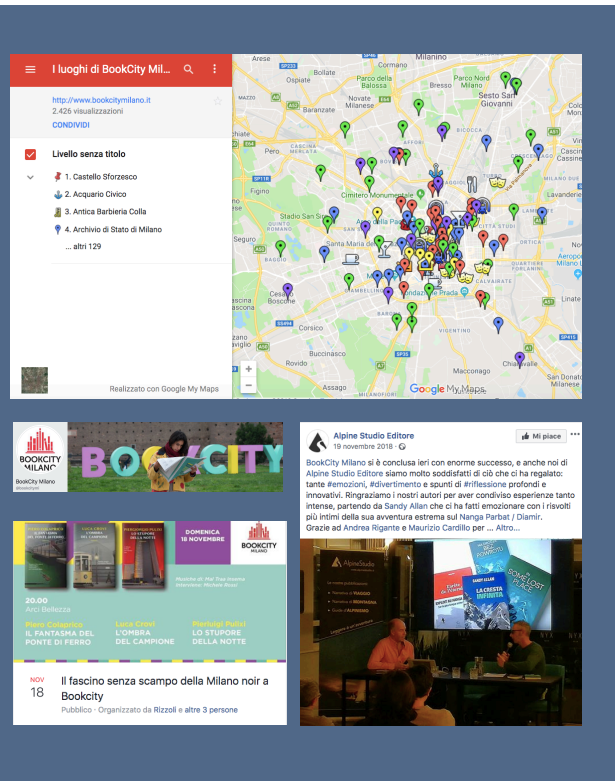




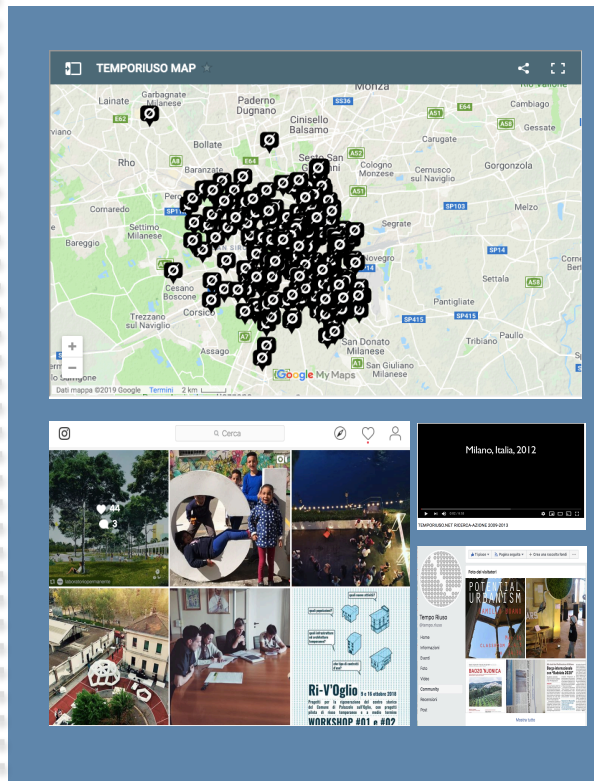
City{OpenSource}

Augmented maps for collaborative storytelling

Festival



Regeneration Project



Storytelling

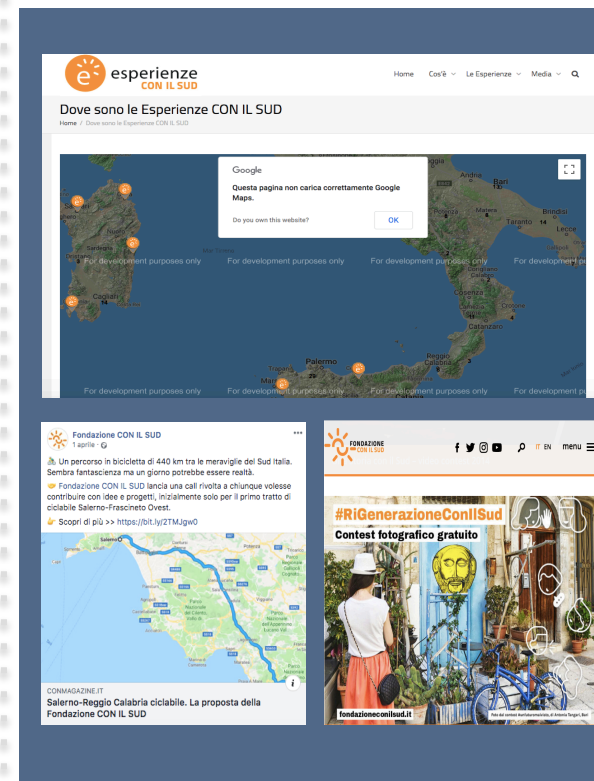
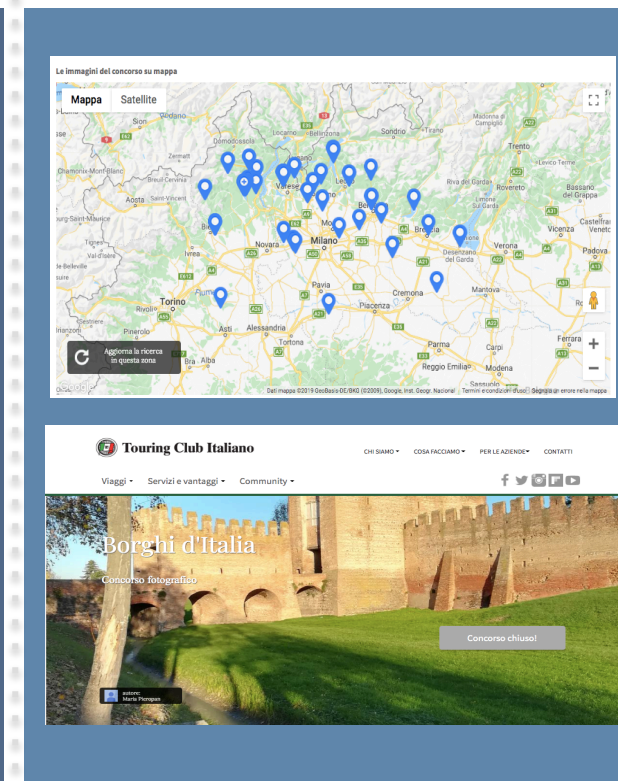


Photo Contest & Reporting



Usano Mappe per raccontare il territorio e i social per raccontare l'esperienza

Ma

C'è una dispersione di contenuti, i contenuti diventano di proprietà delle piattaforme,
diventa difficile analizzare ed estrarre valore dai dati

Create, enhance and share the world around you.



Augmented maps for collaborative storytelling



Create your maps

Choose how to share the content and manage your maps.



Customize and Reuse Data

