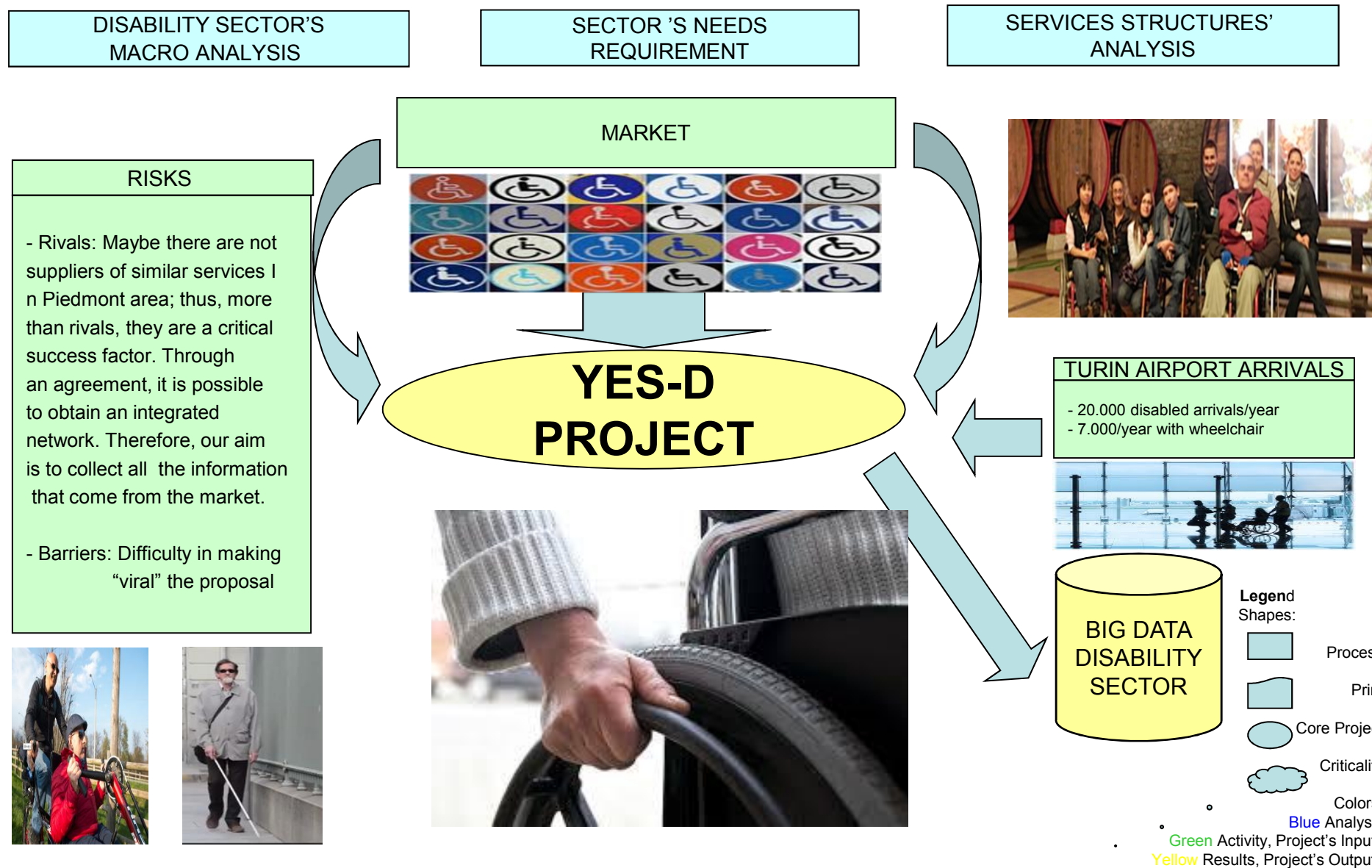
Blue Analysis

Green Activity, Project's Inputs

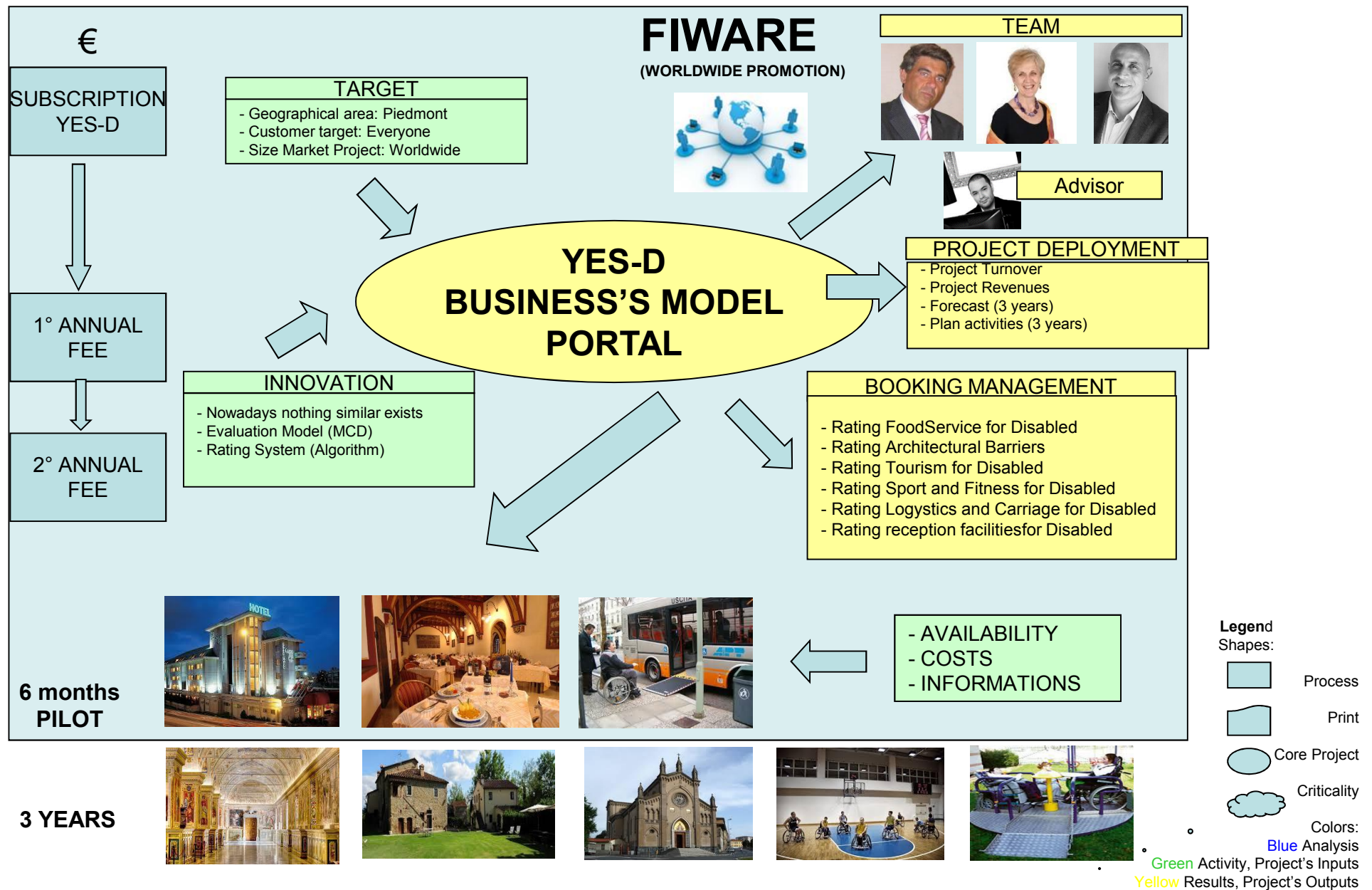
Yellow Results, Project's Outputs



Competition



Business Model



Marketing Plan

Customer:

YES-D

Description

YES for Disability

Opening date:

January 2016

Closing date:

December 2018

Order number:

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	JUL-DEC	Resources	March	Lo & Nano			
1	Kick-off Meeting among Team e Partner Associations																					
2	Institutional 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 Analytics)																					
5	Facebook Campaign																					
	Definition of the Target Reference																					
	Users Profiling on Facebook ADS																					
	Analysis and Reporting																					
6	Promotion by FIVARE																					
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

28/09/2015

CUSTOMER SIGN

CSA SIGNATURE

NEEDS ANALYSIS SIGNATURE

PLANNING SIGNATURE

SHEET

1/1

Team

(1) Claudio Rosso



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

(2) Dianella Mancin



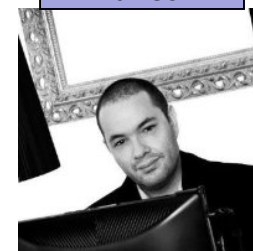
- Tourism Sector's Experiences
- Smart Cities Experiences
- Hospitality's Experiences
