



ASSOLOMBARDA
Confindustria Milano Monza e Brianza

ARIANNA

Autonomia di movimento per non vedenti

Speaker

BRUNO CONTE

30 novembre 2015





Navigation system for visually impaired people

Bruno Conte



1st Prize



Bright Future Ideas Award 2014



innovative Internet
products/services

Problem

Visually impaired are 300.000.000 (source WHO)

- **And increasing** with aging of the population
- **Social inclusion** enhanced with autonomous mobility
- **Today:** tactile pavements



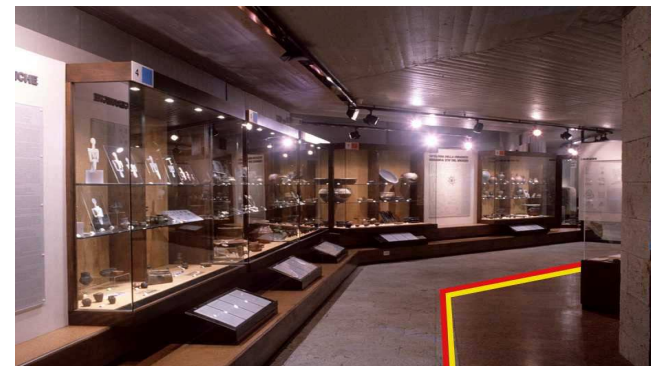
Other (minor) solutions:

Personal Assistant, GPS
or other indoor positioning systems

arianna Solution

Autonomous mobility by

- Accompanying the user step-by-step
- Giving directions towards destination
- + **Location-based services** (news, tourism, ...)



Comparison

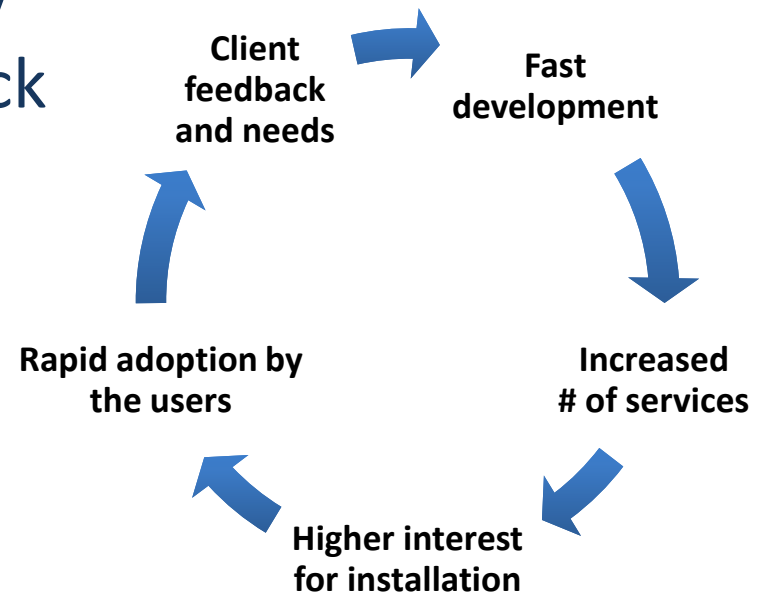


	Arianna	Tactile paving	Wireless system
Cost	2 €/mt + App	60 €/mt	25 €/mt + App
Easy installation	✓	✗	✗
High precision	✓	✓	✗
Customization	✓	✗	✓
Additional service	✓	✗	✓

The **arianna** platform

Open development platform (FIWARE-based)

- Allow third parties to exploit **arianna**
- Increased adoption rate & higher visibility
- Attract clients and get money
- Attract users and get feedback



