

# Call4startup FS - Trenitalia | Mentoring Program

*Digital Train Tourism Experience*

17 February 2022



# Table of contents



- How we selected the startups
- Mentors team and Expertise
- The *Mentor Program* scheme
- The selected startups

# How we selected the startups

## ***Call4startups***

Open Innovation initiative focused on the scouting of early stage innovative solutions to be customised -through a mentoring program, according to Trenitalia's business needs.

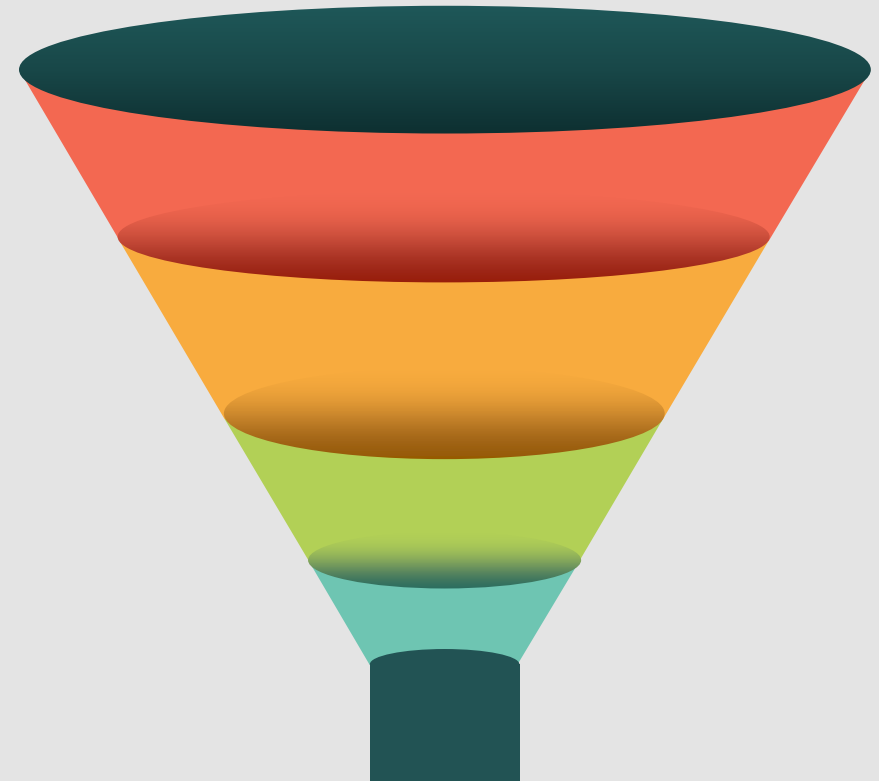


# Steps of the Initiative



March 2021 to December 2021

- Defining Trenitalia's **business needs** | *1 month*
- **Call4Applicant** via FS InnoStation | *1.5 months*
- Participants **evaluation** and award | *1 month*
- **Mentoring Program** | *3.5 months*
- Innovation Day – Startup **pitch session**



# Startup selection criteria

We **awarded 4 startups** out of 52 applicants.

The startups had been evaluated by a board of 5 members (from FS, Trenitalia and Campania NewSteel), **according to the following criteria:**