Choose how to categorize your contents and reuse data.



Open your map for collaboration

Publish your maps and engage your users.

Maps: 19

Locations: 4420

Contents: 6708

Mappers: 1751

Platform & App Collaborative



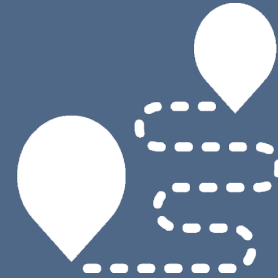
Geo-referencing content
(photos, audio, video, text,
drawings, etc) with
quantitative data (data-
visualization)

Reuse Import/Export



Reuse the content on the
platform
Import and export data and
content at any time and
everywhere
API

Audience Development



Routing & Tracking
Advertising Mobile
Treasure Hunt &
Gamification

Analyze



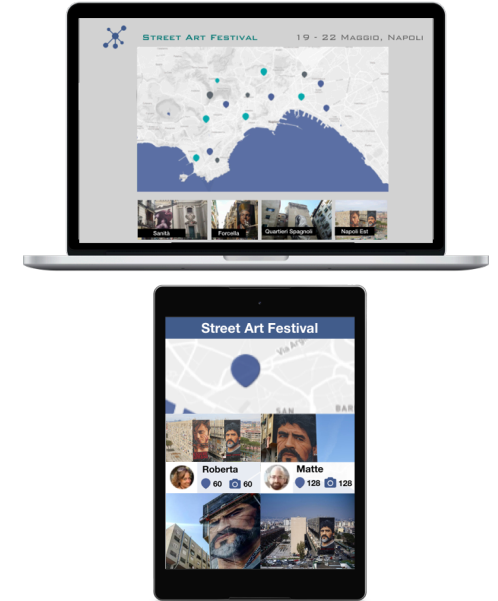
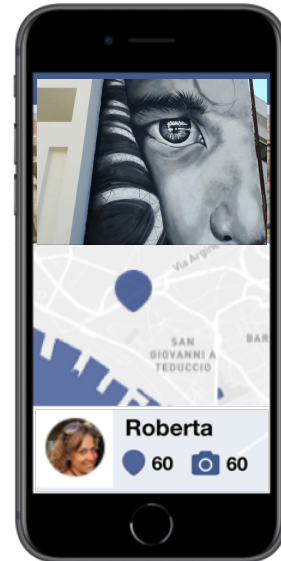
Analyze & monitoring users
Identifying landmarks & Text
Labelling Image

