



ISTITUTO DI ISTRUZIONE SECONDARIA SUPERIORE "U. FOSCOLO"



EuroSTAR

KA229-School Exchange Partnerships
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CREATING COLLABORATIVE STARTUPS





- ▶ I.I.S.S. "UGO FOSCOLO CANICATTI"
- ▶ Unlock Sicily JA.
Via Pirandello n.6
- ▶ CEO&CO-FOUNDER:
Chiara Nicosia
- ▶ COO&CO-FOUNDER:
Giada Mattina
- ▶ COORDINATOR
TEACHER: Clelia Curto
- ▶ DREAM COACH:
Youssef Rizkalla e Alex Caserini
- ▶ COUNTRY: Italy



secret hidden

reveal

mission

discover

itineraries

escape tour

unlock

exploration

trip



agri-food

"Sustainability is the key"

sustainability

sicily

key

brand identity

nature

game

escape room

local food



- need for sustainable tourism services;
- demand for secondary unexplored tourist sites;
- the young z generation's desire to try innovative experiences



- offer digital visibility to sustainable facilities;
- proposal of non-tourist attractions;
- gaming experiences combining culture and technology

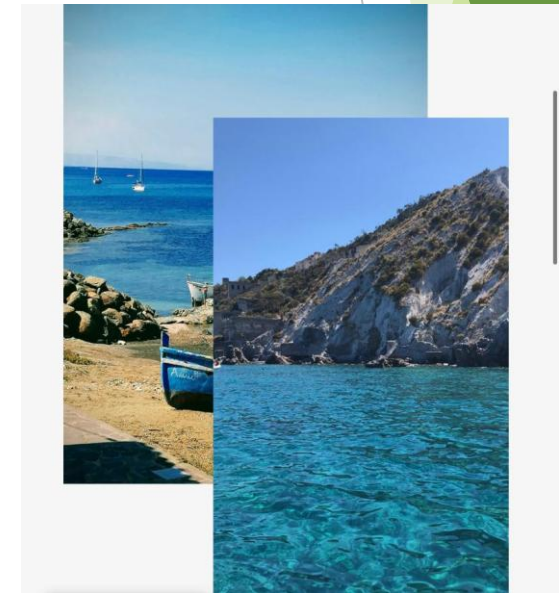
Our mission:

- ▶ To create a web site
- ▶ To promote local culture while having fun .
- ▶ To establish a relationship between visitors, locals and companies



Our vision:

- ▶ To spread eco-sustainable practices and to raise tourists' awareness on responsible tourism,
- ▶ To activate a network between tourist sites, agri-food companies and accommodation facilities in our area.
- ▶ To introduce travellers to places of historical and cultural interest and unknown natural beauties
- ▶ To activate game experiences in order to increase culture awareness among the young



Link to our site:
<https://unlocksicilyja.com/>

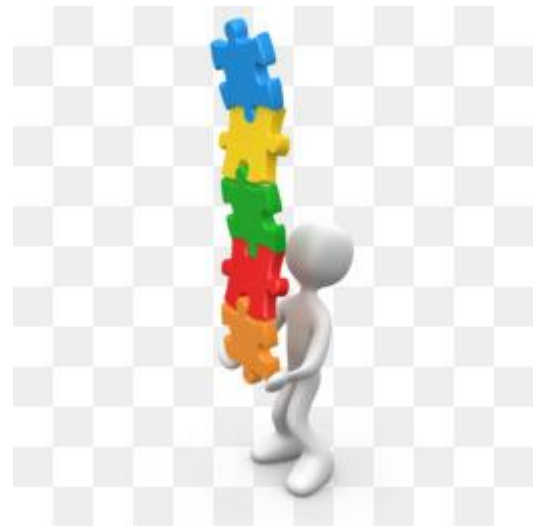
What we offer

To the tourist

- ▶ the opportunity to choose from ready made tours or to build original tours
- ▶ suggestions on where to sleep, where to eat and how to get around.
- ▶ game experiences

To local companies

- ▶ The opportunity to promote their traditional, organic home made food and other local products
- ▶ To be visible all around the world