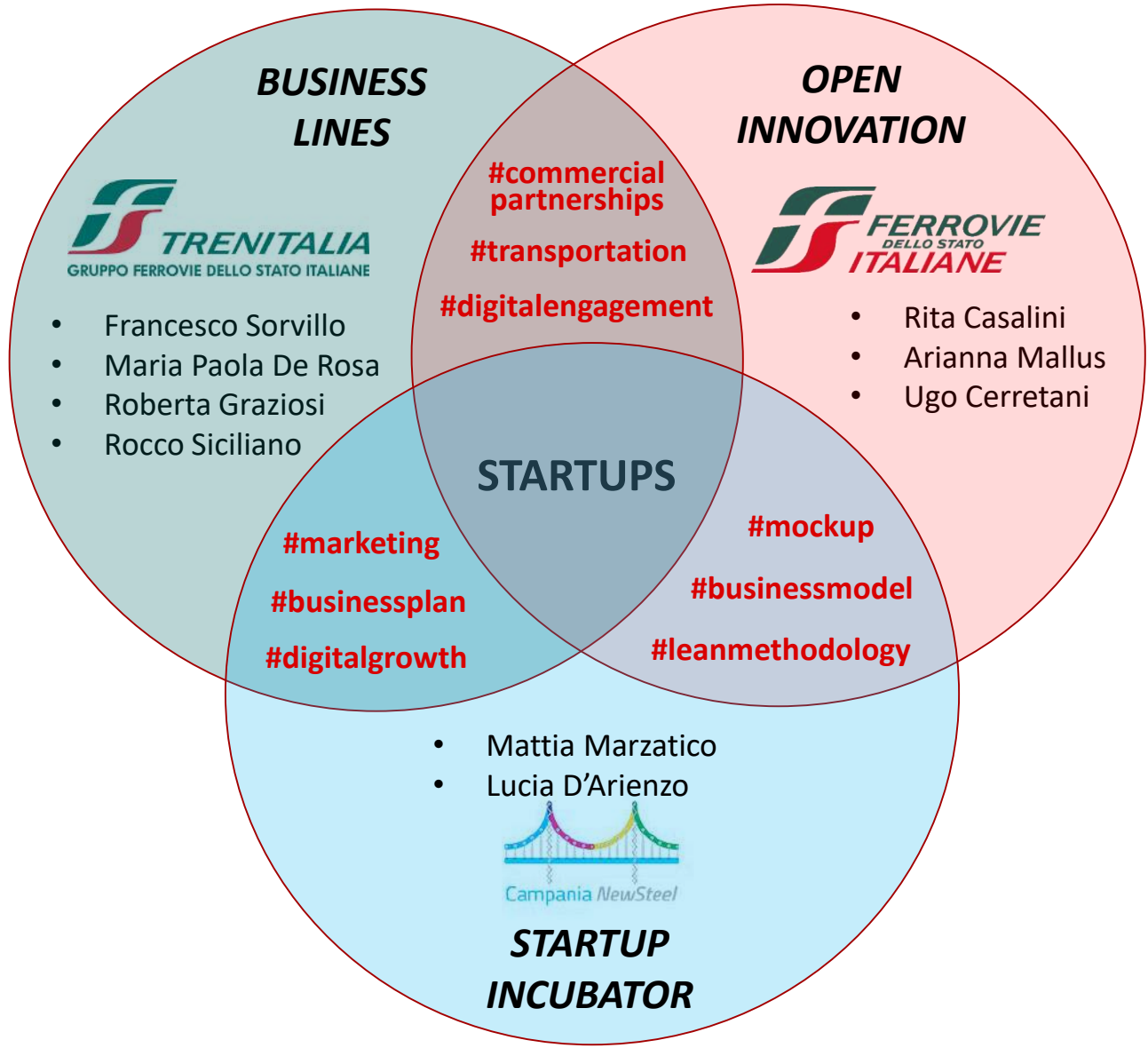
Criteria	Range
<b>Team</b> <i>track-record, vertical domain and complementary expertise.</i>	1 – 20
<b>Technology</b> <i>level of innovation compared to the state-of-the-art and Trenitalia's business needs.</i>	1 - 20
<b>Product</b> <i>product coherence and fit according to the Trenitalia's business needs.</i>	1 - 40
<b>Traction</b> <i>Previous agreements, partnerships, and concrete interest from clients.</i>	1 - 20

# Mentors team and expertise

“We **combined** different mentor teams with complementary **skillset** in order to provide **cross-sectoral support** to the startups.”