Build Map & Form

Collect

Analytics

Share

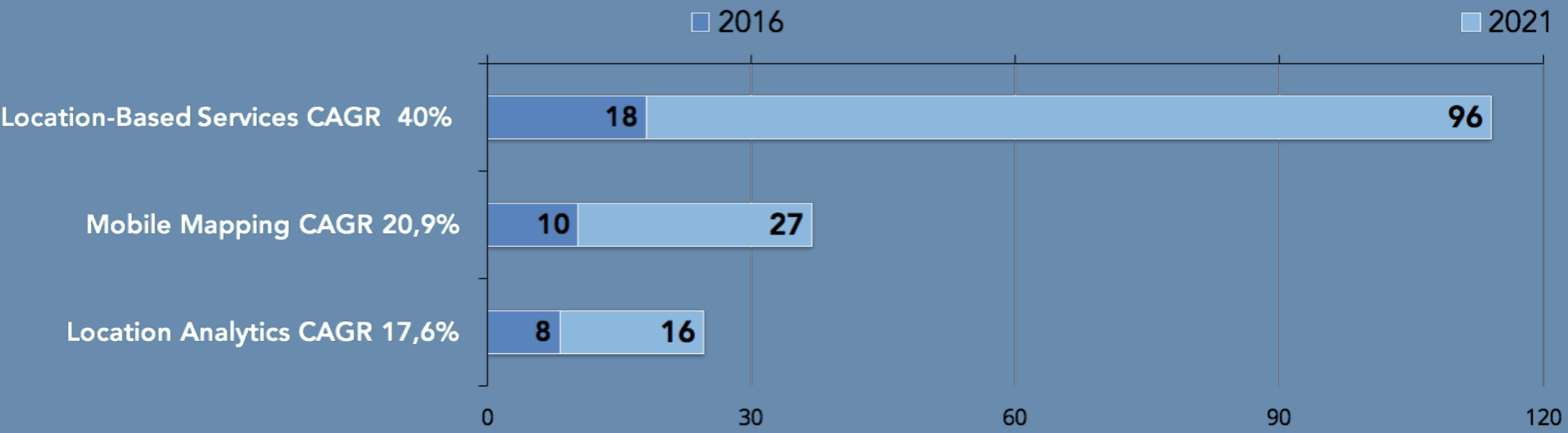


A form builder with extreme flexibility

Collect geo data with collaboration

Analytics user and content

Share on all devices



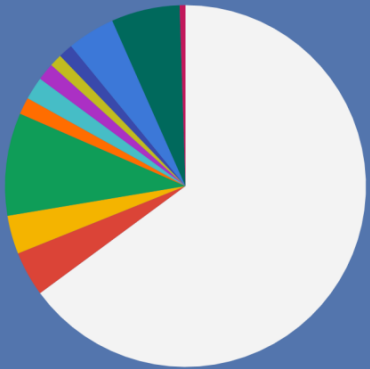
Reports Markets:
Location Based Services (Technavio, 2017),
Mobile Mapping (Marketsandmarkets, 2015)
Location Analytics (Marketsandmarkets, 2016)
in Milion \$

No Profit in Italia

336.200

(Istat 2017)

TAM



65% Cultura, Sport, Ricreazione
9% Assistenza sociale e
protezione civile
6% Relazioni sindacali e rap.
interessi
4% Istruzione e ricerca
4% Religione
3% Ambiente
3% Sanità
2% Sviluppo Economico e
Coesione Soc.

