

Co finanziato dalla



**Transnational Meeting  
GREECE – KAVALA, 4-8 March 2019**

## **E-commerce for Start-ups**

2018-1-ES01-KA229-050819\_6

Short-term exchanges of groups of pupils



*Istituto di Istruzione Superiore "Einstein - De Lorenzo"*

*Potenza*

*con sede distaccata a Picerno*

# **PRODUCT**



## Class 3rd L

“IT and Telecommunications” curriculum



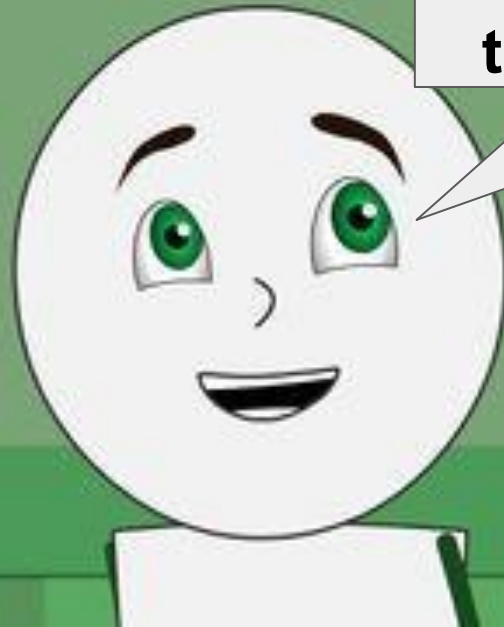


**Craftsmanship** +  
**Promotion of the territory** +  
**Environmental protection** +  
**Technology** =

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**Our product is an hybrid  
object produced by  
materials and techniques  
of the Italian tradition  
integrated by  
technological elements**





✓ Made up of papier-mâché



✓ Cuckoo clock




✓ It can be a table clock  
or a wall clock



- ✓ Display LCD clock function
- ✓ Customizable wallpaper
- ✓ Alarm and reminder
- ✓ Ringtone mode

- ✓ Programmable by smartphone devices

*'KooReminder*



# Consumer Survey



eurostat 



**amazon**



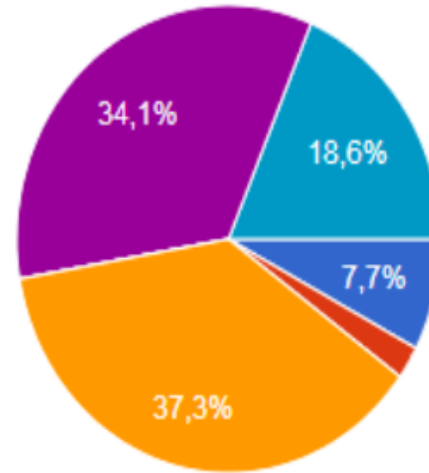
**Istat**  
Istituto Nazionale  
di Statistica



# Survey results

This is the graphic that shows partners participation

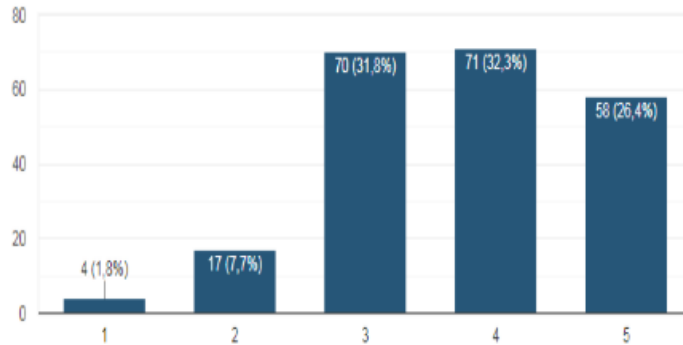
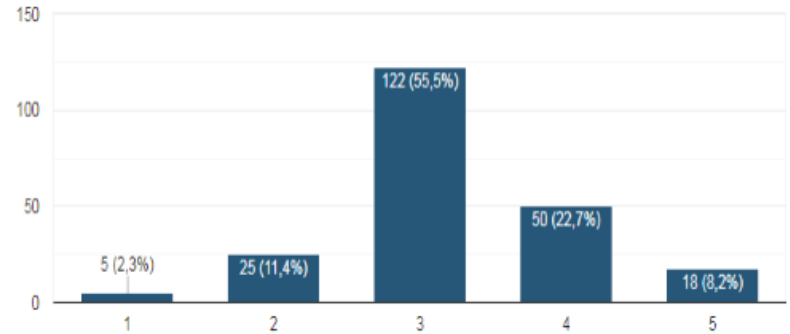
Thanks to all of you



