

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/

YES-D PROJECT

ii

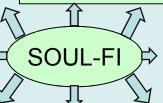


HOW TO INTERCEPT

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

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

FIWARE

(WORLDWIDE PROMOTION)

SECTOR'S NEEDS REQUIREMENT

Based on:

- Web Research (Query)
- Sector's Associations

PIEDMONT SMART CITIES

Valorization of the local territory

- Occupational Growth
- Fostering the "Mistery 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





















Colors:
Blue Analysis
Activity, Project's Inputs

enow Results, Project's Outputs

Legend Shapes:



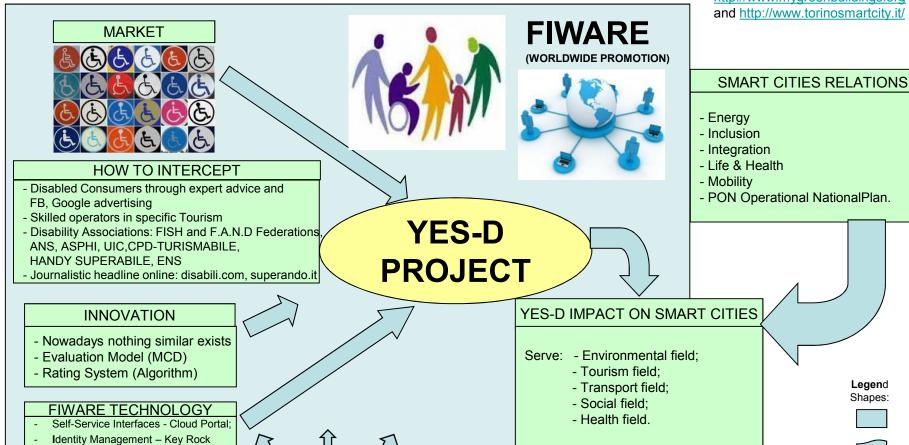


Big Data Analysis - Cosmos

Challenge

Informations about Smart Cities are based on:

http://www.mygreenbuildings.org and http://www.torinosmartcity.it/



SOUL-FI

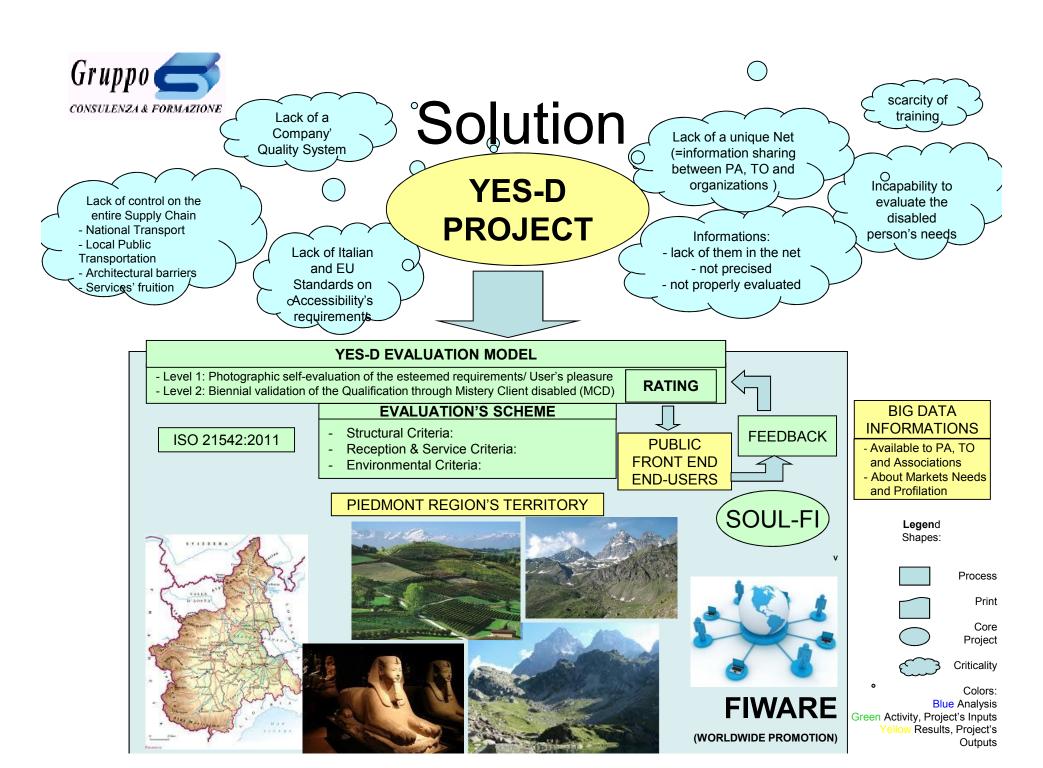
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Process

