FACILITATING STARTUP DEVELOPMENT IN VENICE

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Facilitating Startup Development In Venice

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AUTHORSHIP

This final report was written Mark Bernardo, Francesco De Leo, Tyler Ferrara, and Skylar O'Connell, of the VE19-CROWD team. The report was written and revised as a team, and as such, every member's collaboration and teamwork led to the completion of the final report. Specifics of authorship are as follows:

Mark Bernardo contributed to the "Marketing a Startup", "Interviews", and "Assertion Video Deconstructed" sections. He additionally produced all the videos for the project.

Francesco De Leo contributed to the "Job Demographics in Venice", "A Declining Population", "Making a Startup", "Venice Project Center", "Projects Behind Us", "SerenDPT", and "Interviews" sections. He additionally assisted in writing the scripts for the videos.

Tyler Ferrara contributed to the background of the report as well as the "Analysis and Next Steps" section. He also contributed to the early-stage production of posters and videos.

Skylar O'Connell contributed to the "Lean Startup Process", "The Startups are Born", "Projects Behind Us", and "Roll-Up Poster Deconstructed" sections. She additionally took a lead role in creation and design of the roll-up posters.

ACKNOWLEDGEMENT

ABSTRACT

We created methodologies for startups to effectively communicate their ideas and engage targeted audiences. We conducted research into different marketing strategies. Promotional and informational materials including "roll-up" posters and assertion videos were created to share the individual ideas of each startup. This was the Venice Project Center's first project dedicated to funding for more than one SerenDPT startup.

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Create methodologies for startups to

effectively communicate their ideas

and engage their targeted audiences.

OBJECTIVES

1. *Conducted research on marketing strategies.*

2. *Developed methodologies to engage the target audiences for five startups.*

EXECUTIVE SUMMARY

The historic city of Venice has been experiencing a sharp population decline over the past six decades. With tourism and service making up a majority of the job market, locals seeking more lucrative job opportunities migrate elsewhere. In addition to this, jobs available on the island do not provide a livable wage for the city, meaning even some of those who wish to stay on the island can not afford to. If this trend in population decline continues, the population will sink to fewer than 50,000 residents, which is "too few to have any political weight" (Il Fatato Quotidiano). With the city at risk, the only solution is to diversify the job market with jobs that will provide a living wage for residents of Venice. This can be achieved through creation of technology-based startups, as they will rapidly create jobs as well as provide jobs with higher wages than traditional jobs within Venice.

For our project, we worked with SerenDPT, a startup factory founded by Fabio Carrera with support from the Venice Project Center.

Through meetings and interviews with employees and upper management, we created methodologies for the SerenDPT-associated startups to engage consumers and increase awareness.

We decided to work with five early-stage startups in particular: PreserVenice, Open Street Lamp, Casa Peota, MarketZquare, and Re-Lab. We Created "assertion videos" and "roll-up" posters for each startup to be used as promotional and marketing materials. We also made a "roll-up" poster and video for SerenDPT.

Introduction to Job Demographics, Living Wage, and Population Decline in Venice

JOB DEMOGRAPHIC IN VENICE

The city of Venice has what is known as a "single sector economy". This term simply means the majority of all jobs in the economy fall into one category. In the case of Venice, the category is the service/tourism sector. With 56.4% of all jobs falling within the service sector, it is the clear majority. Examples of jobs within this sector can include waiters, tour guides, and souvenir shop owners.

AVERAGE WAGE VERSUS COST OF LIVING

Unfortunately for Venetian citizens, many jobs within the service sector do not Provide a living wage in Venice. The average service job earns a Venetian roughly €20.000 a year (salaryexpert.com). With the cost of living in Venice estimated at €30.200 (Nomadlist), many Venetians struggle to make ends meet financially.

Agriculture
Avg: 15.000 € / Year

Commerce
Avg: 35.000 € / Year

Service
Avg: 20.000 € / Year

Industry
Avg: 50.000€ / Year

Figure 1: Venice Job Demographics (8milaCensus)

A DECLINING POPULATION

Since the 1950's, the historic island of Venice has undergone a major population loss from nearly 180,000 residents to currently under 60,000 (Bloomberg). One major contributor to this trend is the previously mentioned wage dilemma which creates the inability for Venetians to afford to live on the island. With the island in danger of dropping to a population that negates all political weight, an effective and fast-acting solution is needed.

Dying City
Venice's population has shrunk to less than one third its 1950s level
■ Venice resident population

Source: Municipality of Venice

Bloomberg
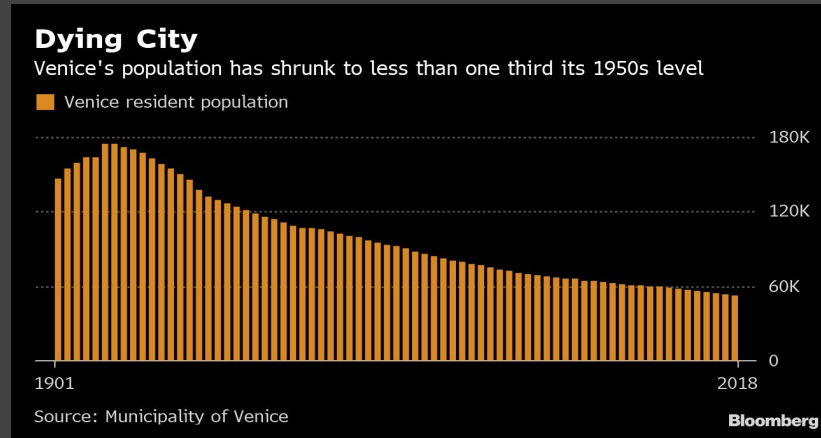
Figure 2: Population of Historical Venice Over Time (Albansese, 2018)

TECHNOLOGY-BASED JOBS AS A SOLUTION

While service-based jobs (which make up 56% of jobs in Venice) do not meet the living wage, there are other jobs that do. Jobs within the industry sector, which make up only 16.6% of jobs, earn an average of €50.000 a year (salaryexpert.com). For instance, a software engineer makes an average of €52.000 yearly. If more of these jobs are available to Venetians, more will be able to live on the island.

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Background on Startup Development and Marketing Strategies

MAKING A STARTUP

All startups begin the same way; they start as an idea. Some will never become anything more than an idea and others will go on to become companies worth billions of dollars. Unfortunately, 9 out of 10 startups fail (Patel, 2015). In order for a startup to become one of the few successes, they will have to go through years of business development and growth as well as make many crucial decisions along the way. The main aspects of successful startups include a product that
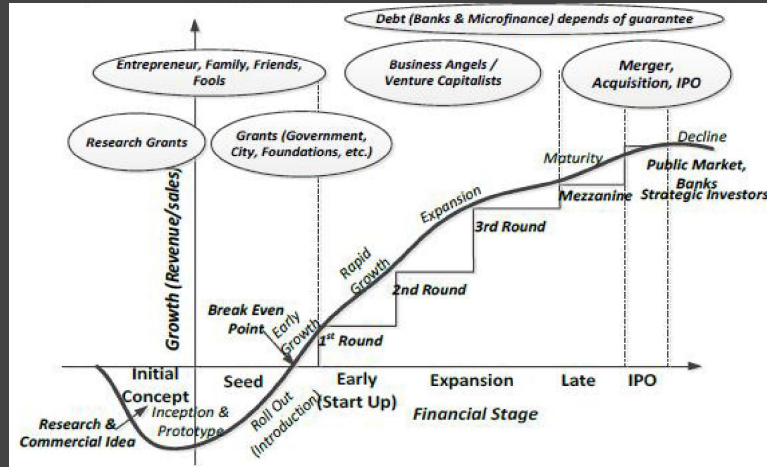
Figure 3: New venture financing lifecycle (Patel, 2015)

is "perfect for the market", fast growth, and versatile and highly skilled team members (Patel 2015).

