

Italian Pilot Business Case

LEAD: Orthokey

Pilot Members: UNIFI, UP, CSS, CORO, ENT, SENL, ASC

Orthokey

Simona Geli, Pietro Dionisio

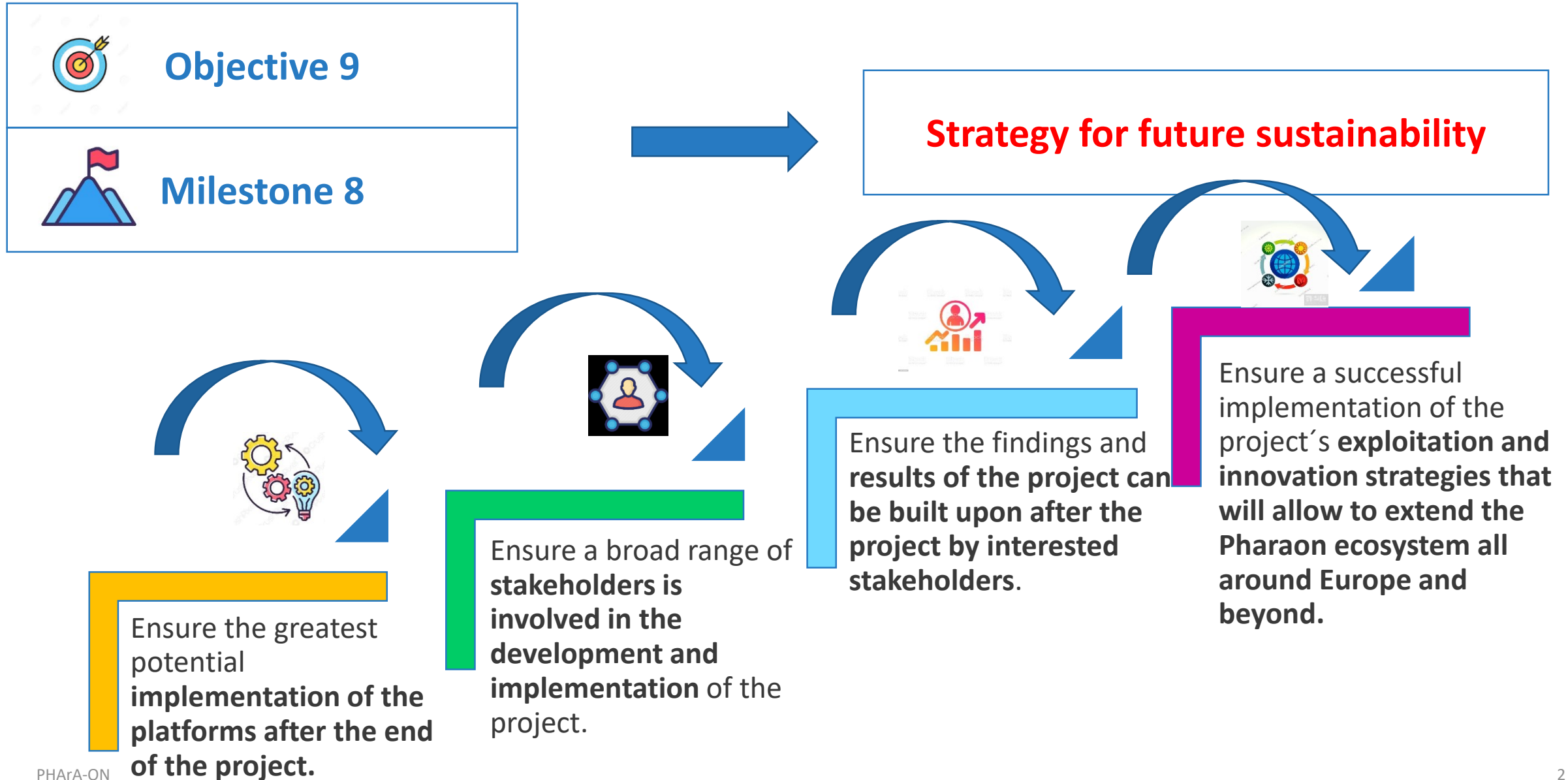
Core Board Meeting | Florence

30.03.2022



Task 1.4 Impact assurance

Italian pilot business case



- Today we will present the analysis for a preliminary service model design implemented with the two service providers the Italian pilot site



