uMAYOR

LA TUA CITTÀ, IL TUO REGNO!

European Investment Bank

Social Innovation Tournament

Budapest 2013

PUSH.

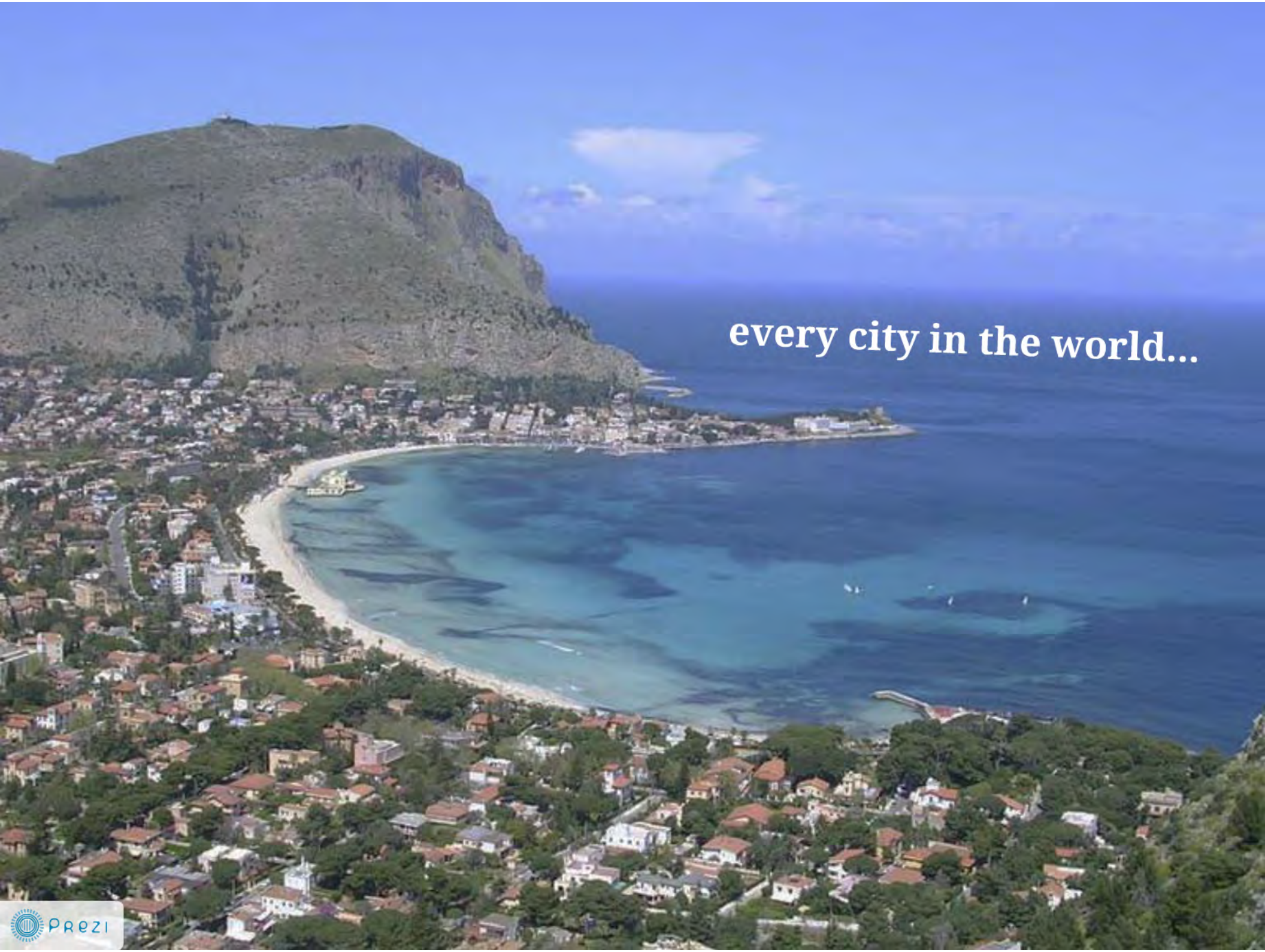
CIVIC START-UP

Eng. Domenico Schillaci

Arch. Mauro Filippi

Palermo, Italy

Prezi


every city in the world...