In the initial concept stage, the startup is nothing more than an idea or concept. At this point, the goal of the business is to do research and acquire information on the market they are operating in. In this stage,

no money is being made, and in fact, money is being spent by the company's founders as they will need to invest money into their business to gain traction. In the next stage or the "seed" stage, the business remains in debt but is now progressing towards profit. The business is no longer just an idea and at the bare minimum, a prototype of the product

exists. At this point, the business should look to mostly acquire funding from grants or friends and family as they still do not have a product ready to sell (Rossi, 2015).

The "early" stage is the first stage where the startup is able to offer a product or service. At this point, the startup is making more money than they are spending and they are experiencing growth both in finance and consumer engagement. Any startup that makes it to this level is considered to be successful. Right after that comes the "expansion" stage. In this stage, the company can look to bank loans and venture capitalists for sources of money as they are now profitable and have demonstrated to the public that they have a successful business model (Rossi, 2015).

The final two stages are the "late" and "IPO" stage. These are considered to be the final steps of a startup because after this point the startup is on the public market. At this point, all funding comes from banks and strategic investors and the company is at its peak (Rossi, 2015).
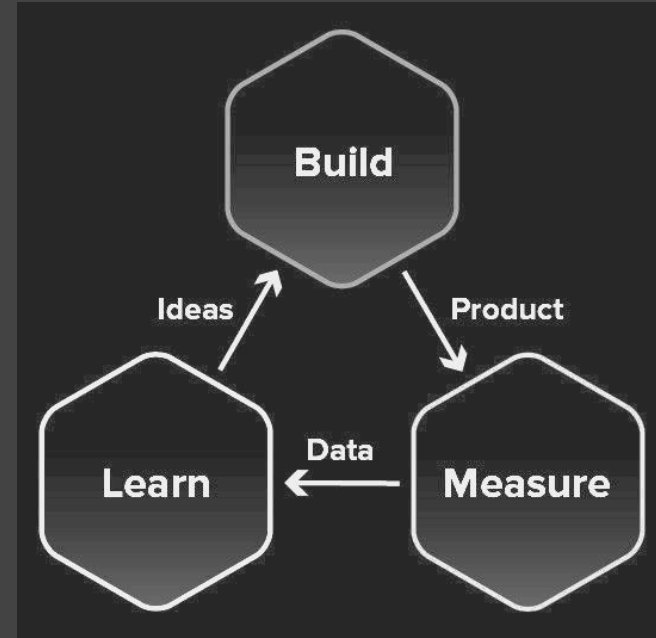
Figure 4: Startup Progression (Vlieger, 2015)

THE LEAN STARTUP PROCESS

The Lean Startup Methodology was first devised by Eric Ries book *The Lean Startup* aimed to simplify product development. Originally named after "Lean Manufacturing", it introduced a new form of design thinking that directly addresses the difficult process of creating a successful product.
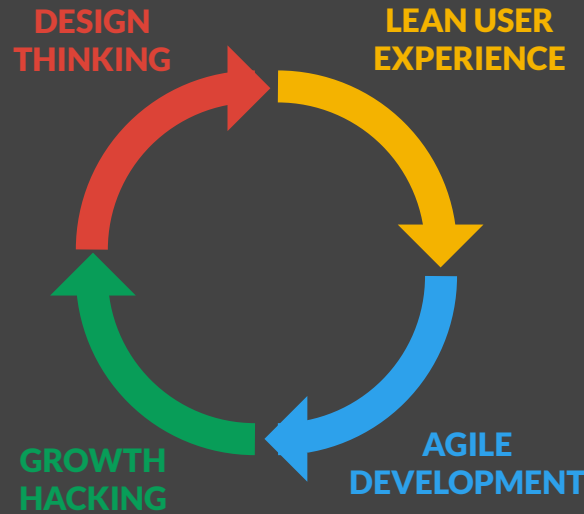
Figure 5: The Lean Startup Process

Tailored especially towards startups, the process is considered the "standard framework" for modern business to follow (Blank 2013). It's philosophy is based on the idea that "most of our ideas are actually terrible" (Ries). Taking an idea directly to market will most likely fail, as the proper customer validation is required. Instead of betting on a single product, the framework advises the creation of multiple Minimum Viable Products (MVPs) to test with customers. Once given to the desired users, critical feedback illustrates the successes and failures of the product. The data is gathered and a new hypothesis for the next iteration is made. This cycle is what helps Entrepreneurs gather as much data about the product as fast as possible.

THE LEAN STARTUP PROCESS

The Lean Startup Process consists of 4 iterative steps for startup growth. The first step is called "Design Think", illustrated in red on Figure 6. This step consists of the background research behind the startup. This takes most startups months, or even years, to accomplish. This is also where the need is identified and the startup idea is brainstormed and hypothesized.
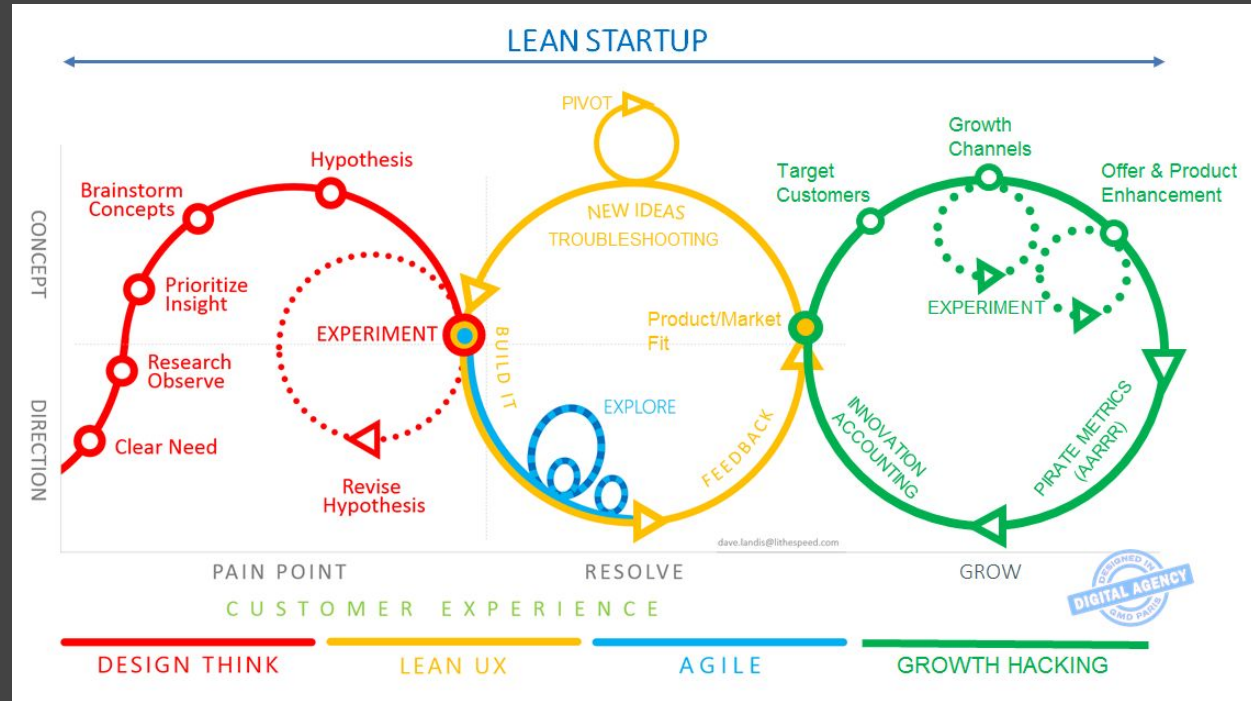
Figure 6: Lean Startup Cycle ()

