



ReSTRUCTURE

Keeping Heritage Alive

**START-UP  
COMPETITION**

◆ **2020** ◆

**NAPLES  
25-27 NOVEMBER**

### PROBLEM

## Cultural Heritage Tourism Inequality



- Tourism stresses heritage
- No authentic cultural engagement

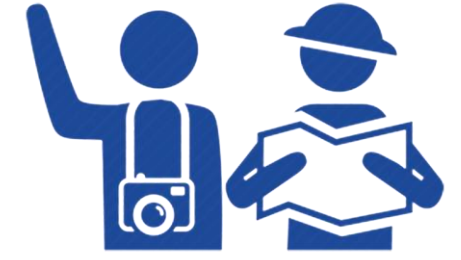




START-UP  
COMPETITION

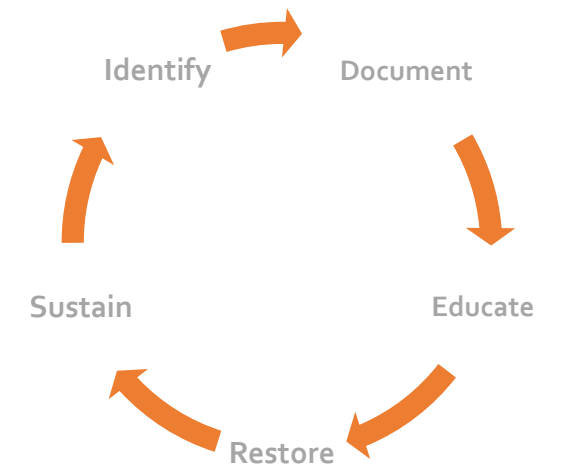
2020  
NAPLES  
25-27  
NOVEMBER

# CIRCULAR SOLUTION



- € to small economy
- History for future generations
- Place "esteem" and pride
- Spark for further preservation action

- Learn
- Cultural engagement
- Create Value
- Unique experience





START-UP  
COMPETITION

2020  
NAPLES  
25-27  
NOVEMBER

## PRODUCT

Service: Documentation **Experience**

- Lesson
- Hands-on Action
- Exchange – shared meal and cultural visit

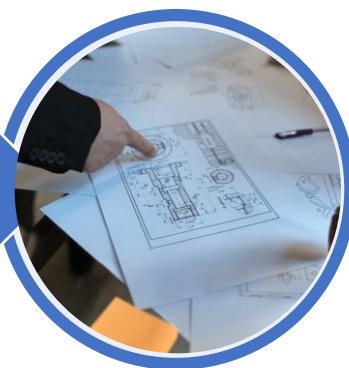
Share – publish documentation in online database

Phase: *Ready to start* trial workshops and customize our database

## EXCHANGE



DATA



LEARNING IN ACTION

TOURISM  
WORKSHOP

CULTURE  
EXPERIENCE

DOCUMENTATION  
HERITAGE  
RESTORATION



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758



# BUSINESS MODEL

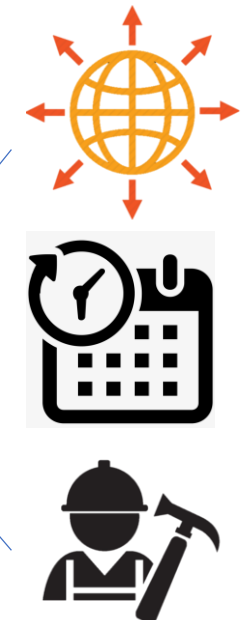
## LEAN & COST DRIVEN



- 6
- 150 €
- 15 € / hr

YR	Workshops	Total # Participants	Revenue	Cost	% Profit
	10	60	9,000 €	8,900 €	1%
1	12	72	10,800 €	10,500 €	3%
2	24	144	21,600 €	20,000 €	8%
3	36+	216	32,400 €	29,500 €	9%