- Bulgaria
- Greece
- Italy
- Scotland
- Spain
- Turkey



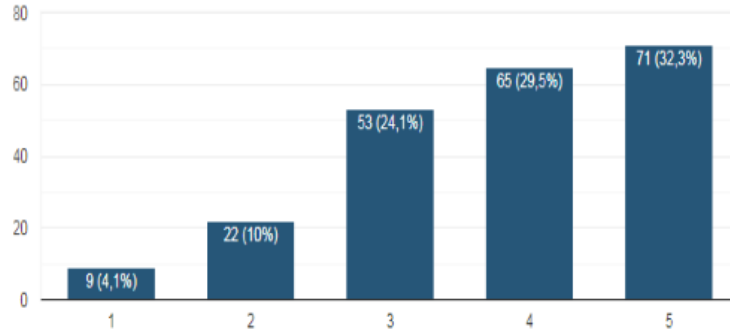
## Families income



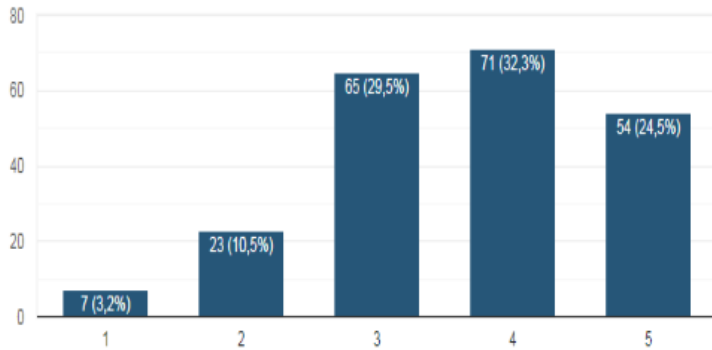
**Involvement on the purchase decision**  
the target is very involved