THE LEAN STARTUP PROCESS

The second step of the Lean Startup Process is called "Lean User Experience", illustrated in yellow on Figure 6. In this step, the company "[goes] out and ask potential users, purchasers, and partners for feedback on all elements of the business model, including product features, pricing, distribution channels, and affordable customer acquisition strategies". (hbr.org)
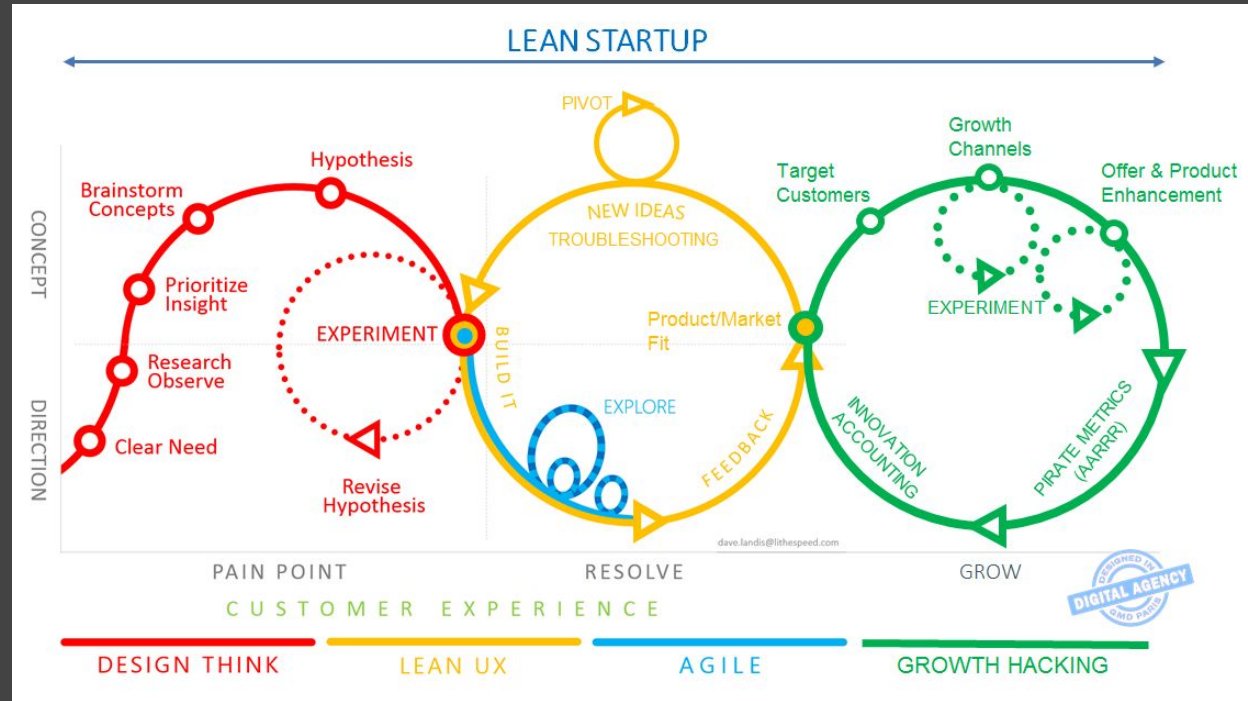
Figure 6: Lean Startup Cycle

THE LEAN STARTUP PROCESS

The third step of the Lean Startup Process is called "Agile Development", illustrated in blue on Figure 6. With the information gathered in the second step, the startup would adjust and grow to perfect their product. This type of development eliminates time wasted and resources by developing iteratively and incrementally.