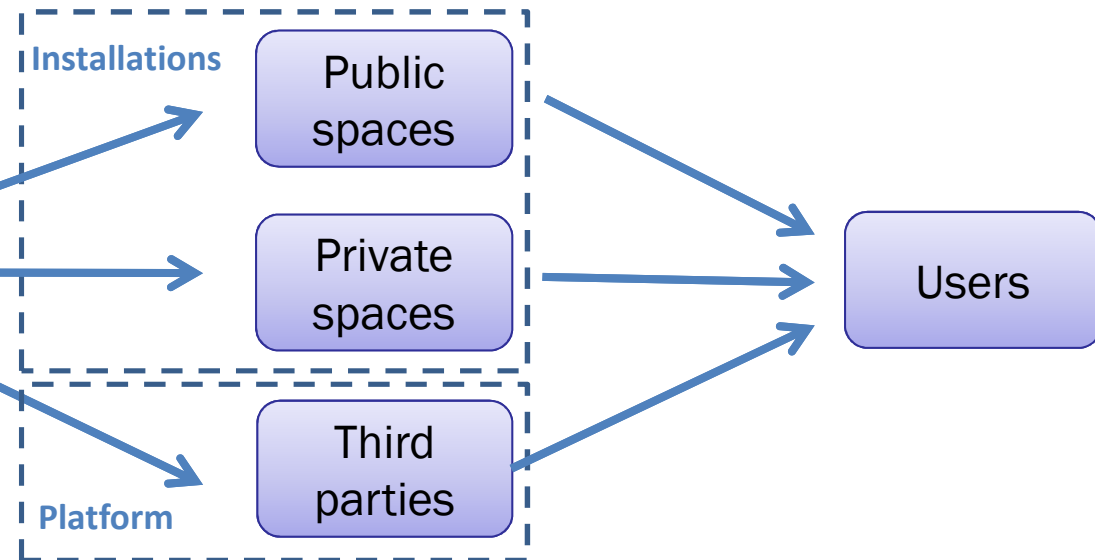
Market & Business model

Target	Hospitals Offices	Pedestrian Zones	Stations	Airports	Museums	Malls
Population (Italy)	11600	78000	2190	40	3847	15000
Coverage	Indoor	Outdoor	Indoor/ outdoor	Indoor	Indoor/ outdoor	Indoor

Installations: basic price is 60% of tactile paving



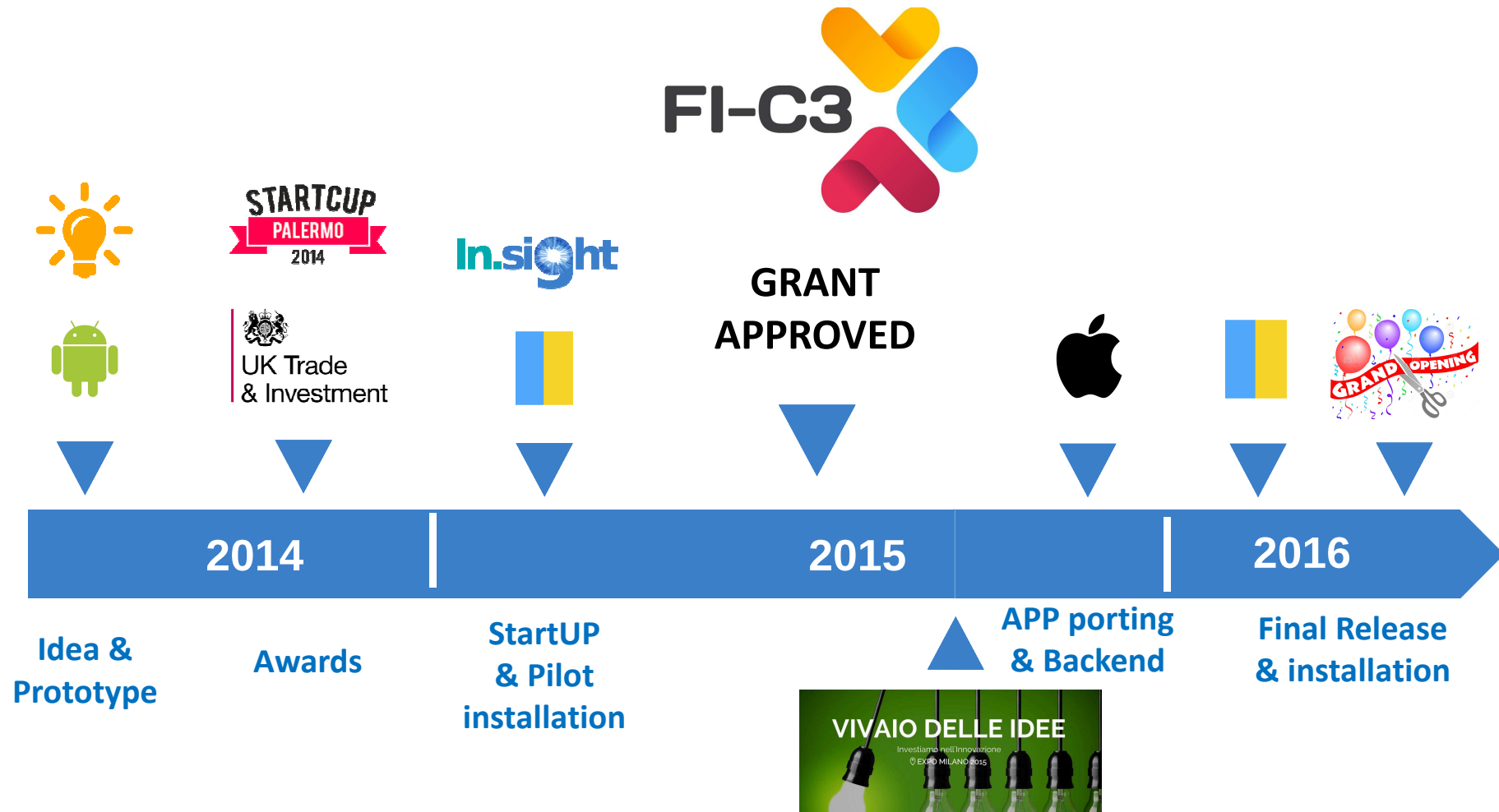
Platform: Third parties share 30% of revenues