82% No Profit

(Cultura, Ricerca, Ambiente,
Protezione Civile, Sviluppo)

SAM



Dipendenti

96% SMALL (0 - 10)
3% MEDIUM (11 - 49)
1% LARGE (> 50)

Target (Il Anno)

SOM

1%

2650

SMALL - Festival 2 mesi - Basic/Open Store

77

MEDIUM - Laboratorio 4 mesi - Social

20

LARGE - Progetto 8 mesi - Premium

Free



Content under CC By
Style
Routing & Tracking
API



LIMITED
Support
Storage
User

Basic
15 e/m



Content policy
Style
Routing & Tracking
API



PLUS
Support
Storage
User

Social
50 e/m



Content policy
Style
Routing & Tracking
API



PLUS
Support
Storage
User
Users Roule



Advertising Mobile
& Gamification

Premium
130 e/m



Content policy
Style
Routing & Tracking
API



PLUS
Support
Storage
User
Users Roule



Advertising Mobile
& Gamification



Analyze users
Identifying landmarks
Identifying Text
Labelling Image
Design



Newspaper

WIRED

la Repubblica

CORRIERE
DELLA SERA

CORCOM

24 ORE
nòva

fanpage.it

Convention Academy



Prime & Work



Crowdfunding



Goal 30.000
Raccolti 44.670



S A A D
Scuola di Ateneo



Architettura e Design
Eduardo Vittoria
Università di Camerino

[FuriaMap Ascoli Piceno]