Figure 6: Lean Startup Cycle

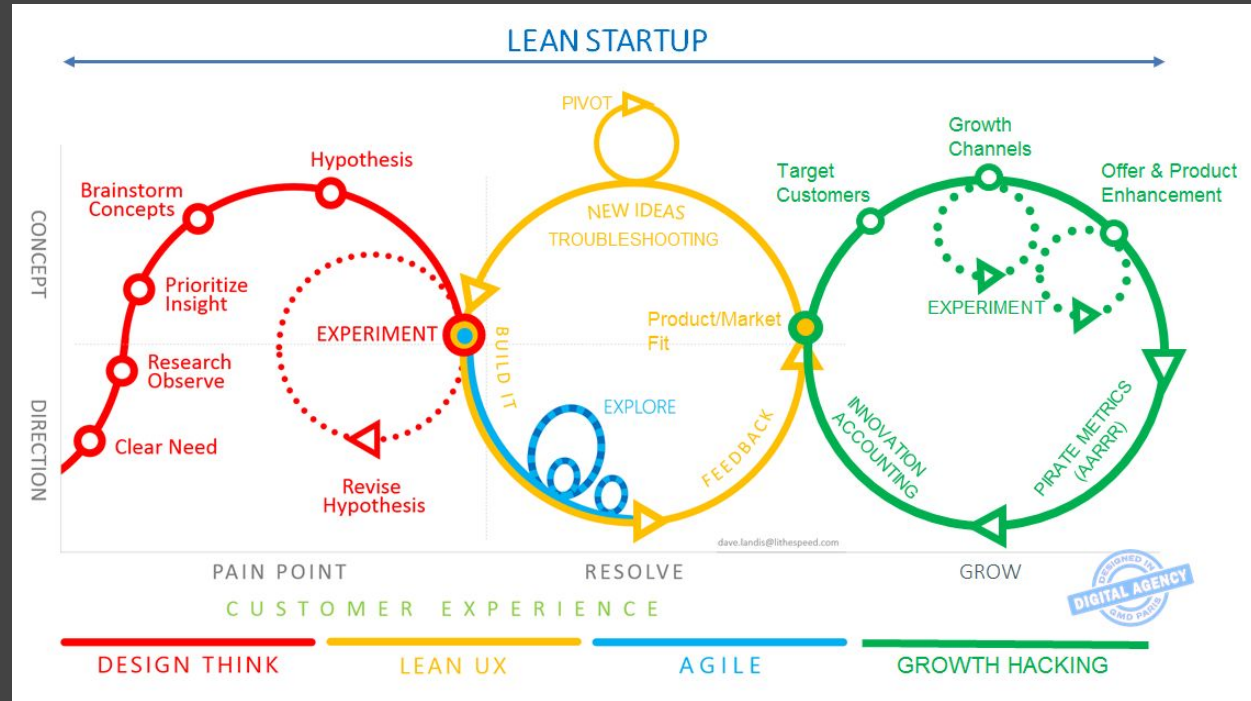# THE LEAN STARTUP PROCESS

The fourth step of the Lean Startup Process is called "Growth Hacking", illustrated in green on Figure 6. In this step, the startup markets their product for a profit to target customers and offers enhancements based on feedback. While both steps 2 and 4 require funding, step 4 requires marketing to get the startup's product to consumers.
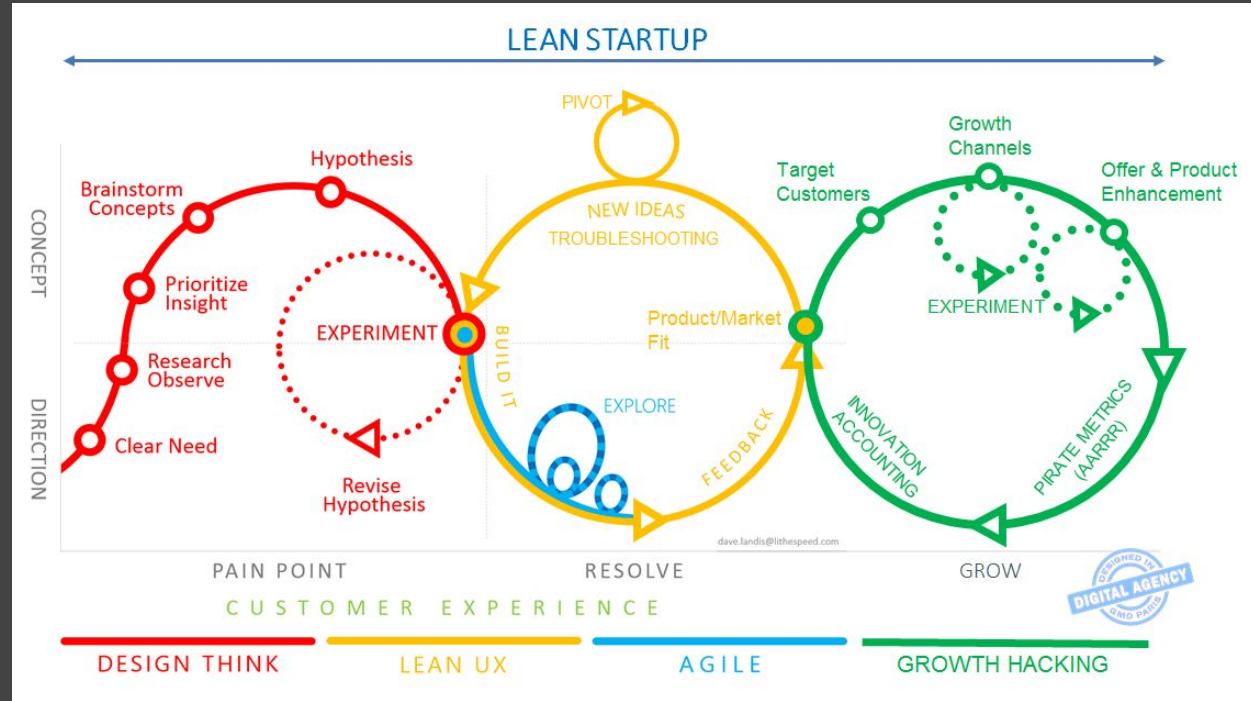
Figure 6: Lean Startup Cycle

MARKETING A STARTUP

Samantha Sineni states in *Growth Hacking: A Deep Look into Online Marketing for Startups* "The high failure rate of startups calls for rapid user acquisition and puts growth as the top priority for a startup team". It is of the utmost importance that startup companies find their target demographic and effectively advertise their product or service in order to grow as a company.

"Often, startup teams need to define their audience and find product-market fit, whereas established companies focus on issues such as rebranding or increasing sales" (Sineni, 2014). Marketing a startup has a more experimental approach than marketing a large company; this gives the startup business flexibility but also uncertainty in what methods should be utilized to generate a larger customer base.

STRATEGIES FOR MARKETING A STARTUP

As a startup company, it may not be a good use of time or money to pursue large scale advertisements like billboards or television commercials. There are plenty of simple, effective, and valuable resources for startups to generate publicity and monitor growth.

DIGITAL MARKETING

Digital marketing through the likes of online advertisements and social media gives businesses immediate feedback when monitoring awareness and engagement through metrics including followers and mentions. In *Growth Hacking: A Deep Look into Online Marketing for Startups*, Samantha Sineni speaks on the role that social media research has on user acquisition.

"Researching potential users allows the growth hacker to choose product features and marketing techniques to deliver to potential customers with measurable and increased success rates." The fast-paced landscape of social media gives startups an environment to experiment with developing a customer base. Feedback from awareness - follower or subscriber counts - as well as engagements - mentions on Twitter and comments on platforms like Instagram and Facebook - gives the business a reference for the user demographic as well as their expectations.

Source: Deposit-Photos

The Venice Project Center and SerenDPT

VENICE PROJECT CENTER (VPC)

In 1988, Fabio Carrera and a group of six WPI students started the first of the Venice IQP projects.
These projects aimed to better the city of Venice with a scientific and technological approach.
Over the years, these projects have collected data on numerous subjects

concerning Venice, such as bell towers, tides, pollution, and accessibility.
Since its creation, the Venice project center has become a home to one of the richest databases for Venice.
This database has become the foundation for many of the startups incubated by SerenDPT.
Where as most startups take years to gain this type of background research and knowledge, the VPC has collected such a vast database for the startups that they are able to surpass this part of the lean startup flowchart.
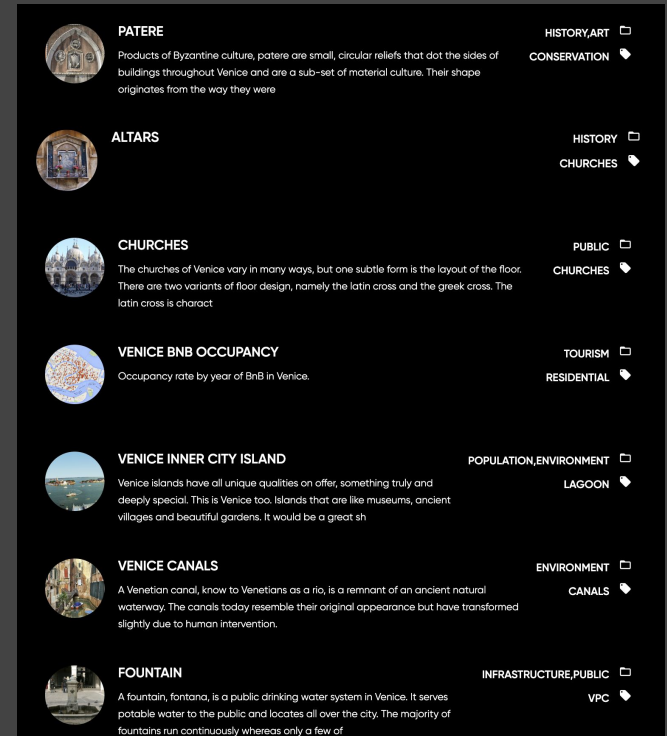
Figure 7: VPC Project List (SerenDPT, 2017)

PROJECTS BEHIND US

The projects completed by the WPI students during their time with the Venice Project Center helped build the rich databases that the VPC is known for. With projects spanning a variety of topics, the VPC has collected data on pateres, altars, churches, the Venice B&B occupancy, the Venice inner city island, the Venetian canals, fountains, and Venetian green areas. These databases consist of all the open data on the VPC website.

From all of this data, many flaws in the city of Venice became apparent. From this, immediate needs were identified. As seen in the figure below, seven major needs are established.

These seven needs became the current startup ideas for SerenDPT.
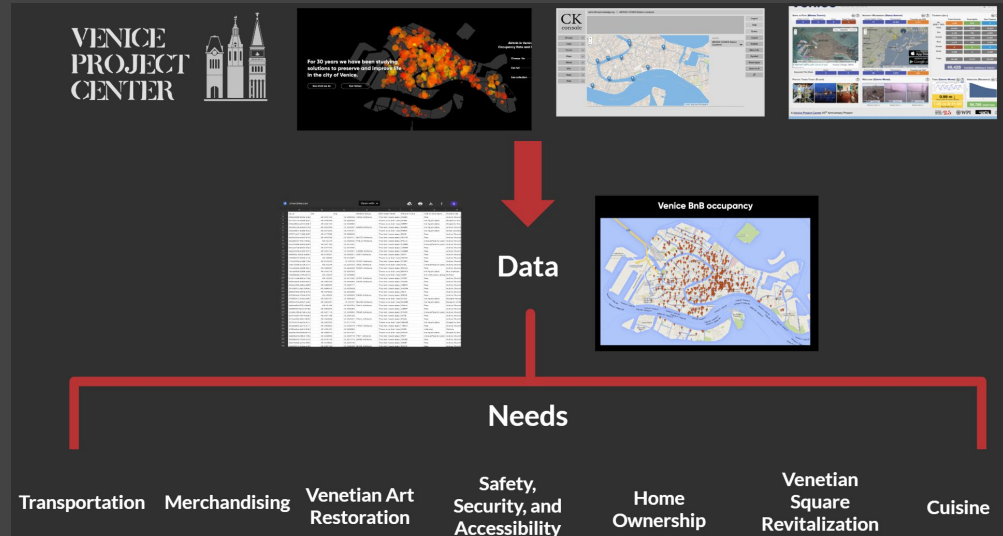
Figure 8: VPC Outline

