



Connettiamoci!

of
**In
linea
coi
tempi**

What we want to do

- *Connettiamoci!* : App sort of social services system specific for the elderly people in Genoa. (In the future, we plan to expand this app to other towns all over Italy.)



What *Connettiamoci!* is about

- It's an app divided into some sections, which let the elderly people do some activities
- Each section contains a specific kind of activity; for example, the section named "Stanza dei Ricordi" lets these people share memories from their childhood or anything else they wish to share with the other users



Our target

Our target is

- retirement homes' guests
- self-sufficient elderly people

Business model

Forecast costs:

1. pay for the computer technician
2. purchase of laptops
3. creation of the app

How we'll regain the money invested: through

1. banner ads/advertising
2. some premium content (for example one that removes the ads and gives some extra activities and games. It would cost about 5 euros)
3. incomes from "In linea coi tempi"

Connettiamoci! and Fiware

- **Why Fiware?**

- It has an assured quality and some necessary components to create the social services system, plus, it's open standard

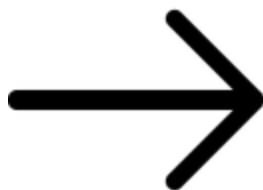
- **What Fiware does for *Connettiamoci!* ?**

- It'll help the self-sufficient elderly people know which activities there are in town.

- In order to achieve this, we'll use a data aggregator

Connettiamoci! homepage (sort of)

In this section
("Divertiamoci
insieme!") there will
be a subgroup
which will contain
all the updated
events in Genoa





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