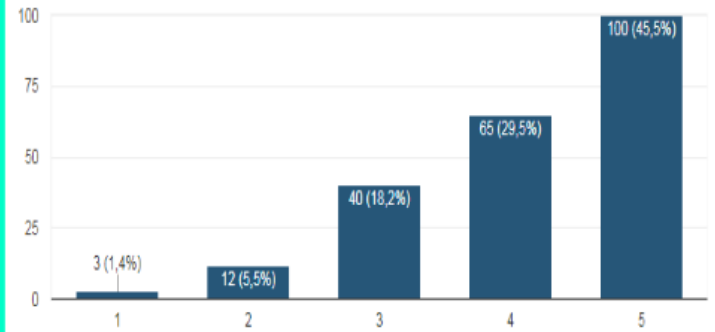
## Recycling materials interest



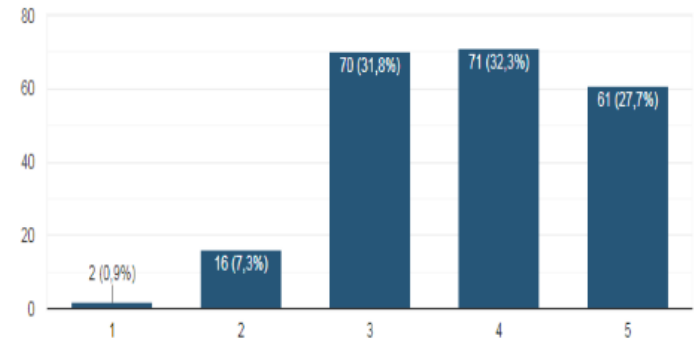
## Remoting control interest



## Technological devices interest

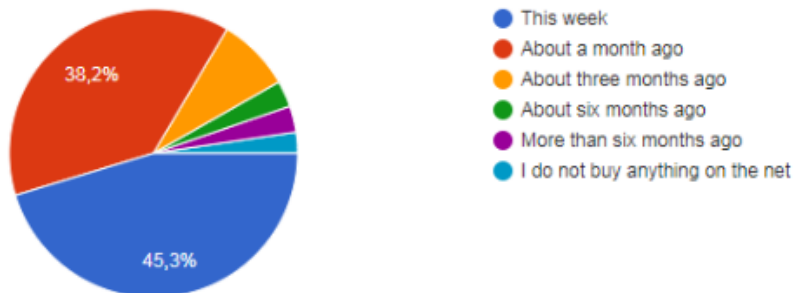
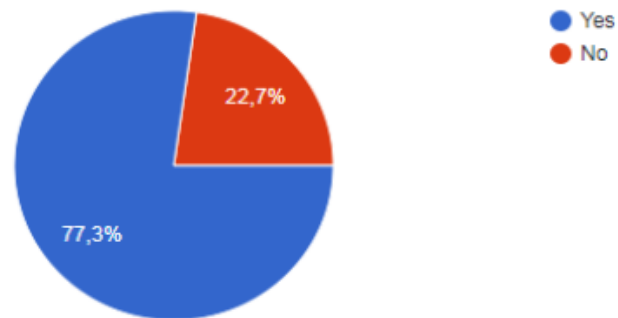


## Customizable items interest



# Use of the net to make purchases

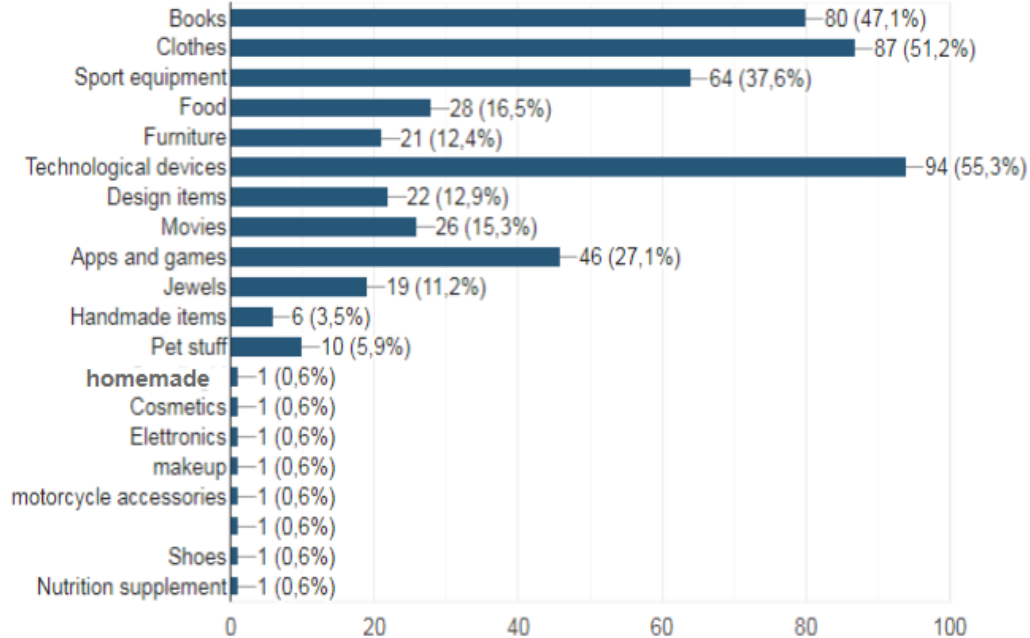
How many people use it...