SERENDPT

SerenDPT is a "startup factory" that aims to create high-paying jobs that allow Venetians to afford the cost of living in Venice. They intend to do this through formation and development of technology-based startups. The figure to the right, in comparison to Figure 9 on the previous page, plots each startup with its previously identified need. With these needs addressed by the startups, SerenDPT will help Venice solve these problems while also creating high-paying jobs.
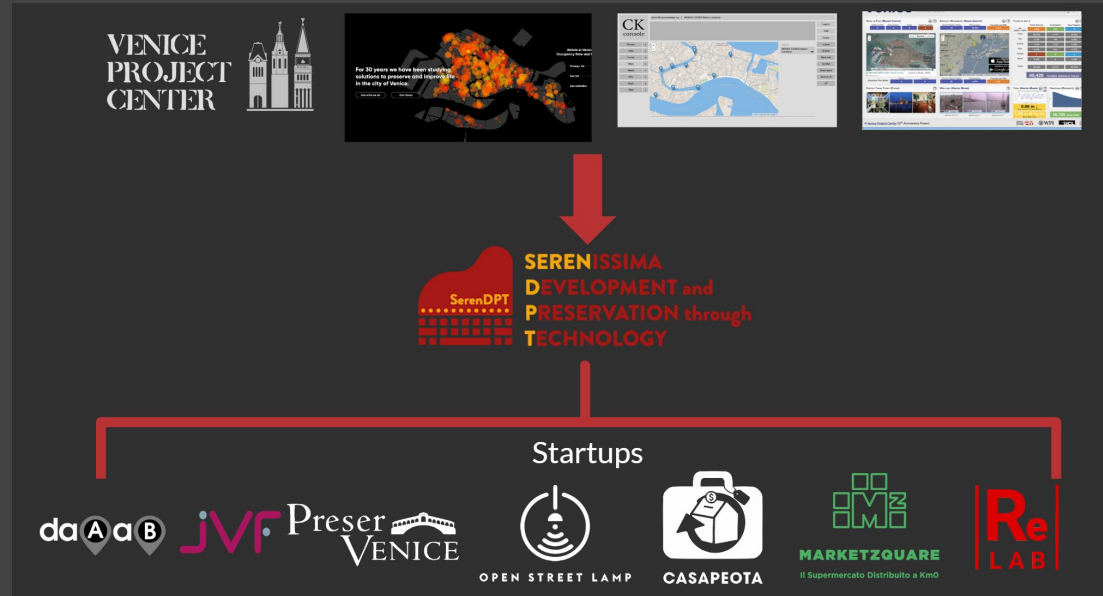
Figure 9: SerenDPT Startups

THE STARTUPS ARE BORN

The startups have become not only an important piece of SerenDPT but also a staple of the Venice Project Center. For example, PreserVenice, a Venetian owned and led crowdfunding platform for the restoration and preservation of public cultural artifacts, has had 6 projects dedicated to making it a reality. Another startup with a project dedicated to it is Casa Peota. Casa Peota has 3 different IQP projects behind it. One project focused on the "Assessment of the Non-Resident Housing Market in Venice, Italy".

Part of the focus of this IQP was to look at the AirBnBs in Venice compared to the residential area. The second IQP was called "Vacation Rentals and Residential Housing in Venice". It found "potential initiatives to assist the city in providing affordable housing for its residents." (serendpt.net) The last, IQP for Casa Peota was called "Staying in Venice: Feasibility Study of Housing Startup Casa Peota".

Figure 10: PreserVenice website (SerenDPT, 2018) and VPC Database (SerenDPT, 2017)
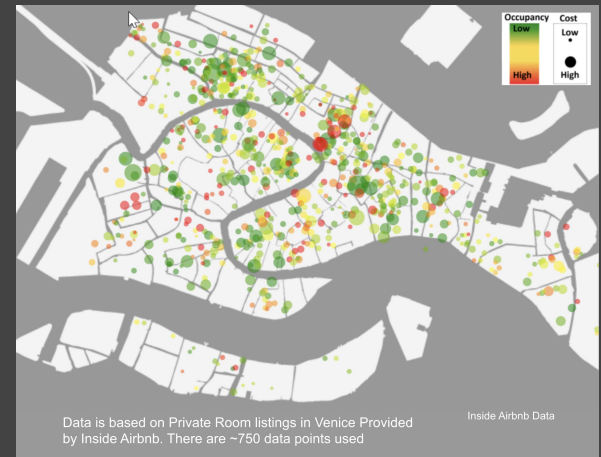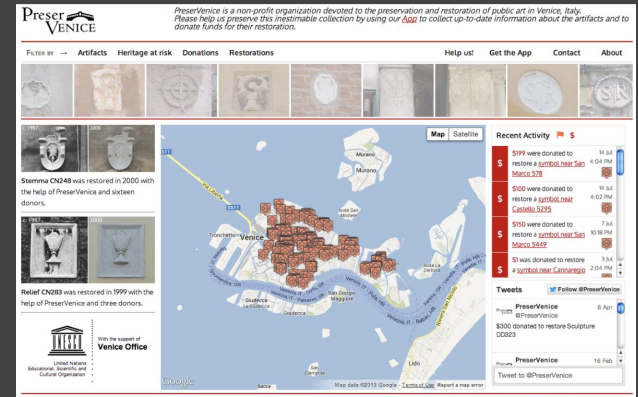
THE STARTUPS ARE BORN

Casa Peota is just one example of the many projects that have contributed to the startups. Another example is MarketZquare, which has had 4 projects behind it. Along with the projects that were for the startups, there are also hundreds of projects that give the startups a background to work from.
With all of this information, SerenDPT created 10 different startups. Of those 10 startups, our project focused on 5, those 5 being Casa Peota, Open Street Lamp, Re-Lab, MarketZquare, and PreserVenice.

PRESERVENICE

A Venetian owned and led crowdfunding platform for the restoration and preservation of public cultural artifacts. By donating through the website or mobile app, people interested in restoring the public cultural artifacts would then be able to give a donation of their choosing to any of the artifacts they wish to restore.

OPEN STREET LAMP

OPEN STREET LAMP

A platform for intelligent street lights using a subscription for services based on the network of intelligent or pay-per-use street lamps. The subscription would include WiFi, security cameras, and parking spot reservations. This would all be available through an app on smartphones or desktop.

CASA PEOTA

CASAPEOTA

Casa Peota would allow young couples (or individuals) to become owners of their house in Venice by paying a fixed monthly rent-to-own amount, equivalent to a competitive rent. The remainder of the mortgage would be paid by tourists, who would stay in one of the rooms of the apartment, hosted by the young couple (or individual).

MARKETZQUARE

MARKETZQUARE
Il Supermercato Distribuito a Km0

Marketzquare aims to revitalize town squares that were once lined with mom & pop stores, to reopen the former neighborhood stores as street-facing façades of a single neighborhood supermarket, managed behind the scenes with the modern logistical systems of a supermarket, but appearing on the town square like individual neighborhood stores with typical products providing competitive prices for hyperlocal and organic products.