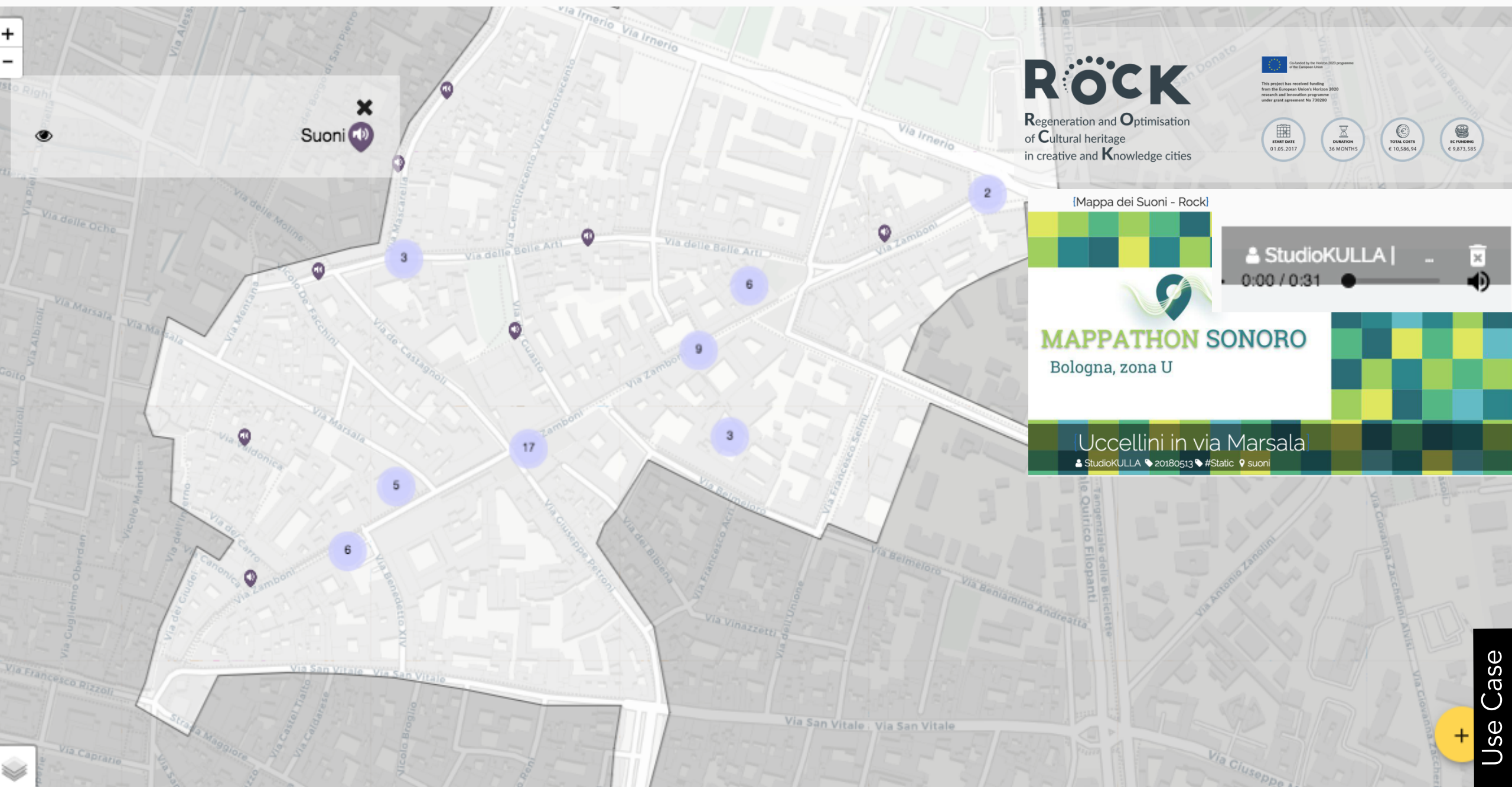


[La siesta]

TeamHuawei | riferimenti



[Mappa dei Suoni - Rock]



RÖCK

Regeneration and Optimisation
of Cultural heritage
in creative and Knowledge cities



This project has received funding
from the European Union's Horizon 2020
research and innovation programme
under grant agreement No 730280



START DATE
01.05.2017



DURATION
36 MONTHS



TOTAL COSTS
€ 10,586,94



EC FUNDING
€ 9,873,585

[Mappa dei Suoni - Rock]



