

TA

- Gamification to keep on users on our app
- Think about how to involve little communities (events, etc.)

VECCHIA

- Percentage of stream revenues and focus on private companies
- Develop value proposition
- Municipalizzati (small firms that operates in the city, eg A2A)
- Partnership con comuni-chiamo (per sfruttare tecnologie)

BARBONE

- Don't let citizens to concentrate on useless problems
- Nextdoor (look for the path that the customer must follow to post a 'real' problem)
- System where pa and citizen can see the effect of the money they payed
- Exploit CSR and private companies channels
- Exploit transparency
- Addressing topics and right contents

DANESE

- App simile a comune di milano da vendere
- Go to comune di Milano and carry it out!

PELATO

- Govworks
- Knows a little bit about the problem
- Change.org (to launch and reach consensus in petitions) – tailor it

VECCHIO SBARBATO

- Start from the main features
- Start with stories and bring concrete customers' experiences
- Concentrate on innovation about communication, not problem-solving, in order to scale the app also to other the private sector
- Specify how the app works and the gap we want to cover
- 100k to develop a great app
- Think about which problems could be the most-shared ones

RAGAZZINA

- Think about involving more private companies and only the public sector
- Change revenues stream
- Think about which kind of information we can collect
- Partnership and selling data to private companies