RE-LAB

A platform for intelligent street lights using a subscription for services based on the network of intelligent or pay-per-use street lamps. The subscription would include WiFi, security cameras, and parking spot reservations. This would all be available through an app on smartphones or desktop.
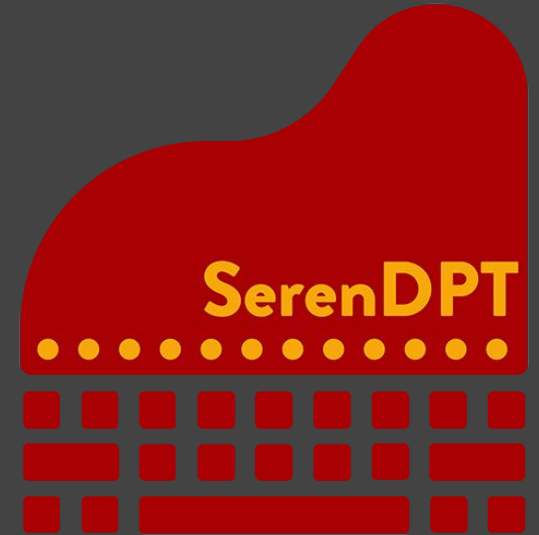
Methodology for Creation of Informational Materials

INTERVIEWS

NICOLA MUSOLINO

The group interviewed Nicola Musolino, full-stack developer for SerenDPT. Nicola started in 2016 developing applications such as the first iteration of daAaB. He currently works as the systems administrator for SerenDPT, managing all of their systems and databases. He is also an equity shareholder of the daAaB startup.

Since the SerenDPT team operates in a startup environment, there can often be tasks and operations that cannot be covered by the smaller sized staff. When asked about these tasks and what he feels SerenDPT would find most helpful, Nicola addressed the need for advertising the startups.

"If you can engage more people, there comes the possibility to raise the platform and monetize more."

With the wealth of intellectual property and associated data within SerenDPT, there is a large growth potential for the advertising and marketing of these ideas. This would allow for business growth and more potential for job creation in the city of Venice and beyond.

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INTERVIEWS

LUCA GIUMAN

The group also had the opportunity to interview and work with Luca Giuman, business partner of SerenDPT. Luca has extensive experience in the tech startup world as he has been on the constituent board of many startups as well as having worked in the management of companies producing products and services.

Luca provides both the team and SerenDPT with a plethora of knowledge and background when it comes to running and growing a startup. Since our team is not an internal member of SerenDPT, but rather an external one, Luca explained that we have great value since we bring an outside perspective to the table.

"You cannot sell something that you would not buy yourself."

Luca's main message is that we should use our outside perspective to identify what it is exactly that stands out to us about these startups and then use those findings to fuel our marketing strategies. If we are not passionate about the ideas of these startups then we will not be able to generate passion in others.

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MATERIALS CREATED FOR EACH STARTUP

After discussing with Nicola, Luca, and the SerenDPT team, we concluded that the most effective way to help develop the SerenDPT startups was to create promotional material in order to increase consumer engagement. With the knowledge from our background research on funding and startups, we decided that roll-up posters and assertion videos would be the best materials to create.

The roll-up posters are a concise informational visual that would allow potential investors or donors to get an idea of the nature of the startup. Each roll-up is different because of each startup functioning differently and having different needs and audiences. However, each roll-up consists of the logo and name at the top followed by a description of the startup. The posters vary after that due to the different audiences of each of the startups.

The assertion videos, like the ones seen on World Economic Forum, are short videos (less than 2 minutes in length) which give a quick but detailed view of the startups and the challenges the startup solves. The assertion videos evoke emotion from the viewer and then display the startup as a solution to the problem followed by a call to action for the view to support the startup.

ROLL-UP POSTER DECONSTRUCTED

Each startup's poster is constructed differently depending on a few factors. One factor is the product that the startup is developing. Whether it be a smart street lamp like Open Street Lamp or a test kitchen like Re-Lab, the poster's central theme should be based around the idea of the startup. Another factor is the target audience of the startup. By gearing the roll-up to the target audience,

it will entice the audience to support the startup. One consistent element between all the roll-ups is that it is meant to be stand alone. The roll-up is meant to give the ideas of the startup without any other support or a person there to explain it. Because of this, the roll-up must have a thorough description of the startup as well as display all the features of the startup. Another consistency is the SerenDPT logo at the bottom along with the QR code to any important documents or the assertion video which we made. With all of these elements, the roll-ups will be able to display the ideas of the startup.

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ROLLUP POSTERS: PRESERVENICE

The PreserVenice poster is unique to the other posters in that it is dedicated to a donation based platform

At the top of the poster we have the logo, name, and description of the startup.

The top of the poster is a photo mosaic, provided by the VE-19 30th team, that displays some of the pieces of art within the database. This aspect was very important to us when making the poster because we wanted it to be both visually appealing but also meaningful.
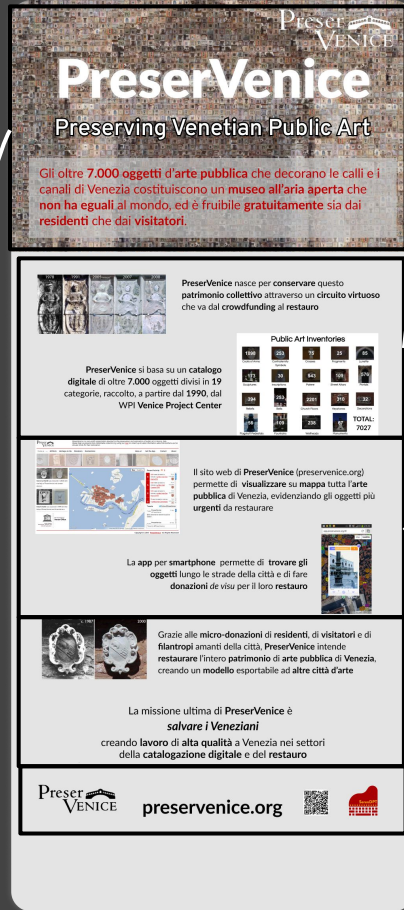
For this poster, we wanted to display the vast amount of data within the PreserVenice database so that was the main piece of information we wanted to carry throughout the poster. We wanted to convey the disarray of the art as well as the vast amounts of art throughout Venice.

In the center of the poster, We also wanted to show the

We also wanted to show the accessibility of PreserVenice so we showed both the website as well as the smartphone application. We want the view to see the different methods of donation.

Figure 11: PreserVenice Poster

ROLLUP POSTERS: PRESERVENICE

At the bottom, we wanted to show the the difference between the artifacts that are being destroyed by either weather or other forces and artifacts that had been restored. We also wanted a call to action at the bottom asking the viewer to support PreserVenice.

Finally, there is a QR code that goes to our assertion video for PreserVenice as well as the URL for the PreserVenice website. We wanted to link the website especially so that people could go and donate to PreserVenice and its many artifacts that are in need of restoration. We also put the PreserVenice and SerenDPT logos at the bottom with the links.

Figure 11: PreserVenice Poster

ROLLUP POSTERS: OPEN STREET LAMP

The Open Street Lamp poster is the best example of an emotional appeal poster from our lineup of posters. Because of this, we wanted to have the focus be emotion.

At the beginning of the poster, we have the name of the startup along with a description of the ideas and function of Open Street Lamp.

Figure 12: Open Street Lamp Poster
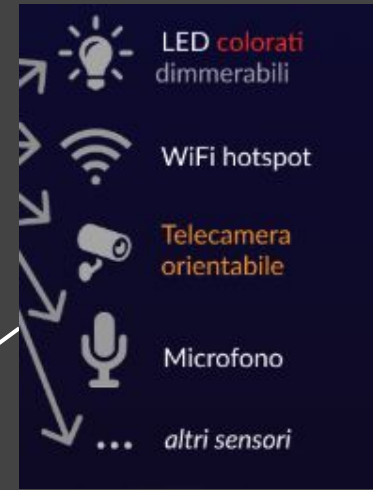
Coming from the street lamp, we wanted to show the specific sensors that would be found within the street lamp. We wanted to use symbols as well as words to visually show the sensors. This is due to either language barriers or if someone is looking over it very quickly.