- 9 mentors from 3 companies
- 12 members from 4 startups



# Mentoring scheme

13 sessions per each startup (A two-hour session per week from August to November 2021)

Mentoring Program	
1 - Kick-off and business needs analysis	8 - Economics
2 - Use case definition	9 - Mockup implementation
3 - Customer Journey	10 - Mockup implementation
4 - Business Model Canvas	11 - Mockup implementation
5 - Competitors Analysis	12 - Mockup validation
6 - Marketing strategy	13 - Technical/commercial proposal
7 - Team and Organizational chart	Demo Day – Pitch session

Train Digital  
Tourism Experience  
*call4startups*

Campania NewSteel

TRENITALIA FERROVIE DELLO STATO ITALIANE

Looking for **digital solutions** in order to engage potential clients during the **inspirational phase** of a travel or an holiday.

Targeting national and international prospects, the main goal is to increase the **conversion rate** and the **revenues** resulting from the **tourism segment** that choose Trenitalia as means of transport.

Technical and commercial partnerships with «travel & leisure» stakeholders are encouraged, as well as the **upselling of ancillary services to offer a 360° travel experience.**



## The selected startup



**Yookye** – *Tailor-made travel suggested by Local Experts*



**Virtually** – *Iper-resolution platform to enjoy italian art*



**Qiibee & iThalia** – *Blockchain-based loyalty program*



**Deduce Data Solutions** – *Emotional chatbot*

# Yookye – Tailor-made travel suggested by Local Experts

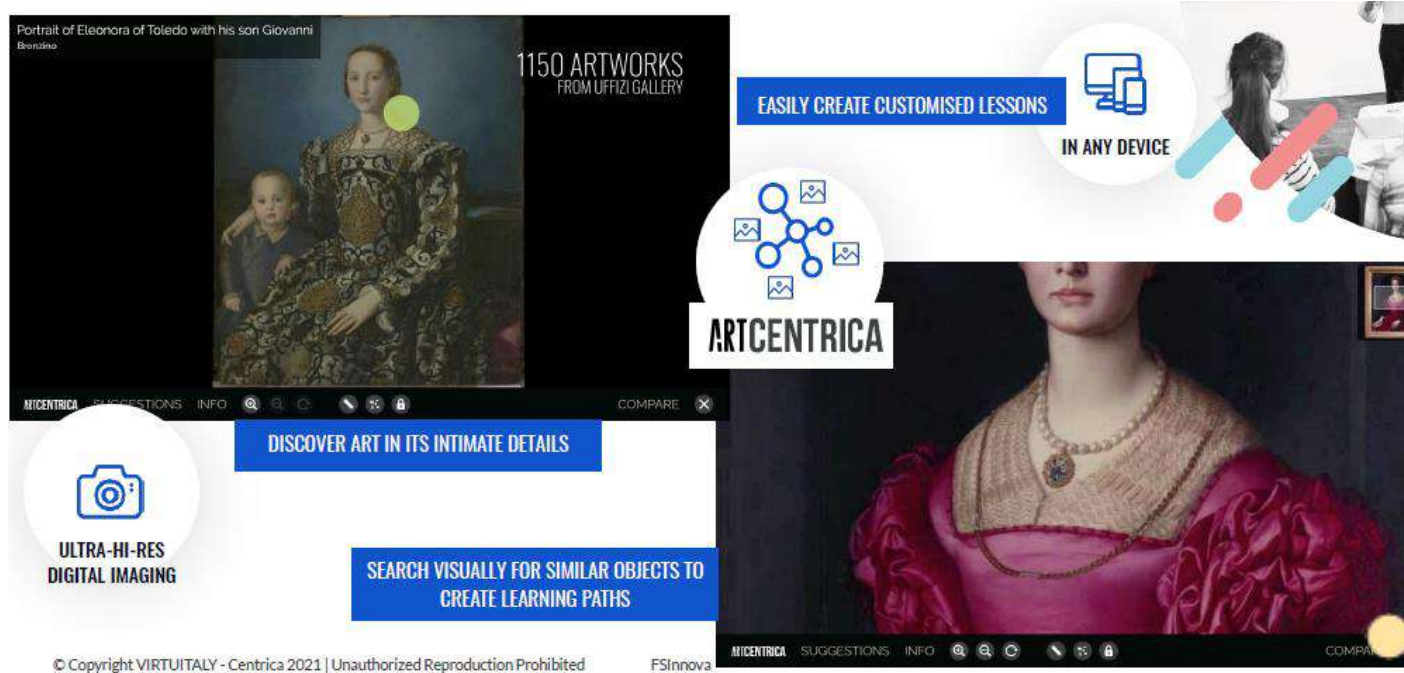
Web platform which enable customers to receive customized travel experiences according to their needs and preferences. Yookye leverages from blockchain technology to provide certified and reliable feedbacks on experienced travels and holidays.