every city in the world...
... has some issues
MAXI
interlineo
SPECIAL PRICE
BACI

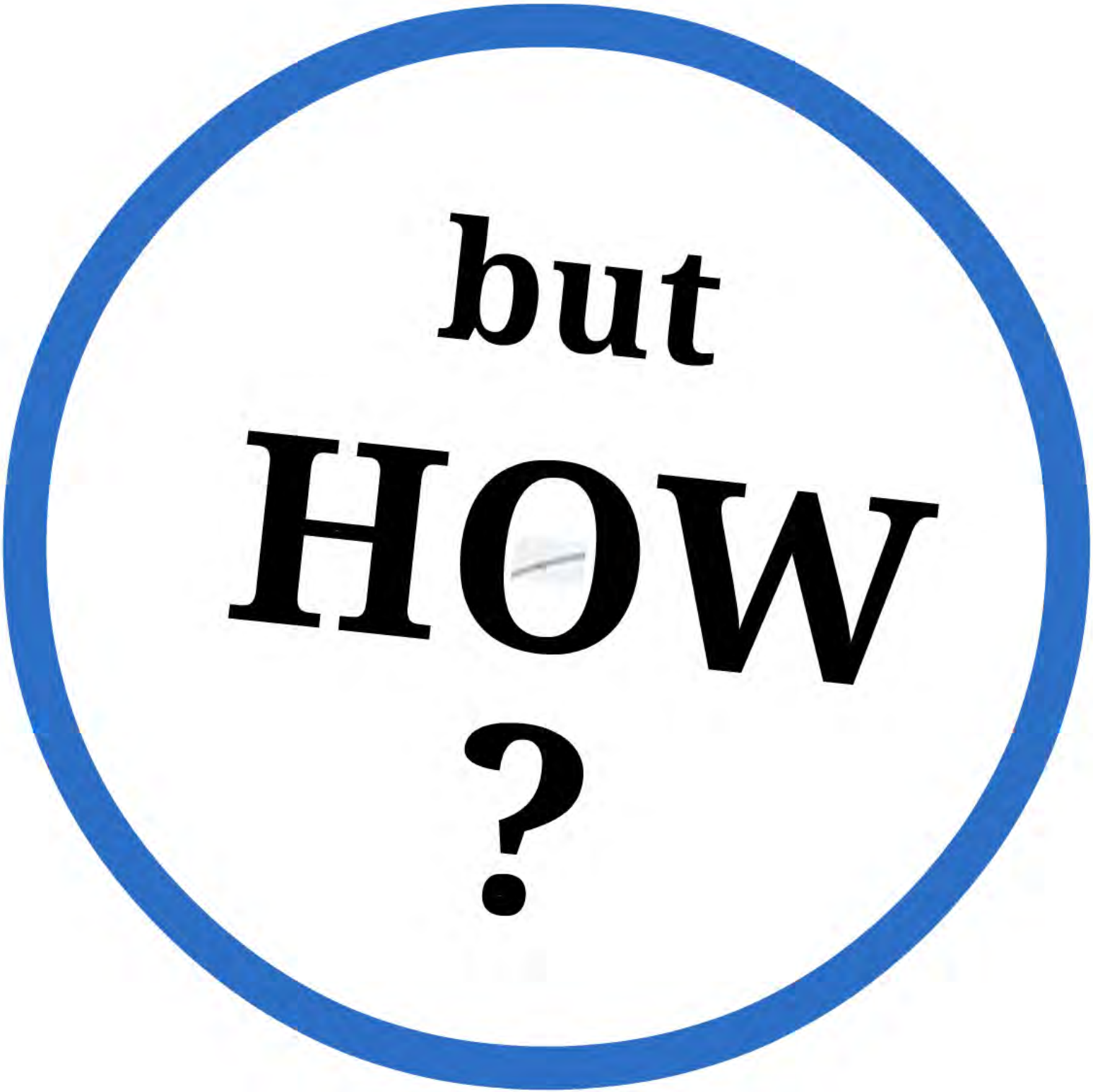
but we have solutions

sometimes

cities are beautiful

and we must take care of them

Prezi



Prezi

using uMAYOR

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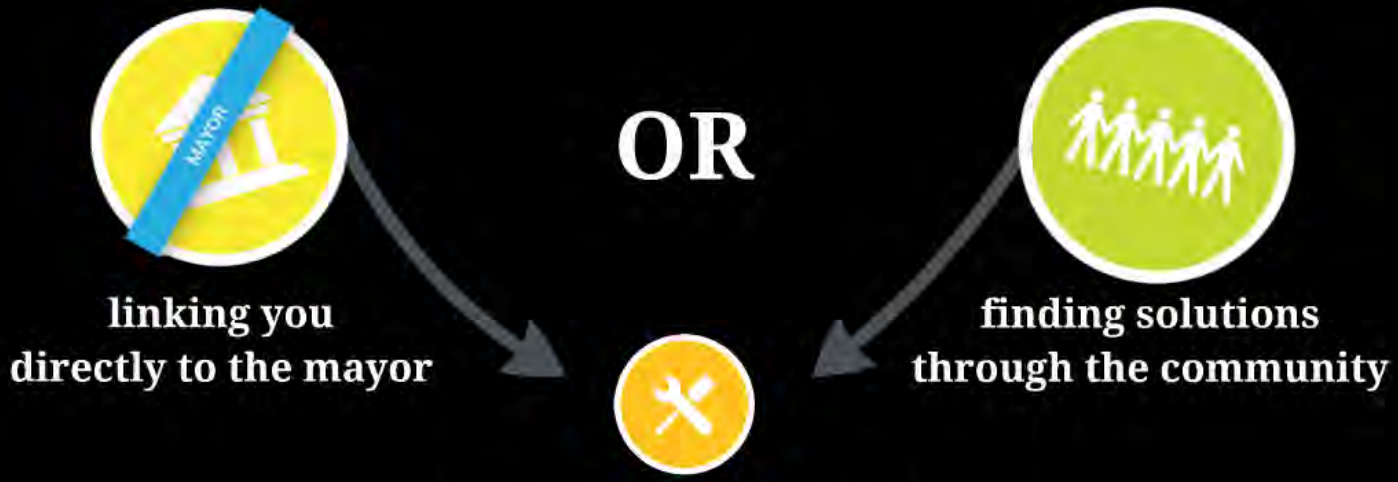
uMAYOR

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



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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

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REPORTS AND SOLUTIONS

uMayor will use an escalation reporting system

1 report	tweet to the Public Relations Office
10 recommendations	email to the Office In Charge + tweet to the PRO
50 recommendations	email to the OIC + tweet to the mayor + tweet to the upper government structure
100 recommendations	email to the OIC + tweet to the mayor + proposal for a solution to the community

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FUNCTIONALITIES DEVELOPED

main steps

taking photos

collecting reports

geolocationing

sharing info

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COMPETITIVE LANDSCAPE
the international scenario

name APP	local use	regional use	global use	involving municipalities	not involving municipalities	hybrid
Accela 311	-	X	-	X	-	-
Buiten Beter	X	-	-	X	-	-
Citizens Connect	X	-	-	X	-	-
City Sourced	-	X	-	-	X	-
Colab	-	X	-	X	-	-
Decoro Urbano	-	X	-	X	-	-
Fix My Street	X	-	-	-	X	-
uMayor	-	-	X	-	-	X

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Roberto
Art Director
32

Alessandro
Graphic Designer
24

Angelo
Software Developer
28

Claudio
Account Manager
26

Antonella
Communication Manager
26

Francesco
Operations Manager
30

Eliana
Communication Manager
28

Domenico
Project Manager
30

Mauro
Designer
26

Agostino
Software Architect
24

Salvatore
Design Manager
30

_Management

_Communication & Marketing

_Graphic Design

_Research & Development

The Team

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www.umayor.it

uMAYOR

**"ask not what your CITY can do for you,
ask what you can do for your CITY"**

PUSH.

www.wepush.org

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