Core Project

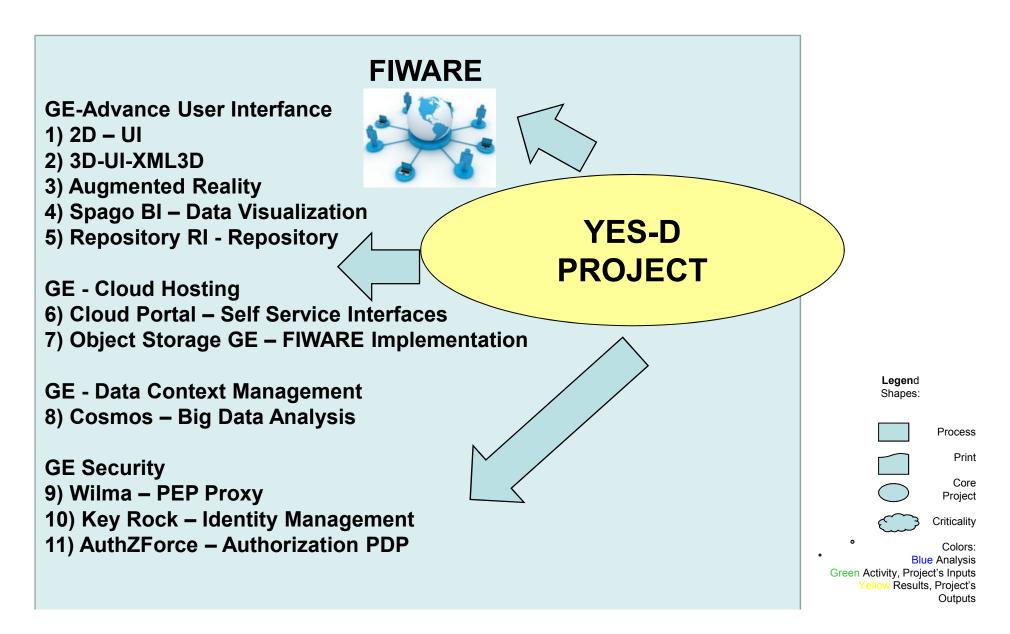
Criticality

Print





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
- 85.000

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- 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

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

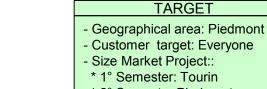


TOURIN AIRPORT ARRIVALS

- 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



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

Legend Shapes:







Print



Criticality

Core Project



Colors:

Blue Analysis Green Activity, Project's Inputs Yellow Results, Project's Outputs













Competition

DISABILITY SECTOR'S MACRO ANALYSIS

SECTOR 'S NEEDS REQUIREMENT

SERVICES STRUCTURES'
ANALYSIS

RISKS

- Rivals: Maybe there are not suppliers of similar services I n Piedmont area; 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: Difficulty in making "viral" the proposal











TURIN AIRPORT ARRIVALS

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



BIG DATA DISABILITY SECTOR

Legend Shapes:



Process



Print



Core Project

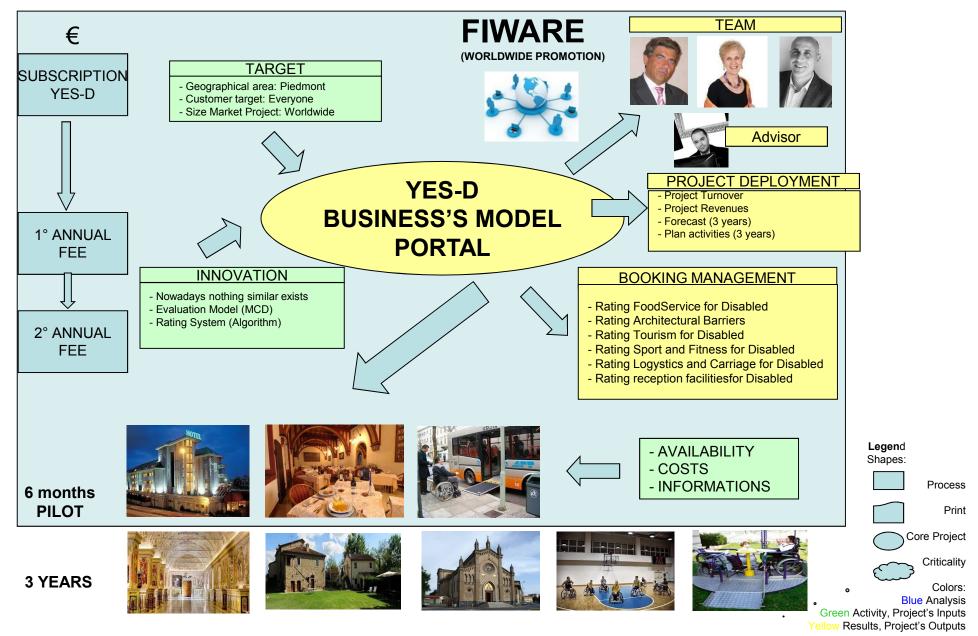


Criticality

Colors:
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 Yellow Results, Project's Outputs



Business Model





Marketing Plan

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Team

(1) Claudio Rosso



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

(2) Dianella Mancin



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

(3) Nino Lo Schiavo



- Web Specialist
- Web Marketing Strategy's Experiences



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



Money & Milestones

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