



BUSINESS PLAN

PROBLEM

THERE IS NO SMART CITY WITHOUT SMART MOBILITY

The automobile is an Italian fetish and private mobility a cultural attitude rooted in the depths of our tradition, from the economic boom of Italy that was. Today, however, the car populates our cities and sends them into a tailspin, undermining the coveted recognition of "smart city" from the foundations; because, what actually makes a city smart if not, above all, its freedom of movement?

SAVINGS WITH PUBLIC TRANSPORT

In fact, the car is chosen by 60% of the interviewees, while only 24% use public transport. The majority of Italians (61%) spend around 10 euros a day to travel the journey that takes them to the workplace every day, 22% declare an expense of 20 euros, while 15% invest 30 euros every day own funds to reach the destination.



TARGET

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TYPES OF CLIENT	public transport companies
AGE	mainly workers who must reach the workplace
GENDER	all the genders
WHERE THEY LIVE/WORK	they live far from work
INCOME	middle
WHEN THEY BUY THE PRODUCT/SERVICE	early morning when they go to work (7.00-9.00 a.m.) and in the evening when they come back home (5.30-8.00 p.m.)
HOW MUCH/MANY THEY BUY	The companies buy the right quantity for having these comforts in every bus
NEEDS/WISHES IDENTIFIED	many routes within the city and surroundings

