

# App that change adventures

## Creators

- Dariia Startseva
- Gabriele Giubbini
- Mario Chianese
- Iakovkina Irina
- Ignat Anashin



**NON STOP TRAIN  
NON STOP COMMUNICATION  
BY TRENITALIA**

# NEW TRENITALIA APP



- Incremental innovation: seen in the social network market
- Radical innovation: for the way in which the train travel will be enjoyed in the future



## WHY THIS COULD BE IMPORTANT?

-How many times don't we know how to spend our time on the train, on airplanes and ships?

-It is preferred to take ships or airplanes for medium long distances because it takes less time

# APP THAT GIVES YOU



**New acquaintances**



**New places**



**New adventures**



**Making a payment in one click**



**Find promotions**



**Ticket scanning without controller**

the company's ability to work with other logistics companies

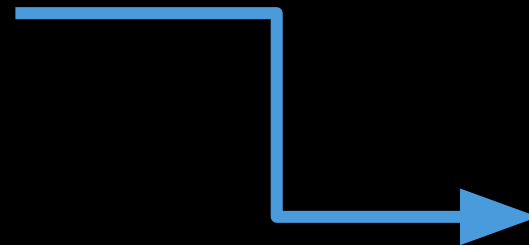
# FEATURES OF THE APP

Our idea is to transform that app which has points and some bonus for people that grow every time you use their train service.



We want to develop the Trenitalia app in a social network style, with some suggests of which place you could visit of the city you're going to, possibility to interact with the people on the train, privately or publicly on the cats or into the home page where the home page is.

You can have the possibility to modify your profile, putting photos and giving the possibility to put your specific place on the train visible to the others.



It gives the possibility to spend your time on train in an interactive way, knowing new people and places.

# | LIMITATIONS |

The **App** just functions in the train.  
The **App** doesn't work with social network like Facebook, Instagram and others.

The aim is to increase our costumers to take our Freccias.

The **App** begins 30 minutes before the start of the travel and 30 minutes after you get off the train.

All the contests you add to your profile won't be refreshed on the next travel (empty storage and less costs)





# ECOSYSTEM OF THE NEW APP

- The ecosystem creates conditions in which the process of modernization and innovation is determined by the collective efforts of partners and not by the activities of anyone individually.

## An ecosystem consist of:

- ❑ **Stakeholders** (Transport organizations, which invest in the development of the application)
- ❑ **Developers** (These are full-time developers and designers, as well as independent developers)
- ❑ **Users** of the platform

If we want to create an ecosystem, it would be logical *not to spend large budgets on developing phone games*, but to add the possibility to develop and upload unique phone games to the app. In return, *independent developers* will receive a *rating* in our app, as well as *discounts* on future trips (if we can negotiate with Trenitalia).

# MORE THAN JUST TRAINS

- Also, it is not necessary to limit ourselves to trains, because in Italy, as in the rest of Europe, intercity buses are very developed. For example, Flixbus, Busfor, Ecolines are some of the most popular bus apps for travelers, offering more than 50,000 travel destinations. Setting up the app for the bus's wi-fi system will be no more difficult than on a train, but it would be foolish to lose such a large market.



# MARKETING PLAN

## 1. Marketing concept creation

-  Chargeable app
-  In-app purchases
-  Unobtrusive advertising of your partners inside the application of joint promotions



# MOBILE APP TARGET AUDIENCE

- Men and women who travel in Italy as well as abroad on the Trenitalia trains, or ride them on business trips. They are looking for travel companions, information about the place of arrival, and how they can diversify their trip.

# APP PROMOTION



Promotion through the AppStore



E-mail marketing



Promotion through a website  
with a product description



Collaboration with  
other apps



Target-marketing in social  
media



Ad's in railway stations,  
ticket offices etc.

# FINANCIAL PART

Undoubtedly, finance is one of the most important aspects of an organization.

Managing finance is influential when it comes to making decisions because for example, if the organization has greater funds, a part can be used for investment purposes.

Instead if the organization doesn't have a big capital then it'll be important to put unnecessary spending to a stop and manage financial risks better.

A correct money management program is needed to correctly and efficiently outline some proper long term goals for the company.





All over the world, and of course in Italy as well, COVID-19 virus attacked (and still now) vigorously every sector of the economy.

Many companies have completely failed and many of them are working with 50% of their assets with enormous financial damages.

Trenitalia SpA is an Italian organization, active in tourism and transport, which has been suffering big financial damages because people have been limited in their freedom to travel to other places for pleasure or work.

Trenitalia's Management, anyways, is going to take this situation as a huge opportunity to improve the company's investments into railways and a better digitalization of the company's services (in-app and outside).

It's estimated, by Trenitalia, that this choice will improve the transport sector offering at least 300.000 jobs and contributing 1.2% to the national GDP.



Successful investing is about managing risk, not avoiding it.

Benjamin Graham



## CURRENT (AND POSSIBLE FUTURE) SITUATION ON INVESTMENTS.

In 2019 the 'FS Italiane' Group, with a growth of 8.4% compared to 2018, was the first national industrial group for investments made in Italy.