- Relations with Disability's Associations

(3) Nino Lo Schiavo



- Web Specialist
- Web Marketing Strategy's Experiences

Advisor



- Web Design
- Web Development
- Web Services Web Developer's experiences

FROM: Piedmont's Regional Observatory - Updated 15/09/15									
		1° Sem. 1° YEAR				3% of Turin Market		1° YEAR COSTS	1° YEAR REVENUE
TURIN		Structures	Rooms	Beds	Medium Average €/struc.	N° Structures 1° Semester	Fee 1° Semester		
	Accommodation								
	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	
FROM: Piedmont's Regional Observatory - Updated 15/09/15									
		2° Sem. 1° YEAR				Soul-fi Contribute € 75.000			5,74%
		Structures	Rooms	Beds	Average €/struc.	N° Structures 2° Semester	Fee 2° Semester		€ 11.783
PIEDMONT	Accommodation								
	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
PIEDMONT + LIGURIA + AOSTA VALLEY		Structures	Rooms	Beds	Medium Average €/struc.	N° Structures 2° Year	Fee 2° Year		
	Accommodation								
	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
PIEDMONT + LIGURIA + AOSTA VALLEY + LOMBARDY + VENETO + TRENTINO A.A.		Structures	Rooms	Beds	Medium Average €/struc.	N° Structures 3° Year	Fee 3° Year		
	Accommodation								
	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