**Update from idea tournament critics**

* Gamification: ranking system within the app (levels, point, etc.) and get cards from the company to show that you are an active user;
* Incentives to join our app: first incentive and also other ones to continue to use the app;
* Partnership with PA for strategic reasons and sell data to them/political parties, while get money and incentives from Private companies (municipalizzate and not) by raising the visibility of their CSR activities;
* Costs and revenues analysis;
* Write description of the app and check whether it is innovative or not;
* Partnership con comuni-chiamo to get other comuni from them and to give them milan (to exploit all the synergies);
* App ask you whether the problem has already been solved/raised (based on location, title, description, etc.). If the user tells no, the problem get posted;
* Get notification from PA/private companies about whether some action bother you;
* Specify which gap we want to cover (lack of communication or transparency is not enough);
* Notify the problems that have been solved
* It can suggest which are the problems that are near to you, and also the ones that have been solved.
* Posting both big but also little problems
* What kind of data we can collect - sell:

what are the main concerns\problems → political parties

Can sell to infrastructures companies, (that nowadays are all private).

Broadcast messages from the private companies, for example where to build the next Esselunga?