The investments envisaged in the new 2019-2023 Industrial Plan of the 'FS Italiane' Group are 58 billion euros.

The company's goal is to transform collective mobility, improving a lot the services' quality overall and the customization of the offer.

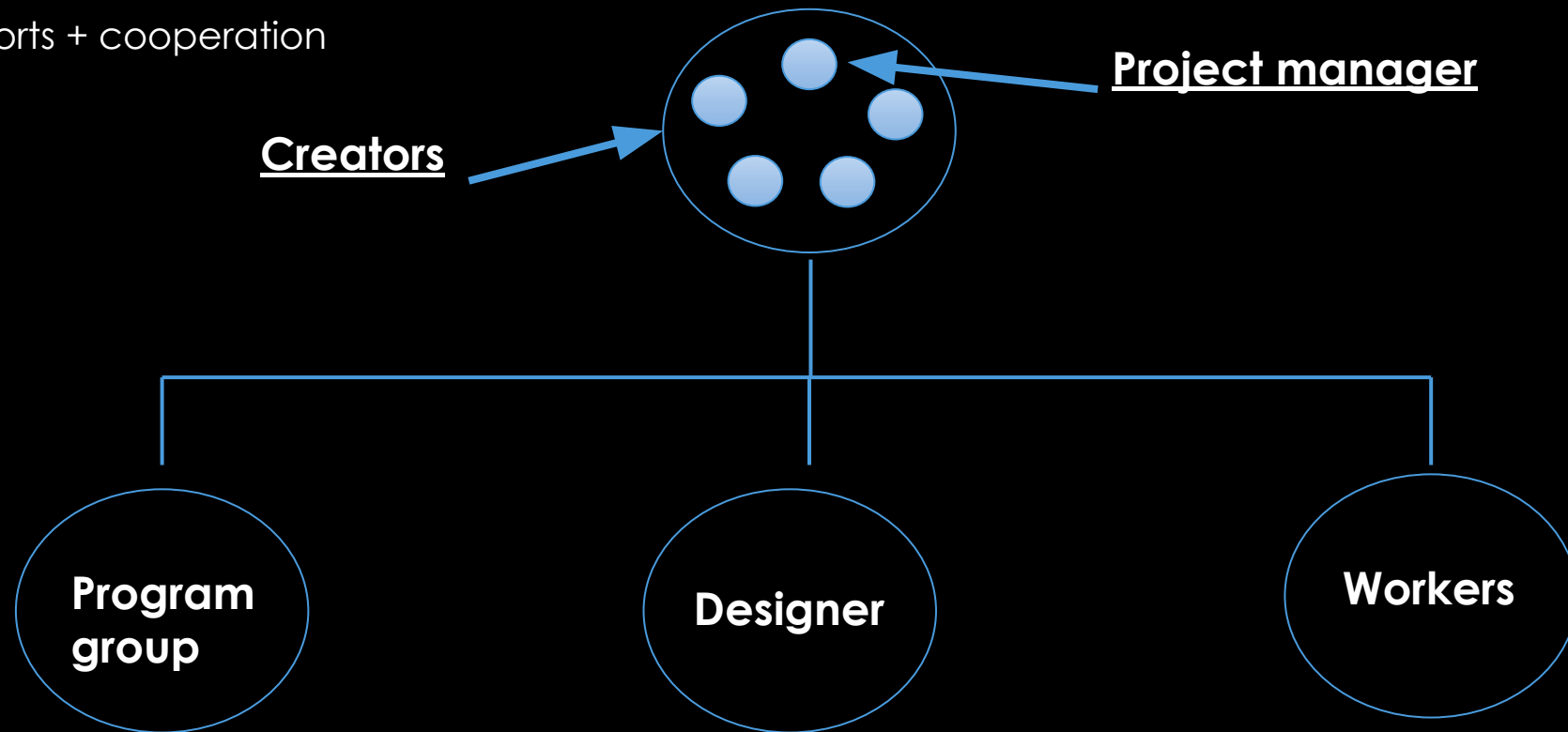
The estimated growth per year is 90 million more passengers and, consequently, less 600 million kilograms of CO2 and less 400.000 cars on the roads.

Estimated revenues should reach 16.9 billion in 2023, 3.3 billion of EBITDA (Gross Operating Margin) and the net profit should reach 800 million.



# MANAGING TEAMS

- Team size -> efforts + cooperation



Lightweight team structure

# CREATORS TEAM

- Ambassador activities - representing the team to others and protecting the team from interference
- Task coordination – cooperate with other groups and companies
- Scouting activities – find information that can influence on company
- Marketer – make advertisement for company and collaborate with ambassador activities
- Project manager - enters the creators' warehouse, coordinates the work of departments with creators and makes group cohesion

# PRINCIPLES AND FEATURES OF THE TEAMS WORK

--One goal--

--Complementary skills--

--Strict productivity requirements--

--Mutual responsibility--

--A small number of people--



APP THAT **CHANGE** ADVENTURES