Swot Analysis



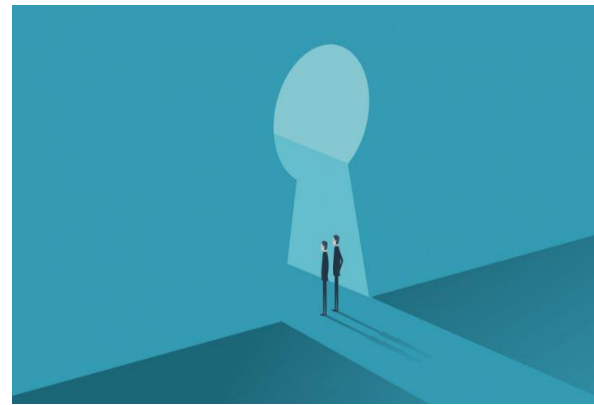
- Unexperienced young people
- Poor skills in communication and marketing
- No brand reputatio



- unexplored tourist places and not included in the competitors offer;
- The link between: games cultural sites, technology and history, treasure, hunts and escape tours
- The age of the creators coincide with the age of the user/tourist.



- High competition and low barriers towards idea stealing;
- Low quality of local and regional public transport;
- Lack of large companies and investors willing to sponsor the project



- Growing trend in the demand for domestic tourism and secondary locations.
- Uniqueness of the tourist escape tour proposal on a regional scale;
- Growing trend of do-it-yourself tourism with the help of technology

Buyer persona



The customer segments that we intend to intercept with our proposal are various:

- ▶ Young tourists (16-35 years);



- ▶ Companies interested in team building activities



- ▶ Primary and secondary schools

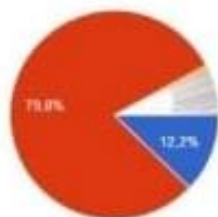


- ▶ DIY tourists



Dove hai prenotato?

127 risposte

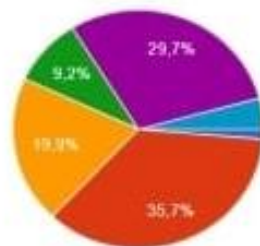


- Agenzia di viaggi
- Online
- Organizzato
- Non ho prenotato
- Non ho prenotato ero ospite da parenti
- Niente
- Già amici hanno prenotato per noi
- Famiglia

▲ 14 ▼

A che fascia di età apparteni?

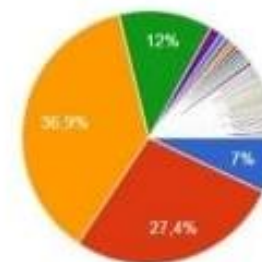
381 risposte



- 11-14
- 15-19
- 20-35
- 36-45
- 46-60
- 60+

Cosa ti ha spinto a visitare la Sicilia?