MAPPATHON SONORO

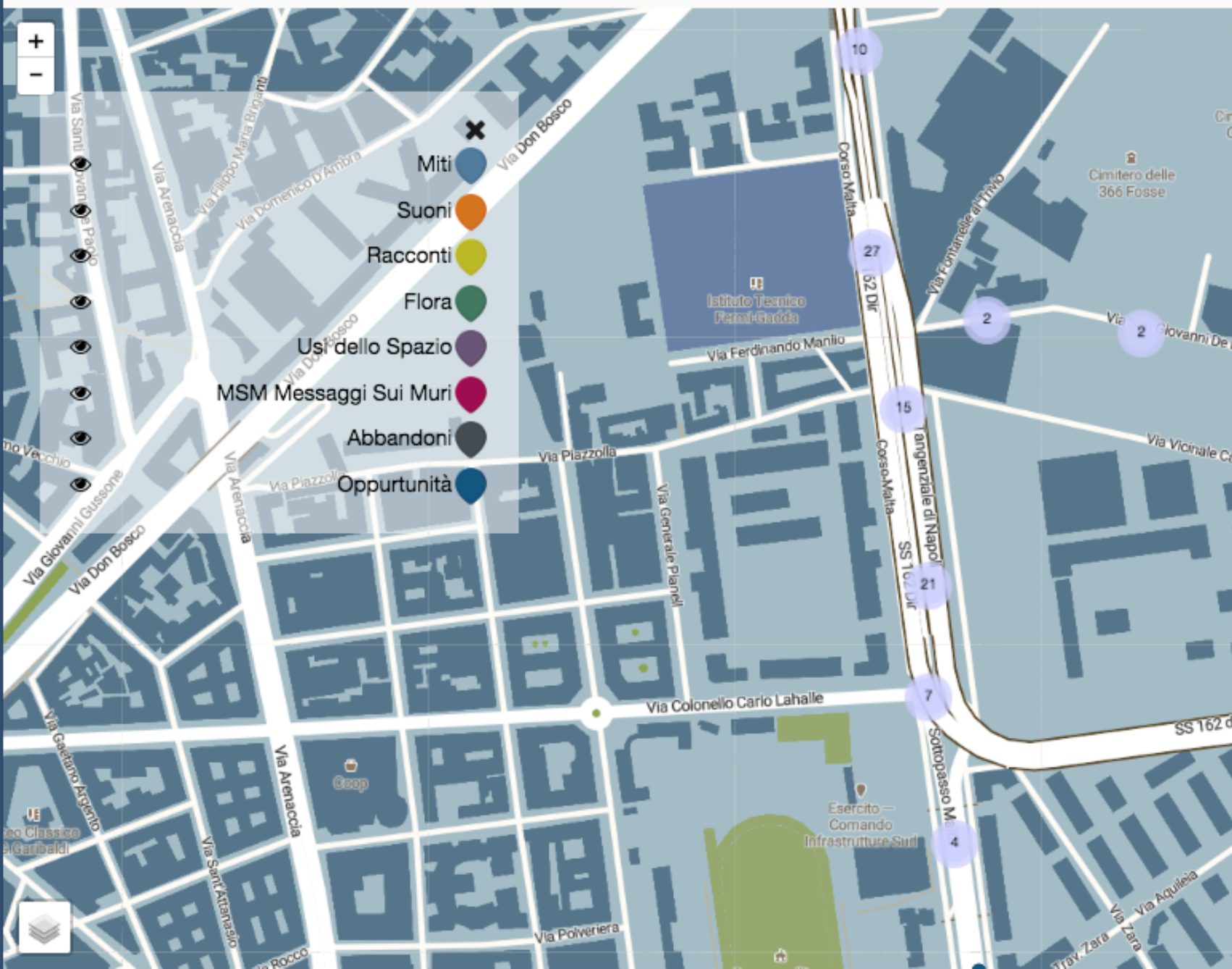
Bologna, zona U

[Uccellini in via Marsala]

StudioKULLA 20180513 #Static suoni



Use Case



Labels	Web	Document	Properties	Safe Search	JSON
--------	-----	----------	------------	-------------	------



