uMAYOR
LA TUA CITTÀ, IL TUO REGNO!

PUSH.
CIVIC START-UP

Eng. Domenico Schillaci
Arch. Mauro Filippi

Palermo, Italy
every city in the world...
... has some issues
but we have solutions
sometimes
cities are beautiful
and we must take care of them
but

HOW?

?
using uMAYOR
uMAYOR

helps you and your fellow citizens improve your daily-life environment

OR

linking you directly to the mayor

finding solutions through the community

supported by sponsors
BUSINESS MODEL

uMayor will be supported by

MAIN SPONSORS
advertisement within the APP + CSR

LOCAL SPONSORS
advertisement on the map

MUNICIPALITIES
urban planning resources

DONATIONS
civic engagement
# REPORTS AND SOLUTIONS

uMayor will use an escalation reporting system

<table>
<thead>
<tr>
<th>1 report</th>
<th>tweet to the Public Relations Office</th>
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</thead>
<tbody>
<tr>
<td>10 reports</td>
<td>email to the Office In Charge + tweet to the PRO</td>
</tr>
<tr>
<td>50 reports</td>
<td>email to the OIC + tweet to the mayor + tweet to the upper government structure</td>
</tr>
<tr>
<td>100 reports</td>
<td>email to the OIC + tweet to the mayor + proposal for a solution to the community</td>
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</table>
FUNCTIONALITIES DEVELOPED
main steps

- taking photos
- collecting reports
- geolocationing
- sharing info
## COMPETITIVE LANDSCAPE
the international scenario

<table>
<thead>
<tr>
<th>name APP</th>
<th>local use</th>
<th>regional use</th>
<th>global use</th>
<th>involving municipalities</th>
<th>not involving municipalities</th>
<th>hybrid</th>
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<tbody>
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<td>X</td>
</tr>
</tbody>
</table>
The Team
"ask not what your CITY can do for you, ask what you can do for your CITY"

Domenico Schillaci
Mauro Filippi

d.schillaci@wepush.org
m.filippi@wepush.org