**UMANA
PERSONE**

IMPRESA SOCIALE RICERCA E SVILUPPO



Monitoring and
socialization as
integrated service

Monitoring and
socialization as two
different services

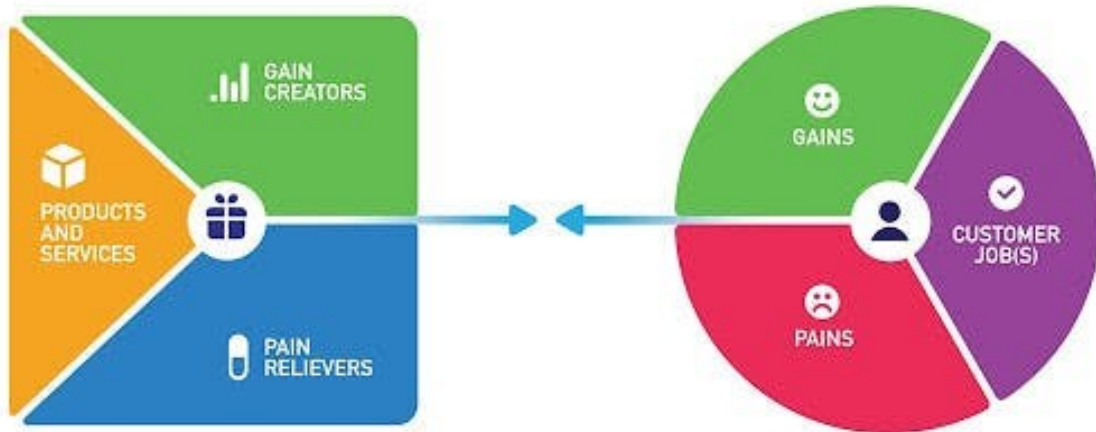


Focus on the value proposition for each customer

Vale proposition for each customer segment

CSS → Puglia Region, Private users, Insurances

UP → Tuscany Region, Private users



Tuscany Region

Private users



Insurances

Puglia Region

Private users



Insurances



Two different starting points



UMANA
PERSONE

IMPRESA SOCIALE RICERCA E SVILUPPO

Already on the market with home based services → **On top of existing BM**

Monitoring & socialization as integrated service

Tuscany Region is the main customer but have also private users

→ **Presentation of 3 current successful BM**



Currently don't have home based service → **From scratch**

Monitoring & socialization as two different services

Puglia Region is the main customer

Don't have private users

→ **Necessity to shape a new service/business model**

Next action → Expected revenues definition

Some missing elements.....

**Fine tuned fixed and
variable costs**

**Initial customer
segments forecast
starting from
pharaon enrolled
users e.g.**



**Some initial reference
pricing: UP service
catalog pricing ,
customer segments**

Value proposition for the service provider

Two different starting points



**UMANA
PERSONE**

IMPRESA SOCIALE RICERCA E SVILUPPO

Competitive advantage:
enrich the current offer
Optimization of resources has
to be confirmed by the
validation phase



Competitive advantage:
New service in the
portfolio



**UMANA
PERSONE**

IMPRESA SOCIALE RICERCA E SVILUPPO

Competitive advantage:

the wide territorial diffusion of the home services of UP cooperatives could allow rapid scalability



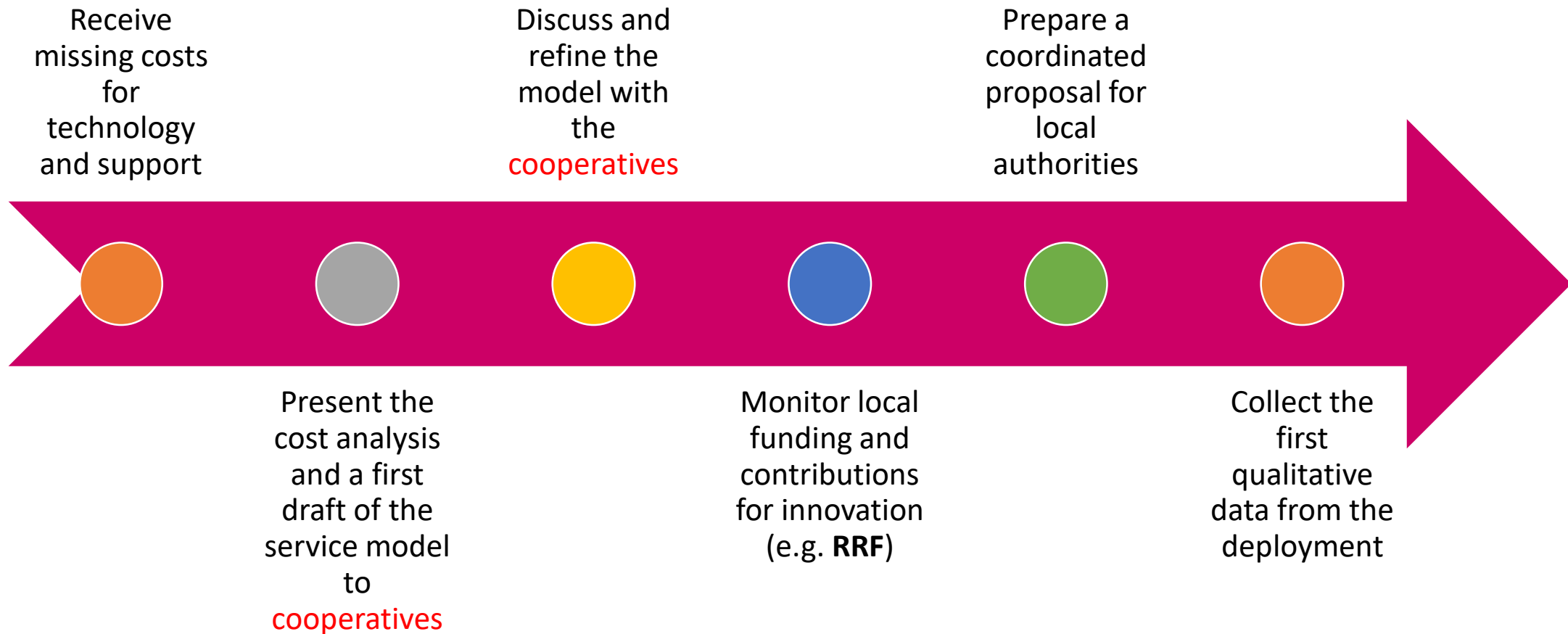
Competitive advantage:

Replicability and scalability in other departments



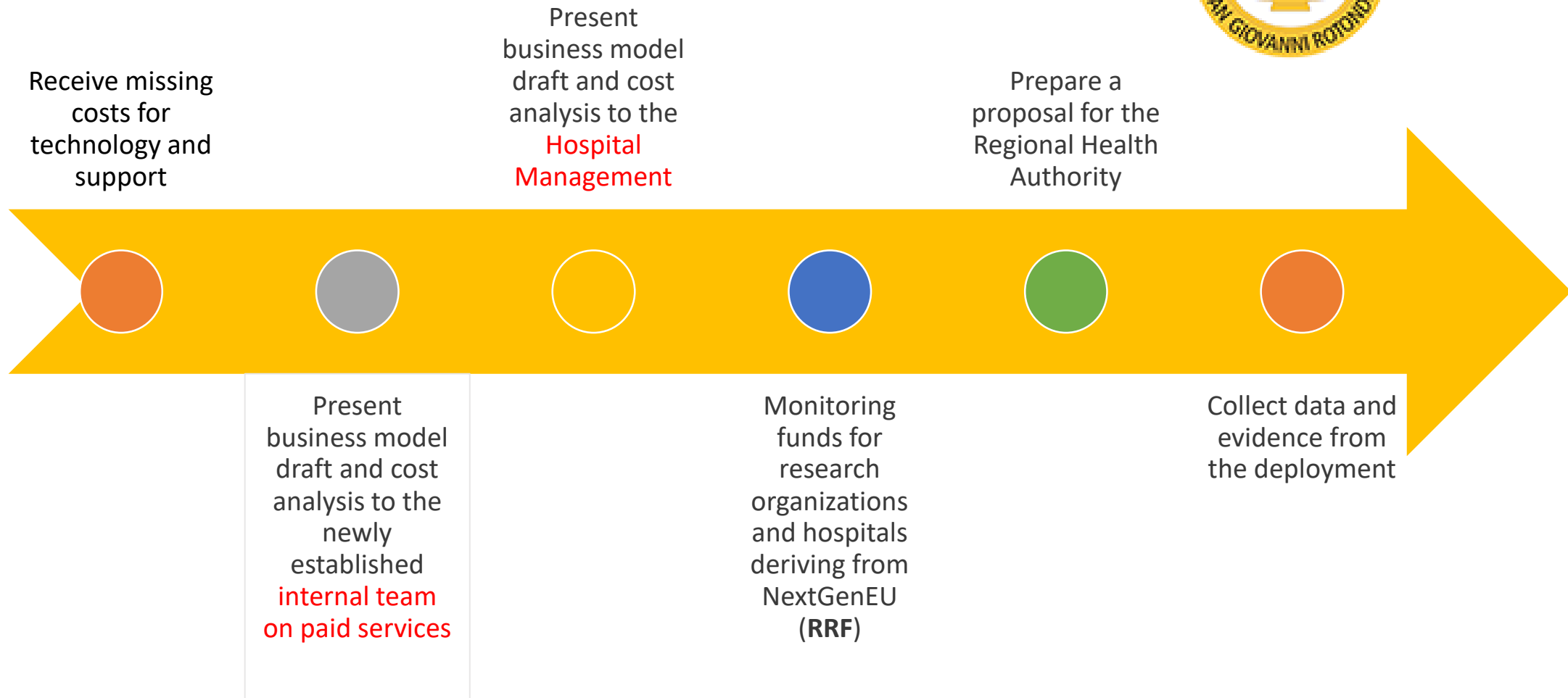
**UMANA
PERSONE**

IMPRESA SOCIALE RICERCA E SVILUPPO



Action plan

Casa Sollievo della Sofferenza





**UMANA
PERSONE**

IMPRESA SOCIALE RICERCA E SVILUPPO

Moment of reflection to give a sense to the path methodically guided by an external subject



First opportunity to directly participate in the BM definition beyond project dimension

Special thanks to
**Lara, Gianna,
Francesco, Sergio,
Letizia**

Open Questions