ROLLUP POSTERS: OPEN STREET LAMP

We then show a person under a Venetian street lamp. We wanted to have someone standing in the light of the street lamp with a dark background showing that they were safe and secure under the lamp. We chose a Venetian street lamp because it is the lamp being used for the prototype of the Open Street Lamp
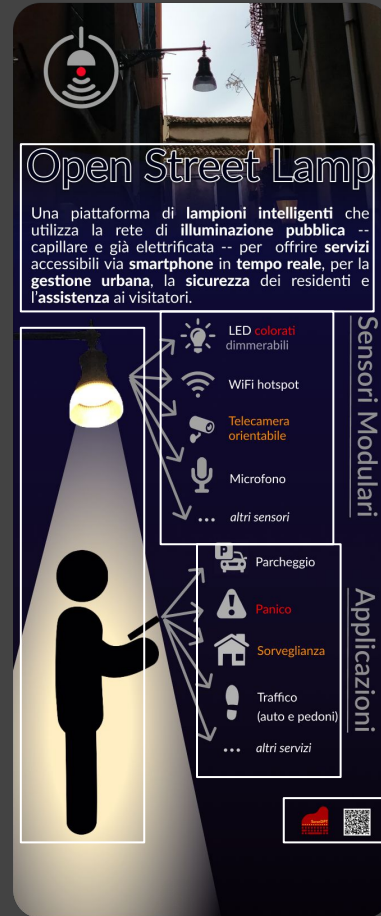
Along with the sensors, we wanted to show the application features in a similar way. We color coded the corresponding sensor and application so that viewers could quickly see the results of the sensors at a quick glance. We again used symbols for the same reason as the sensors.

At the bottom of the poster, we have a QR code going to our assertion video for Open Street Lamp and the SerenDPT logo.

Figure 12: Open Street Lamp Poster

ROLLUP POSTERS: CASA PEOTA

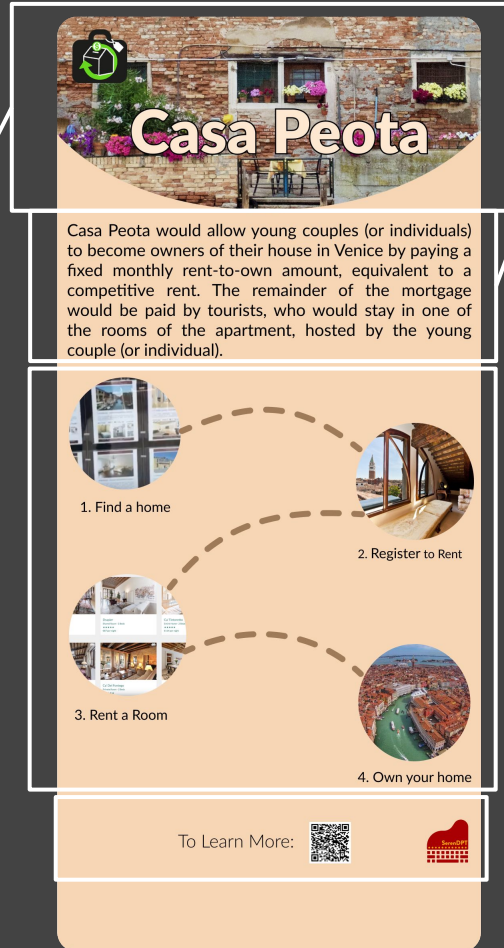We started with the logo and name of the startup at the top of the poster. We also chose a Venetian home with a table and two chairs outside it for the top of the poster to put the idea of home in the viewer before going down the rest of the poster.

Casa Peota would allow young couples (or individuals) to become owners of their house in Venice by paying a fixed monthly rent-to-own amount, equivalent to a competitive rent. The remainder of the mortgage would be paid by tourists, who would stay in one of the rooms of the apartment, hosted by the young couple (or individual).

We then put a description of the startup after the name. This gives the viewer information about the startup's ideas. Casa Peota is dedicated to allowing young couples or individuals to own their own home. We wanted to take this feeling and use it throughout the poster to have a simplistic feel and a feeling of comfort. We used a light, warm tan color to evoke comfort in the viewer, like the viewer was sitting on their own couch at home.

Figure 13: Casa Peota Poster

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ROLLUP POSTERS: CASA PEOTA

We wanted to highlight the ease of use for Casa Peota. We highlighted this by showing the 4 step process with beautiful pictures to evoke passion about the startup. By having a simple dotted line between the steps it shows the simplicity of owning a home through Casa Peota.

Figure 13: Casa Peota Poster

At the end of the poster, we put the QR code to our assertion video on Casa Peota as well as the SerenDPT logo in the corner.

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ROLLUP POSTERS: MARKETZQUARE

For the MarketZquare roll-up, the main focus was the Venetian square.

At the top of the poster, we began with a busy Venetian market with various goods being sold by different shop owners. We also wanted to display this with the tagline "Revitalizing Venetian Squares One Shop At A Time". We then gave a longer description of the startup.

Figure 14: Marketzquare Poster
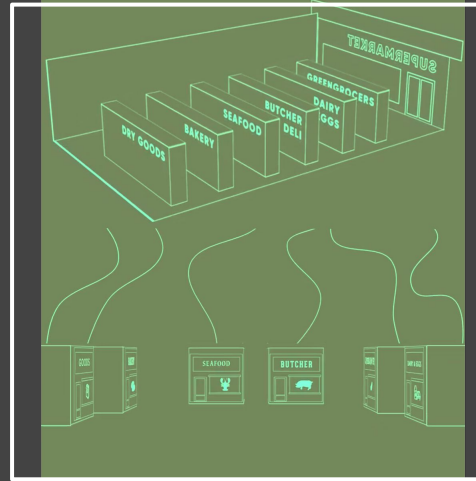
MarketZquare, unlike some of the other startups, has a promotional video made by SerenDPT. We wanted to use the visuals from this video as the centerpiece for this poster as it shows the supermarket connecting to the Venetian square with all the sections of the supermarket becoming individual stores. The stores would cover a wide array of types of stores from a butcher to dry goods.
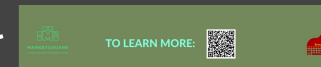
We ended the poster with the logos of SerenDPT and MarketZquare with the QR code to our assertion video.

43

ROLLUP POSTERS: RE-LAB

The Re-Lab poster is unique because it revolves around an idea from a chef turning into a restaurant.

We started the poster with name and description of the startup with the tagline "Dream, Create, Launch".

At the end of the poster, we have the QR code to the Re-Lab documents and the SerenDPT logo.

Figure 15: Re-Lab Poster
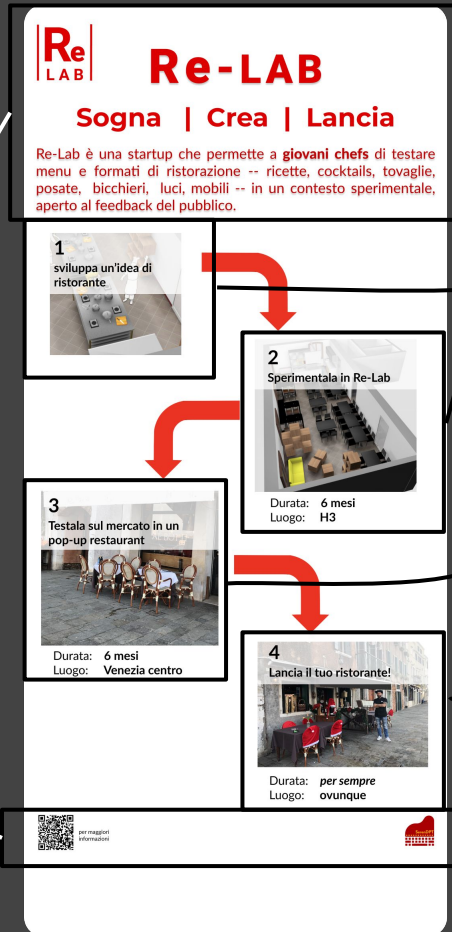
We wanted to show the different stages of the startup so we had pictures reflecting each of the stages. The first is a chef with an idea, taken from Re-Lab documentation. The next stage is the space in H3, the SerenDPT headquarters, for Re-Lab. The third stage shows a restaurant in Venice which is standing as the pop-up restaurant which the chef could test his ideas in before entering the last stage. The last stage shows a proud owner in front of a restaurant. This shows the last step which is opening your very own restaurant. Underneath each of the stages is the time frame for each. Steps two and three each last for six months. The fourth step lasts forever.

