

# Lifeport

#hackathon #transport



# To know us better...



Kostas Akasoglou  
Software engineer

Passionate about technology, music, table tennis. When he doesn't write code, you'll find him travelling to wonderful places around Greece.



George Nomikos  
Software engineer

Involved in every aspect of product development. Likes music, reading, travelling and playing table soccer.



Ioanna Mougkolia  
Economics student

Just loves music, travelling and driving her friends crazy to join business competitions.



Gina Verykiou  
Marketing Specialist

If it wasn't for Marketing, she would be a dancer. Now she buys everything Apple and photography related.

# Best tours to share

## Attention to Special Groups

### Community-based mobile application

- Follow default tour destinations
- Plan your own routes
- Discover new places/routes, learn “inside information” (i.e. about museums, landmarks, popular city districts), and share them with the community.
- Auto mode (Online or Offline with **Here** Maps)



Lifeport

# Impact

Everyone... Everywhere...  
Enabling those with Limited Options



Primary Target group: Tourists, People with special needs and elderly

Secondary:



General Public for daily use and city exploration!  
Nation-wide implementation



Promotion of Greek culture- Value added service for Greek Tourism  
(i.e. museums, Greek gastronomy, cultural events/ locations, landmarks)

# Innovation

## Reinventing urban tourism

### Enabling Special Groups



**Text2speech  
/ Vibration**

**Help people with special needs**, by notifying them to get off at the right stop.



**Time-saving tool for tourists** who have limited time for sightseeing in the city.



**Reward users** for sharing routes and useful info through social media (i.e. collect points through sharing routes with your friends & buying tickets, in order to win transport/event tickets).

Users' incentive for **monetary gain** through Tour Marketplace. Users sell not only their special routes, but all the info included (photos, GPS-location, transport used, general Pol info)

# Innovation

## We Use and Produce Open Data

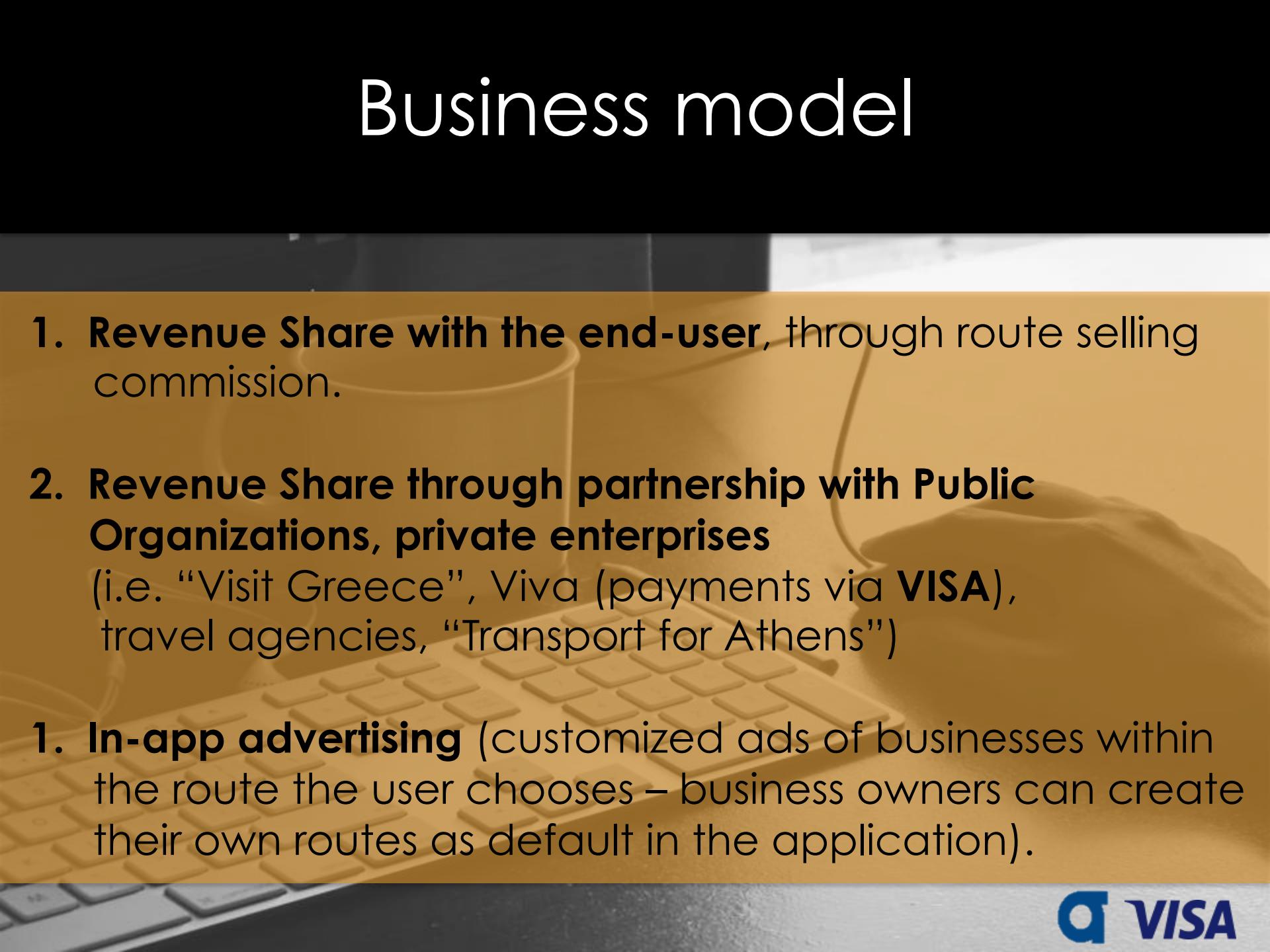
- Public Transportation Open Data
- Cultural Open Data
- We produce User / Customer Profiling Open Data for Transport
- Special Groups Habits Open Data (Identify Routes that needs Special Accommodations)

# Completion

Android Front End, text2Speech,  
iBeacon implementation, Profiling,  
Online/Offline Auto Operation...and more

Within 16 Team Hours

# Business model

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1. **Revenue Share with the end-user**, through route selling commission.
  2. **Revenue Share through partnership with Public Organizations, private enterprises**  
(i.e. “Visit Greece”, Viva (payments via **VISA**), travel agencies, “Transport for Athens”)
  1. **In-app advertising** (customized ads of businesses within the route the user chooses – business owners can create their own routes as default in the application).

# What we do in life? We move!

**LifePort** your experiences – “Sharing is caring” ❤️

- ⓘ See special content when passing close to places of interest.

Assist more people with Special Needs



Usage of app in public information kiosks

Stronger personalization engines based on user auto-capture of user Transportation habits.



# In few words...

## **Best tours to share**

Increase use of Public Transportation, plus reduction of ticket pass-on with gamification



 **Crowdsourcing** Open Data Production

**Enabling Special Groups** (Text2speech / Vibration)  

**IOT implementation** (iBeacons)

**Payments** with credit cards for venues and in Routes Marketplace



**Works offline (Here Maps Implementation)** or online with user preferred maps

**Promote more visitor spending** while assisting them to move around via personalized destinations

(an app not just for tourists...we are all visitors even in our own city!!!)

# CHECK OUT OUR DEMO

Thank you