

3D Click Click

Project Summary

Organisation	Urbanmedia3d (5 years) <i>SME</i> urbanmedia3d@gmail.com hola@somosurban.com Barcelona, Spain
Employees	Implementing team size: 6 Full time employees: 2
Accelerator	FABulous (18000€) Coordinator:
Solution Type	Service provider, Purely software

FIWARE enablers

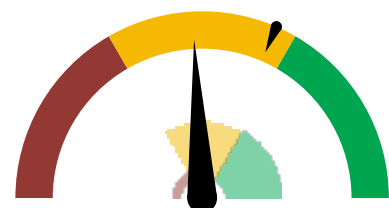
Virtual Characters, Synchronization, Revenue Settlement and Sharing System, Repository, POI Data Provider, Object Storage GE, Interface Designer, Identity Management, GIS Data Provider, 3D-UI-XML3D, Backend Device Management, Augmented Reality, 3D-UI-WebTundra, 2D-UI, 2D-3D-Capture.

Innovation

The Innovation indicator expresses the level of originality, maturity and sustainability of innovation to a product or service in an organization's go to market strategy. The single measures are used to create the innovation indicator but are also used in the calculation of Market Attractiveness and Feasibility Indicators. Several conditions affect the innovation Indicator. An innovative product or service can make a significant Impact in the market if you are ready to implement it, but can conceal substantial engineering, business planning, development, testing and marketing effort if the product or service is still in the planning phases. If the innovation is being developed and validated among colleagues and potential clients the innovation's real market potential is increased. Innovation is quite healthy in organizations if it is part of a strategy but can be quite resource consuming where stand-alone.

Your ranking for innovation based on the data submitted is currently Medium. In this section you scored better than 29% of the 675 (total) projects and proposals that have answered this survey. The level of innovation of your project matches that of your peers. Still, you should consider ways of further strengthening the innovation element of your project.

Please visit the FI-IMPACT Library to access reading material that may be useful.



Concept

Concept developed by: Group effort.
TRL Level: Experimental proof of concept (TRL3).

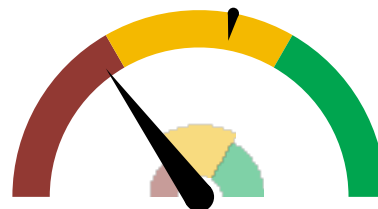
Business idea

Innovation Type Incremental Innovation. Our business idea involves changes and improvements to existing products and services.
Existence of similar solution No
Strategy Standalone offering.

Market

The Market Focus indicator reflects the quality and relevance of your knowledge of customer needs in your target market(s), the extent to which you have gathered knowledge about customers in the target market, and if your initiative has a strategy and plan to reach the target market. This indicator measures the level of your “customer development” activities: whether you have already approached customers to collect feedback on your product, and to what extent you have developed a strategy to acquire them.

Your ranking for market focus based on the data submitted is currently Low. In this section you scored better than 22% of the 675 (total) projects and proposals that have answered this survey. Compared to the average of current completed surveys, you should consider ways of further strengthening the market focus element of your project. Please visit the FI-IMPACT Library to access reading material that may be useful.



Business model

Model Usage fees model, Subscription model, Markup model.
Revenue Division 48% subscriptions, 52% project fees.

Customers

Value Proposition Verification Our value proposition is validated through interviews and meetings with customers.
Commercial Strategy Status Preparing sales materials and channels.
Secondary Market Sectors Retail and Wholesale, Horizontal, Education, Business Services

Market

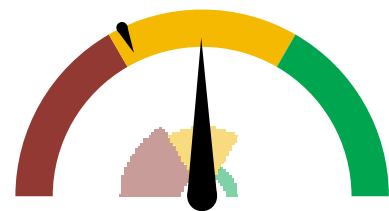
Channel	Sales agents, Public tenders notices, Personal website, Other external websites, E-mail/Phone-call marketing, App-stores
Target Market in Three Years	Multiple Countries (Switzerland, United Kingdom, Sweden, Spain, Netherlands, Italy, Ireland, Germany, France, Finland, Denmark)
Entry into the Open Market	2016
Level of competition	Medium competition.
Market Strategy Status	Defining a market strategy to create demand. Defining our competitive position on the market.

Feasibility

The Feasibility indicator assesses to what extent you have assessed the economic viability of your business, and if you have already provided for the necessary funds for the startup phase. This indicator assesses whether you are aware of the funds required to start and grow your business, and whether you have secured sources for these funds.

Your ranking for feasibility based on the data submitted is currently Medium. In this section you scored better than 77% of the 675 (total) projects and proposals that have answered this survey. The level of feasibility of your project matches that of your peers. Still, you should consider ways of further strengthening the feasibility element of your project.