Team & network



arianna Milestones

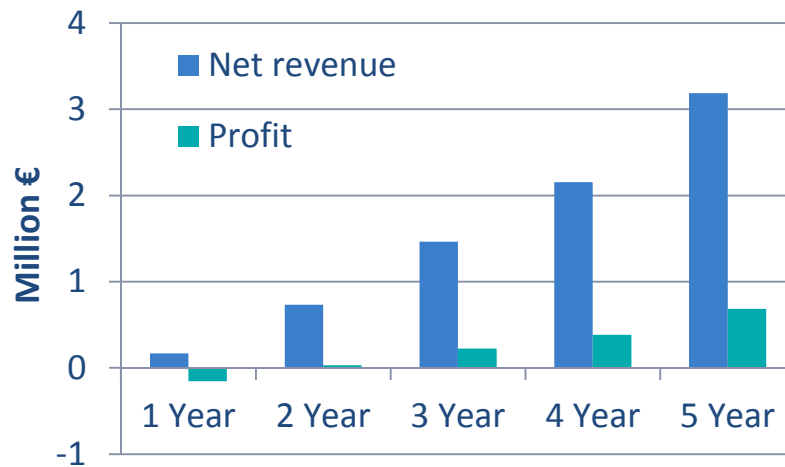


Market plan

Market Objectives: to reach by year 5

- 2% of airports
- 3% of metro and train stations
- 5% of museums
- 7% of exhibitions and events
- 2% of hospitals and public offices
- 1% of naturalistic trails and sidewalks

Financial Projections



arianna Installations

YEAR	Museums	Malls, Offices, Hospitals	Airports	Pedestrian zones	Train/Metro Stations	Accessible Tourism
Year 1	1	0	0	0	0	1
Year 2	2	3	1	2	1	1
Year 3	4	3	3	4	2	2
Year 4	7	6	3	5	3	2
Year 5	8	7	4	8	5	3
TOTAL	22	19	11	19	11	9

Break Even Point (BEP)

	Year 1	Year 2	Year 3	Year 4	Year 5
BEP	K€ 603.6	K€ 551.4	K€ 631.7	K€ 778.2	K€ 809.2
Revenues	K€ 170.0	€ 710.0	K€ 1,379.0	K€ 1,971.0	K€ 2,831.0
	BEP NOT REACHED	BEP OK	BEP OK	BEP OK	BEP OK



*“None of the systems I have tested is capable
to combine simplicity and precision as
Arianna”*

Aldo Grassini

Director of the Tactile State Museum “Omero”

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