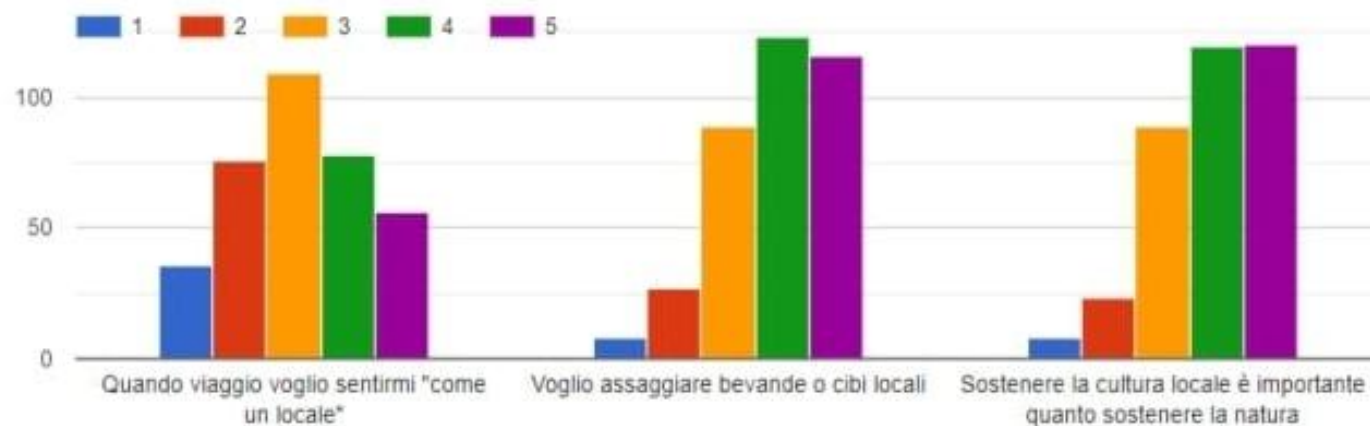
358 risposte

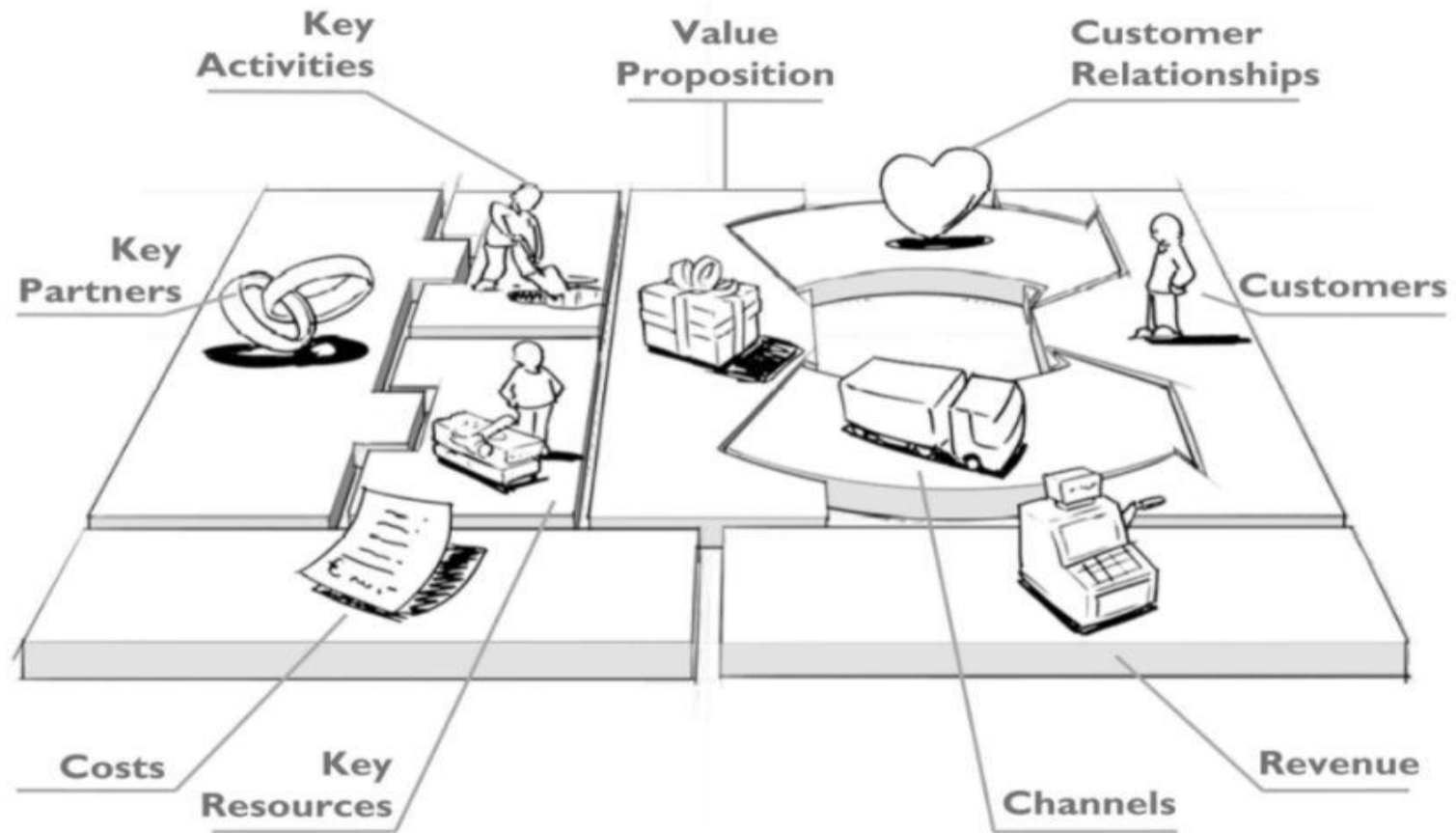


- Enogastronomia
- La natura
- La cultura
- Parenti
- Amici
- Ci vivo
- Matrimonio
- Mare

▲ 17 ▼

Quanto sei d'accordo con le seguenti affermazioni?