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Capital

Required investments until sustainable	Capital requirements estimated and contacted investors.
Secured funding	25

Growth rate

Sales	We are committed to a growth rate in the business plan.
Revenue (4 years)	426%, 60%, 44%, 41%
Customer acquisition	We have verified customer acquisition cost and time through real sales.
Sales and marketing expansion	We have defined scale-up plans but have not yet launched them.

Market Needs

The Market Needs Indicator reflects the extent to which perceived user benefits associated with a product or service are aligned with real-market needs, based on an analysis of IDC Vertical Market Survey results. One set of indicators are outlined for business and government sectors (B2B and B2G) and a second set of indicators are outlined for consumer markets (B2C), based on different market needs.

Retail and Wholesale

Your score in Target Market Needs Understanding is **2.37**.

Reducing operational costs	★
Improving sales performance	★
Improving marketing effectiveness	★
Enhancing customer care	
Innovating the product or service companies sell/provide	★
Strengthening multi-channel delivery strategy	★
Simplifying regulatory tasks and complying with regulations	
Improving data protection	
Increasing use and distribution of open data and transparency	
Improving scalability of existing tools	
Improving operational efficiency	★

TOP 5 business needs

(Source: IDC Vertical Market Survey)

1. Improving sales performance
2. Improving marketing effectiveness
3. Reducing operational costs
4. Enhancing customer care
5. Improving operational efficiency

Horizontal

Your score in Target Market Needs Understanding is **2.38**.

Reducing operational costs	★
Improving sales performance	★
Improving marketing effectiveness	★
Enhancing customer care	
Innovating the product or service companies sell/provide	★
Strengthening multi-channel delivery strategy	★
Simplifying regulatory tasks and complying with regulations	
Improving data protection	
Increasing use and distribution of open data and transparency	
Improving scalability of existing tools	
Improving operational efficiency	★

TOP 5 business needs

(Source: IDC Vertical Market Survey)

1. Improving data protection
2. Simplifying regulatory tasks and complying with regulations
3. Improving sales performance
4. Improving operational efficiency
5. Reducing operational costs

Education

Your score in Target Market Needs Understanding is **1.54**.

Reducing operational costs	★
Improving sales performance	★
Improving marketing effectiveness	★
Enhancing customer care	
Innovating the product or service companies sell/provide	★
Strengthening multi-channel delivery strategy	★
Simplifying regulatory tasks and complying with regulations	
Improving data protection	
Increasing use and distribution of open data and transparency	
Improving scalability of existing tools	
Improving operational efficiency	★

TOP 5 business needs

(Source: IDC Vertical Market Survey)

1. Simplifying regulatory tasks and complying with regulations
2. Reducing operational costs
3. Improving data protection
4. Increasing use and distribution of open data and transparency
5. Improving sales performance

Business Services

Your score in Target Market Needs Understanding is **2.41**.

Reducing operational costs	★
Improving sales performance	★
Improving marketing effectiveness	★
Enhancing customer care	
Innovating the product or service companies sell/provide	★
Strengthening multi-channel delivery strategy	★
Simplifying regulatory tasks and complying with regulations	
Improving data protection	
Increasing use and distribution of open data and transparency	
Improving scalability of existing tools	
Improving operational efficiency	★

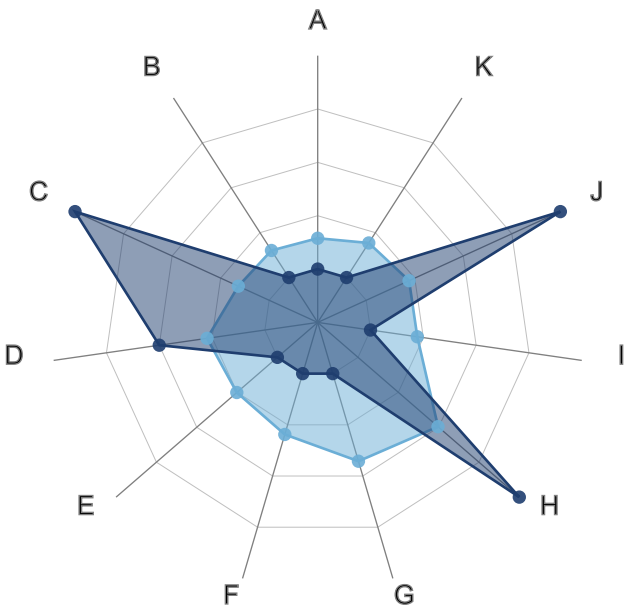
TOP 5 business needs

(Source: IDC Vertical Market Survey)

1. Improving data protection
2. Enhancing customer care
3. Simplifying regulatory tasks and complying with regulations
4. Reducing operational costs
5. Improving operational efficiency