Partnerships with Local Experts in order to propose real tailor-made experience to customers, allowing them to be fully surrounded by the peculiarities of the place they visit and fully enjoy the holiday.

# Virtually – Iper-resolution platform to enjoy italian art

Virtually gives people the chance to live art & creativity outstanding experiences, from immersive & interactive exhibitions to full digital experiences.



- Digital exhibitions
- Digital App
- Cloud based platform
- Easily create customized lessons
- Discover art in its intimate details
- Search visually for similar objects to create learning paths.

## Qiibee & iThalia – Blockchain-based loyalty program

Through qiibee's loyalty ecosystem, Stand-alone Programs empower their customers to exchange their points into major loyalty currencies, tailored rewards and unique experiences.

Through Qiibee's blockchain-based solution, all-size players will profit in no time from 90% less integration costs.

- Record loyalty transactions & keep them secure, trackable & immutable
- Remove reconciliation issues via a single source of truth, managing points exchange more efficiently
- Eliminate fraud risk, while providing full transparency
- Protect loyalty currency and your fans

The untapped potential of loyalty at the tips of your fingers

qiibee qbX iThalia

Easiest Integration	Fastest Go To Market	Safest Infrastructure
Our solutions are built to meet your needs at maximum efficiency	With our solutions you beat the competition to the market.	Based on blockchain technology our solution delivers the highest security



# Deduce Data Solutions – «Trend in Train» Emotional chatbot

Emotional engagement through a Chatbot that leverages from social media contents in order to provide customized travel suggestions to customers.

- Emotional engagement
- Social media scraping
- Upselling & cross-selling

**Touch Point Trenitalia**

Sito Trenitalia

App

Tips

InspirationBot

Visit With Me

CHIAO, ISPIRO CON TREND SOCIAL!!!

Logos: FERROVIE DELLO STATO ITALIANE, DEDUCE DATA SOLUTIONS

The diagram illustrates the touchpoints for the Trenitalia chatbot. It shows a hand pointing towards a central area labeled 'InspirationBot'. To the left, there are three screens representing the 'App', 'Sito Trenitalia' (website), and 'Tips'. Below the screens is a red chatbot character with a speech bubble that says 'CHIAO, ISPIRO CON TREND SOCIAL!!!'. The character has 'Visit With Me' written on its chest. Logos for 'FERROVIE DELLO STATO ITALIANE' and 'DEDUCE DATA SOLUTIONS' are at the bottom.

Step 1

Step 2

in evidenza

ANDATA E RITORNO IN GIORNATA

TREND IN TRAIN

sono qui per ispirarti

inizio conversazione

Logos: FERROVIE DELLO STATO ITALIANE, DEDUCE DATA SOLUTIONS

The diagram shows the first two steps of the chatbot conversation. Step 1 is labeled 'Dove trovo BIN' and shows a mobile app interface with a search bar and a 'TREND IN TRAIN' button. Step 2 is labeled 'inizio conversazione' and shows the chatbot's response: 'sono qui per ispirarti'. The app interface includes a navigation bar with 'Home', 'Trenitalia', 'Acquista', 'Stato Tren', and 'Notifiche'. Logos for 'FERROVIE DELLO STATO ITALIANE' and 'DEDUCE DATA SOLUTIONS' are at the bottom.

# Main challenges

The main challenges faced during the mentoring process are described below:

- To combine the different mindsets between the company (prudent and aware of the constraints) and startup (more free and creative)
- To harmonize innovative solutions in the corporate technological landscape and digital channels
- Quantitatively estimate the benefits of innovative solutions through business models and revenue benefits



# Thank you