BUSINESS MODEL CANVAS - Unlock Sicily JA

Key Partners

- tourist sites promoted and sold on the portal
- Institutional partners: public bodies (municipalities and Region - Tourism Department and Cultural Heritage Associations)
- Hospitality, catering and transport companies

Key Activities

- Website development
- Mapping of tourist sites
- Agreements with organizations that manage tourist sites, hospitality, catering and transport companies
- Development of recommended routes
- Development of gaming experiences (storytelling and video-gaming)
- Study of the legislative aspects for the setting up of the startup and for online sales
- Communication and marketing
- Development of environmental sustainability activities
- Quality control of the offer from the partners
- Commercial activity: sale of our own services, resale of other services
- Logistics: preparation of game experiences

Key Resources

Human: strategy managers, commercial area managers, communication and marketing managers, game management staff, site and app developers, escape tour developers, tourist guides, logistics staff.

Physical: startup office, spaces for the creation of gaming experiences, material for setting up the experiences, warehouse.

Intellectual: branding, relationships, marketing

Financial: economic resources for the startup

Cost Structure

Fixed costs: fixed staff salaries, marketing, administrative costs, insurance, IT (internet of things) costs

Variable costs: staff salaries (linked to visits, therefore with variable working hours)

Value Propositions

Creation of a website: "Unlock Sicily JA":

The portal offers:

1) **Gaming experiences within visits to tourist sites**

Sale of escape tours (a tourist variation of the well-known escape rooms) and treasure hunts. The experiences are organized especially within places of cultural value: archaeological sites, historical buildings, castles, etc.). Individually or in groups with a hybrid game management, that is, virtually and/or on the spot.

These escape tours exploit the heritage of legends, folk tales or historical facts related to the places

2) **Itineraries and sites of in the province of Agrigento**

Phase 1: promotion of tourist routes and sites for information purposes only such as well-known tourist attractions and lesser-known places in the province of Agrigento; sites of cultural value, agri-food companies, naturalistic sites, events and shows.

Phase 2: tours sale. The user can be "inspired" by the recommended routes or create an original tour totally personalized by themselves. The tours include: visits to sites of cultural value, agri-food companies, naturalistic sites; transport.

3) **Suggestions about where to sleep, where to eat, how to get around by public transport.**

4) **Compensation of the carbon footprint relating to the user's trip.** By entering the country an automatic calculator will inform the user of the carbon footprint he has generated so that he will be free to compensate it making a donation (in the amount corresponding to their carbon footprint), with the aim of planting new trees.

Customer Relationships

- Social networks (facebook, instagram, twitter): informative contents and sponsored campaigns
- Promotion on radio, newspapers, TV
- Flyers in the main cities of the region
- Promotional material in accommodation facilities and restaurant
- Google Ads campaign
- PR activities with sector opinion leaders and influencers
- Participation to different kinds of events and trade fairs
- Agreements with local partner agri-food companies for promotion on their websites
- Promotion through communication agencies
- Promotion through schools

Channels

- Website
- Events and fairs

Revenue Streams

- Sale of gaming experiences (from phase 1)
- Sale of packages (from phase 2)
- Sponsorship from hospitality, catering and transport companies
- Crowdfunding campaign

Customer Segments

- Young tourists (16-35 years) interested in gaming experiences
- School trips (primary school, first and second grade secondary school) with game experiences
- Companies interested in team building activities through gaming experiences
- Do-it-yourself tourists interested in cultural, gastronomic and naturalistic heritage (national and international market) interested in customizable packages (even without gaming experiences)

Market strategy



- ▶ international visibility .
- ▶ social networks
- ▶ radio, newspapers and TV, flyers, bookmarks, Google Ads, events and fairs.





Come and visit our website <https://unlocksicilyja.com/>