IMG_20180615_115826.jpg

+Page 1

+Block 1

DIMENTICA INIZIAMO DA CUI



mappi[na] mappa alternativa di napoli

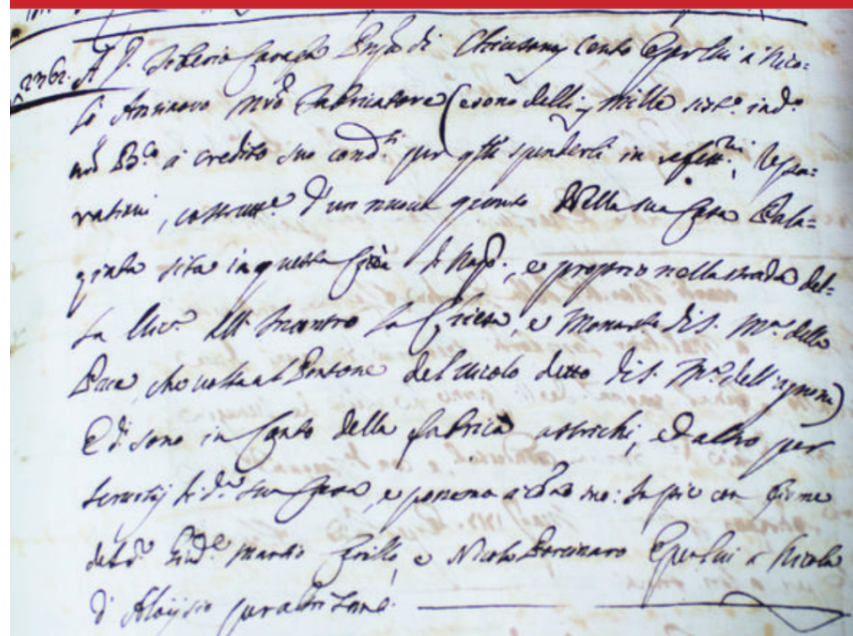
login

accedi con facebook

oppure

registrati

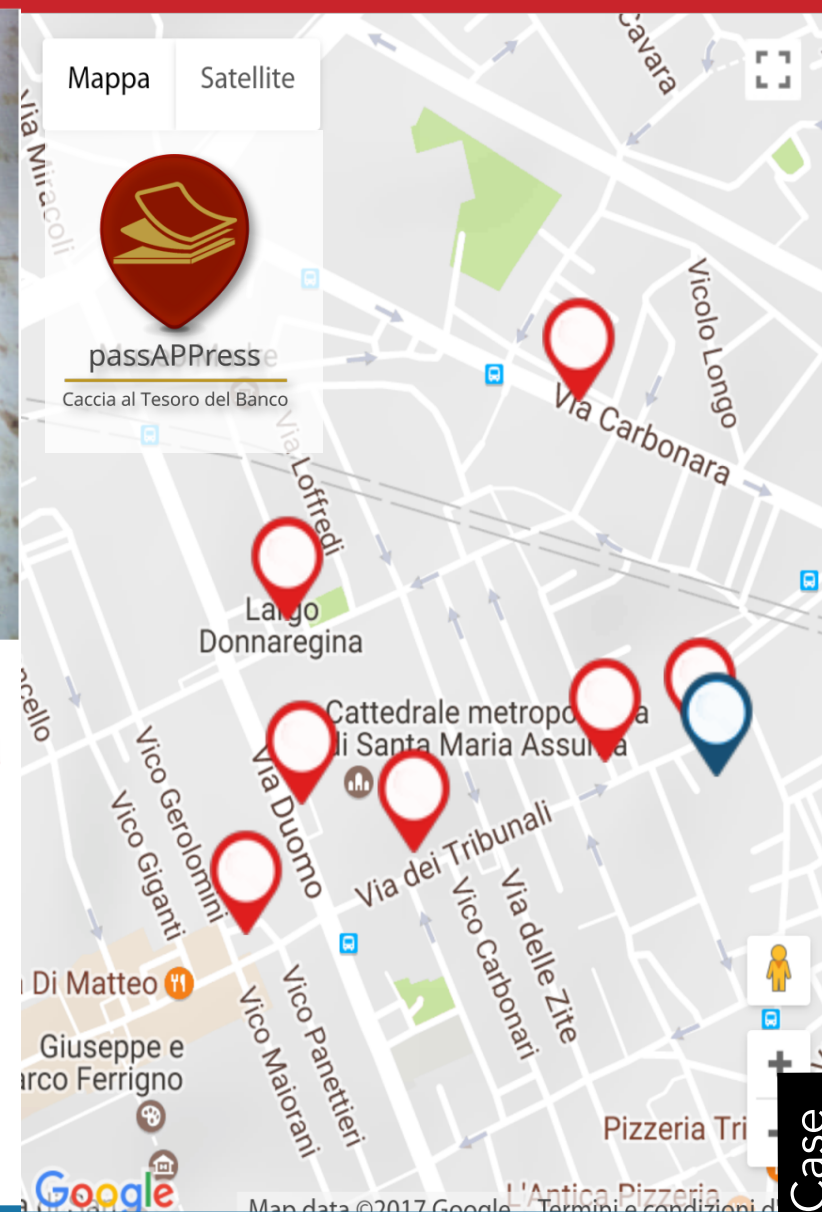
Prossima Missione



I Missione - Don Tiberio Carafa

[...] A Don Tiberio Carafa
principe di Chiusano ducati
100 e per lui a Nicolò Antimoro
mastro fabbricatore sono delli
ducati mille sistentino in detto
nostro banco a credito suo
condizionati quelli spenderli