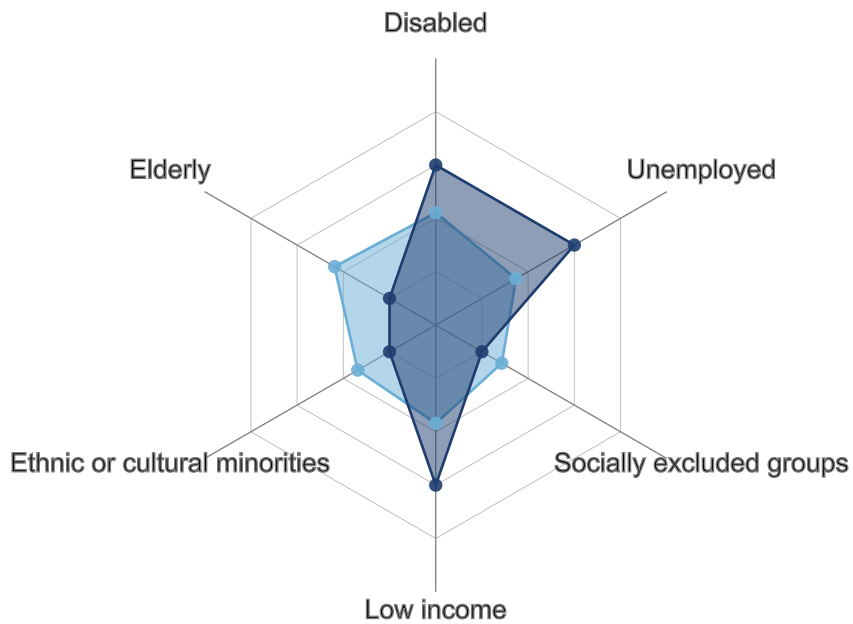
Social Impact

The Social Impact Indicator reflects the extent to which the project has social impact in 11 key areas. It focuses on identifying specific social benefits that your project will support and the contribution to quality of life for specific social groups. It also contextualises the impact of your project against the average social impact of all surveyed projects in these areas.



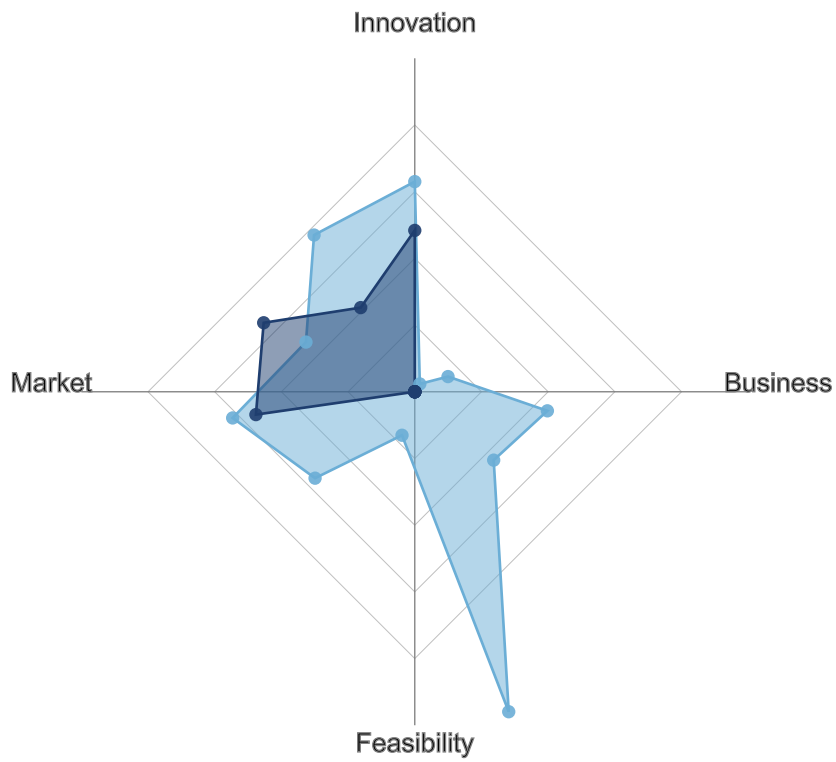
Axis legend

- A Perceived security of communities, neighbourhoods and housing
- B Protection of privacy and security of personal digital data
- C Citizens involvement and participation in open government
- D E-inclusion
- E Fitness and well-being
- F Health
- G Quality of life in urban areas
- H Quality of life as a result of better access to information and data
- I Social inclusion
- J Access and use of e-learning and innovative learning methodologies
- K Demand and use of sustainable transport solutions



Overview

In this section you can evaluate your Impact Assessment scores against the average score calculated from all completed surveys to date. Scores are represented in a spider diagram so that you can easily identify your strengths or weaknesses compared to the average score. Details about a specific section of the report can be accessed by clicking on the node on the axis representing the respective section.



Speedometer legend