**SCALE UP**



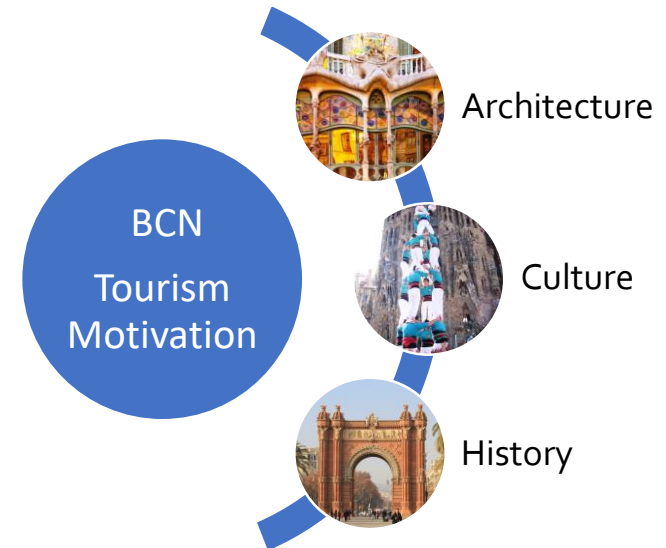
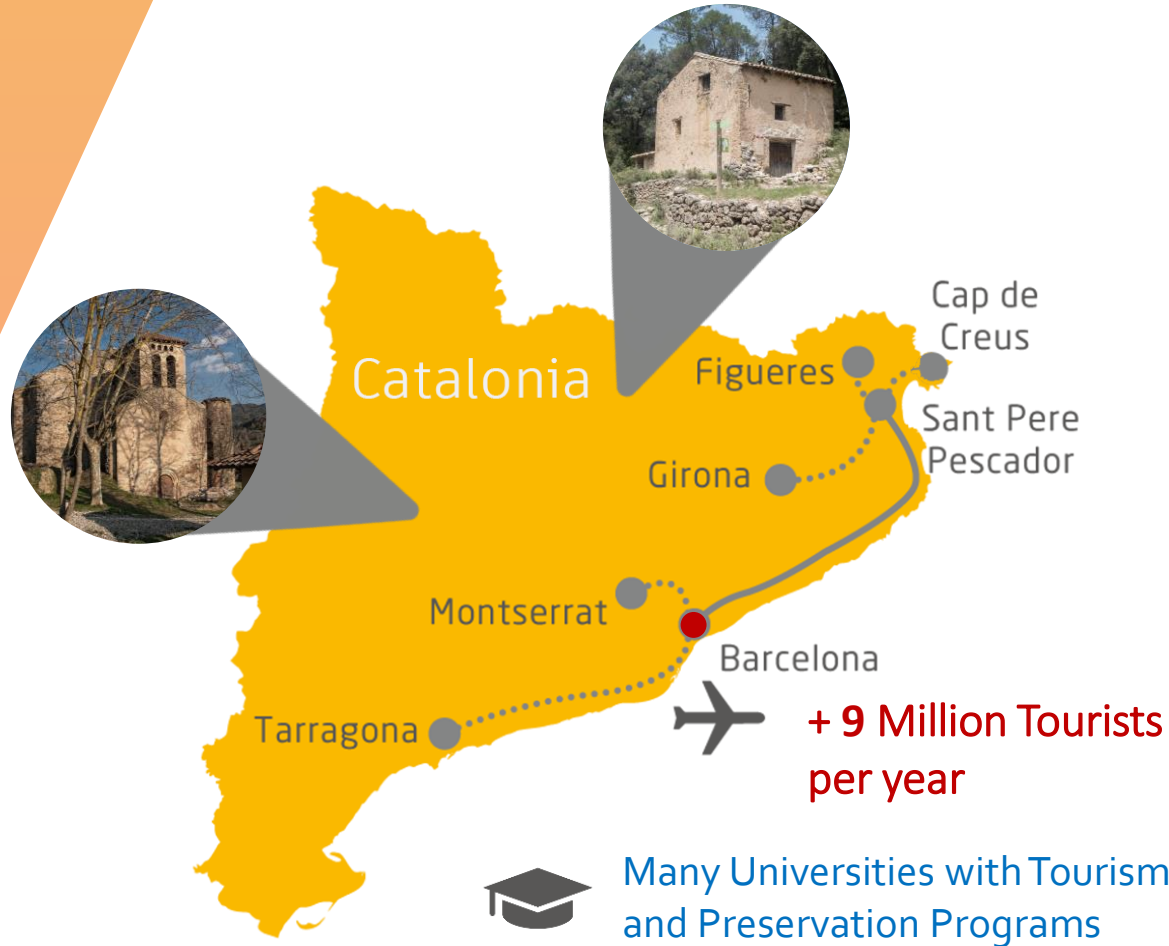
Note: Costs include 2 staff instructors wages, 8hrs paid project prep, and all overhead marketing expenses



START-UP  
COMPETITION

2020  
NAPLES  
25-27  
NOVEMBER

# THE MARKET



- Visitor spending over 200 € / day
- Avg day trip: 150 €



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758





START-UP  
COMPETITION

2020  
NAPLES  
25-27  
NOVEMBER

## COMPETITORS

- MANY experiences to chose from (avg 150 €)
- Guided Tours, Bike Tours, Food Tours, History Tours

