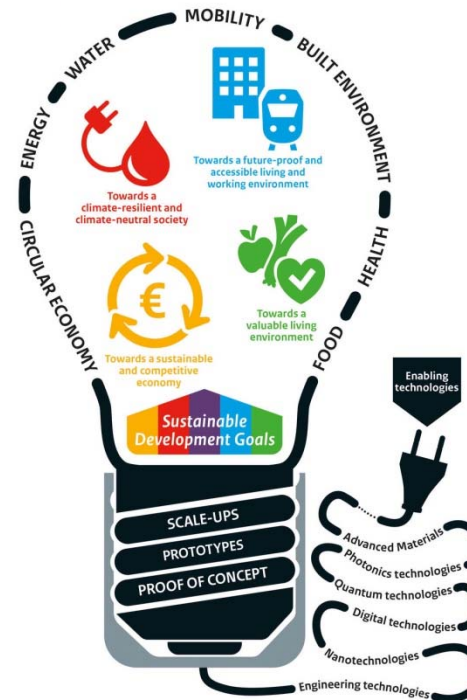


# Innovation Challenge

Innovation 2018

## Task

- Dealing with the heavy traffic in Sofia
- Encouraging more people to walk, bike or use the public transport



Istituto Comprensivo Renato Moro TEAM

# Key resources

- Partnership among departments
- Awards suppliers
- Technological software developers
- Public Media





# Key activities



- Develop an app to collect points in order to register the points collected by citizens to win a modern ecological luxury car as the final super prize as well as other minor monthly prizes.
- Statistic research to match prizes to score level and calendar
- Advertising



- Bike lanes and bike sharing
- Market research about the most wanted prizes by people who don't normally use public transport (e.g. bus + metro pass)



# Type of intervention



Service projected by the municipality in collaboration with partners

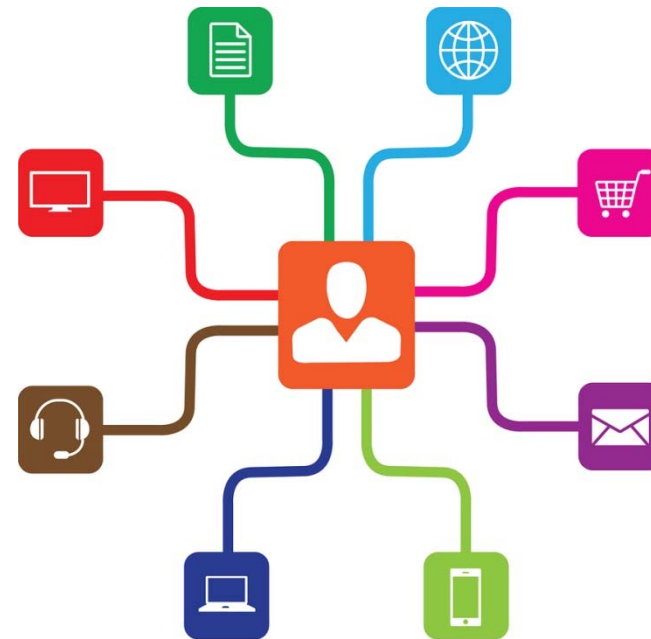
# Segments

Citizens of the municipality



# Channels

- Media (TV, radio, social networks, mobile phones)
- Advertising posters



# Customers

- Citizens





# Value proposition

## **Beneficiary value proposition**

- Decrease in the use of private cars and increase in using public transport (in order to reduce traffic and air pollution)

## **Impact measures**

- Statistic data of the app (data collecting of pedometer and distances but not the path)
- Increase of the users of public transport

## **Customers value proposition**

- Win prizes and have fun
- Improve lifestyle and status symbol



# COST STRUCTURE

- Building of bike lanes + bike sharing place with free wifi connection
- Market research
- Prizes (in addition to sponsors' prizes)
- App development and management
- Advertising campaign

# Surplus

- Empowering of infrastructures (access to mobility for physically disabled people)



# Revenue

- Market research in 5/6 months + app development
- No bike lanes' building during the first year of the app utilization
- No extra expenses for public transport mobility in the startup phase