Mappa delle missioni compiute



Missione



Tappe



Camera



Mappa



Profil



Missione



Tappe



Camera



Mappa



Profil

Use Case



Personalization

Ona

EpiCollet

CityOpenSource

Indirect integration AI & Gamification

Direct integration AI & Gamification

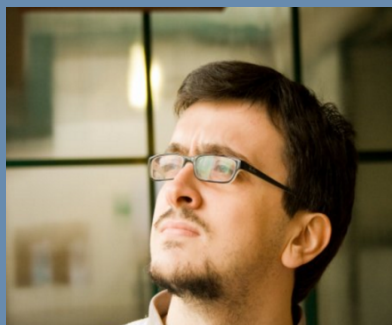
**Google
MyMaps**

Uebermap

Standard



Ilaria Vitellio
Project Manager



Marco Montanari
Software Architect



Vincenzo Patruno
Data Manager



Paolo Mainardi
Tech Advisor



Andrea Borruso
GIS Analyst



Vertigo Coop
App Dev

KPI's

I Anno
50% di 1600 mappers
attuali

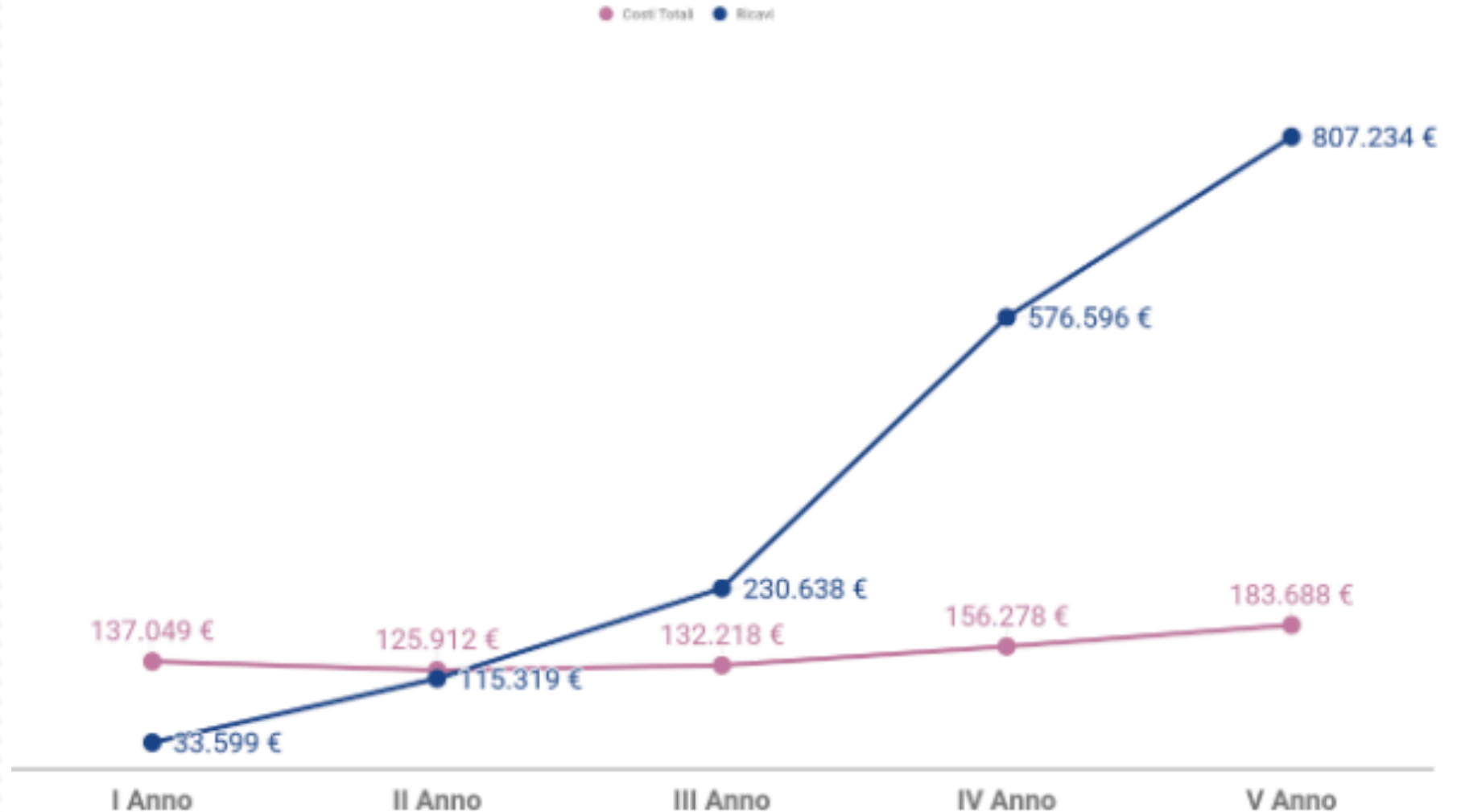
II Anno
1% del SAM

III Anno
3% del SAM

IV Anno
5% del SAM

V Anno
7% del SAM

Costi Totali e Ricavi



150K

	I Anno
Sviluppo	65%
Digital Marketing	20%
Amministrazione	15%

I Fase
Now



App

- > Progetti
- > Mappers
- > Content

Business Modeling

II Fase
4 mo

Fundraising



Test



Implementation

Stabilizzazione

III Fase
4 mo

Promotion services



G2M

IV Fase
4 mo

- > LTV
- > Services

Review
Business Model
Service & Platform



Smart Growth

Thanks



City{OpenSource}

Augmented maps for collaborative storytelling

www.cityopensource.com ●

Create, enhance and share the world around you