...and the frequency

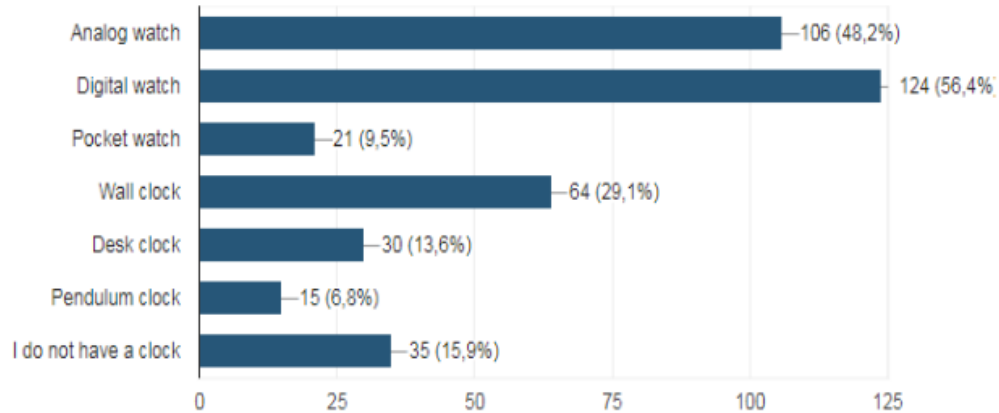


# Items purchased on the net



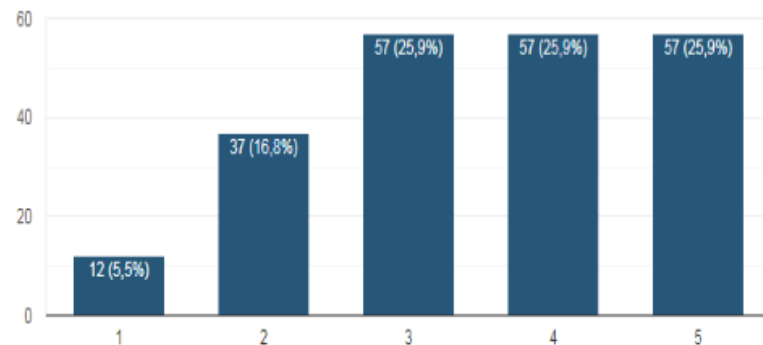
**More people are involved to purchase items particularly technological device**





Types of clock owned

How much you like Italian design



# Strengths

Everyone can **customize** it



**Programmable** through an application on your smartphone

**Social features:** technological device for personal needs (reminder for old people and children, disabled people)



Made up of **recyclable materials** to safeguard the environment

*Vintage friendly design*

**Suitable** in any type of home and working environment

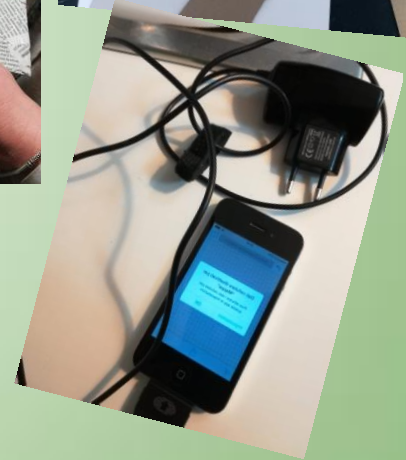
# Weaknesses

## Handcraft product:

Fragile, possible shortcomings, perishable

## No tech-design

Material made up of **papier-maché**





# Opportunities vs Threats

Interest in technology



Expansion of the economic sector of the internet of things

More attention to the environmental protection

Increase of the average life of population and elderly needs

Attention to the furniture choices of the houses

Easy access to fundings for original start-ups

Trademark addiction (Apple, Samsung, Huawei)



Difficulty to enter the reference market

Difficulty to remain in the market

Inconstancy of the consumer choices for the handcraft and green sustainable products

# Competitors

	QQ-Guzzini	Witti Beddi	'KooReminder
Connection by app	✗	✗	✓
Customizable	✓	✗	✓
Reminder	✗	✗	✓
Green sustainable	✗	✗	✓
Smartphone recharge	✗	✓	✗
Digital Display	✗	✓	✓

***“The craftsman work is not to hold on to the past uncritically, but to be able to renew oneself in time, by accepting the challenge of technology”***



**Stefano Micelli**  
**Prof. Economy and business management**  
**Ca' Foscari Venice**

'KooReminder



THANKS FOR YOUR ATTENTION