### BUT FEW

- Tourist ADDS VALUE
- Visit never explored sites
- Collaborate WITH locals
- Technical perspective

Strengths: guided by experts

Local associations focused on heritage and traditional craftsmanship



## PARTNERS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758





START-UP  
COMPETITION

2020  
NAPLES  
25-27  
NOVEMBER



## THE TEAM



Riley Marshall, USA



Irieix Costa, Catalonia



Nilma Muniz, PR

DESIGN ENGINEERS EXPERTS  
TOURISM TEACHING ARCHITECT ARTIST  
PRESERVATION



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758



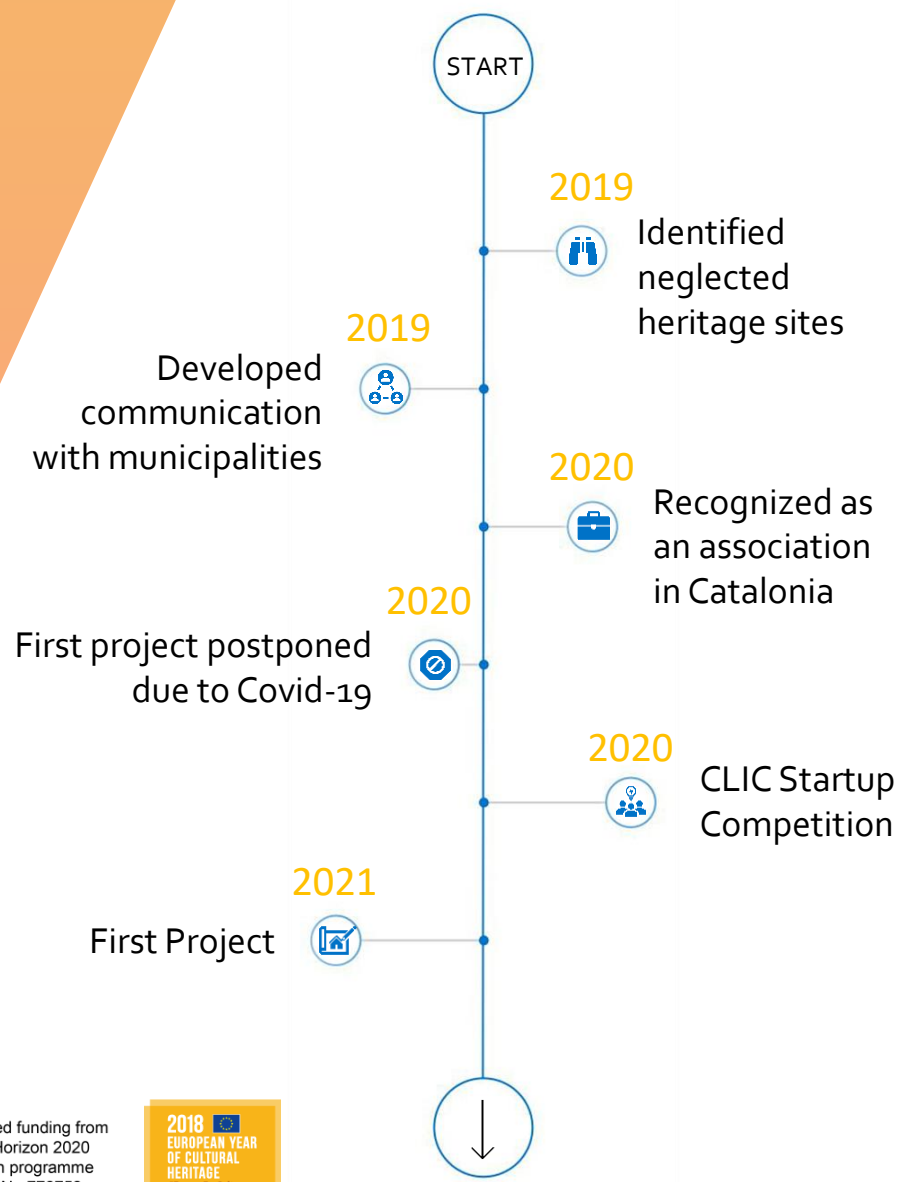




START-UP  
COMPETITION

2020  
NAPLES  
25-27  
NOVEMBER

# TRACTION AND MILESTONES



## Numbers

- Participation
- Social Media Followers
- Grants & Investors Income

## Impact

- Sites in Database
- Restoration Action

## WHAT IS NEXT?

- Mentor relationships
- Refining business plan
- Identifying grants and investments

## FUTURE IMPACT

- Spread preservation knowledge and enthusiasm
- Inspire preservation action
- Re-open doors of heritage for community benefit and pride