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ROLLUP POSTERS: SERENDPT

For the SerenDPT roll-up, we wanted it to be more about the startups within the startup factory.

We wanted to have the logo at the top at the picture with Venice in the background. We also wanted to use the SerenDPT colors as the background so we created a gradient of the three SerenDPT shades of red, orange, and yellow.
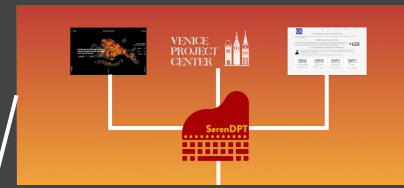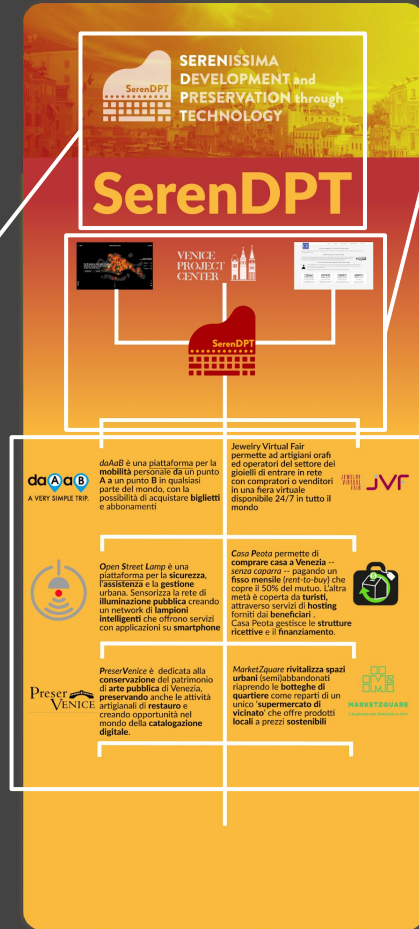
We also wanted to show the data and backings of SerenDPT and how all of those then became startups. Because of this, we made a tree using white lines. We had the lines start at the Venice Project Center (VPC), City Knowledge, and the Venipedia website.
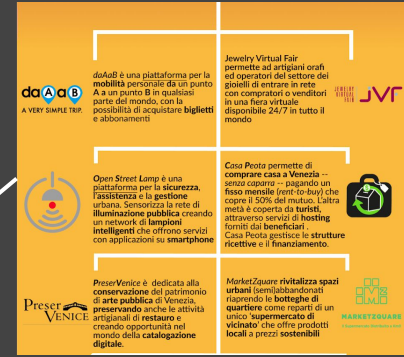
From SerenDPT, we had lines coming from a central line that branch off into the different startups. The two lines at the bottom of the tree are left blank to show that there is more room for startups within SerenDPT.

Figure 16: SerenDPT Poster

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ASSERTION VIDEOS DECONSTRUCTED

Walking **alone** at night can be **intimidating**.

EMOTIONAL APPEAL

Crime rates increase by **134%** when street lamps are out.

source: citylab.com

STATISTICS

Open Street Lamp is a platform based on **existing streetlights** in **Venice, Italy**.

STARTUP DESCRIPTION

Open Street Lamp will help build safer, smarter **communities**.

CALL TO ACTION
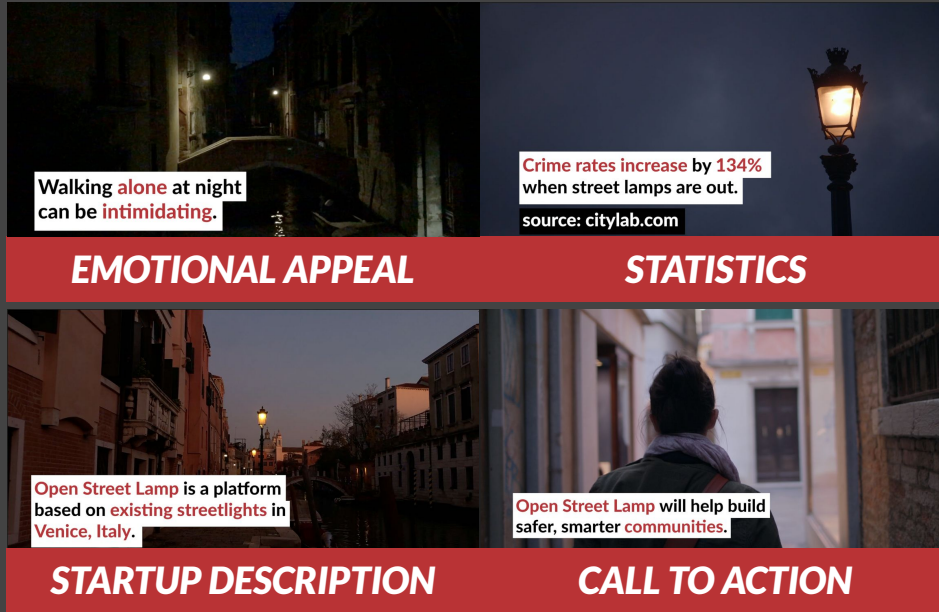
By creating an emotional appeal, the viewer is drawn into the video and feels a connection to the product. We use relatable emotions such as fear, hope, and frustration to engage a large audience.

Next, statistics from reputable sources are used as evidence for the emotion. By including evidence backing up the claims, the audience will understand the magnitude of the issue we are covering.

After the problem is established, we introduce the startup as a solution. This section of the video showcases the capabilities of the startup and how it addresses the greater problem.

With the viewer now aware of the problem and the startup's solution, a call to action is made to find investors and donations.

PRESERVENICE

For this video we wanted to convey pride and nostalgia that Venetians feel towards their city's historic public art. Image 4 of the video quantifies how many public artifacts are documented in Venice. The video progresses to image 7 which reveals the dilapidated state of a majority of the art in Venice. The viewer should feel a passion towards the art and then feel sad when they see the art in disarray.. After conveying this feeling to the viewer, the video proposes PreserVenice
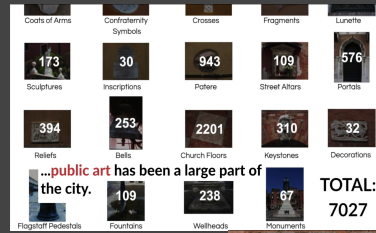
Image 4

Image 7
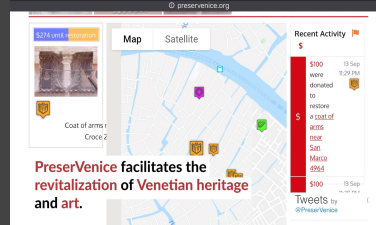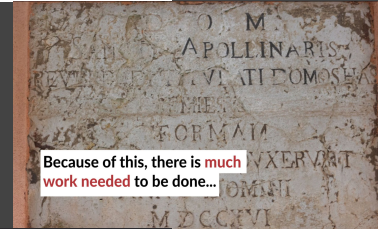
Image 9

Image 12

as a solution for Venetians who are passionate about the art and want to help save the public art of Venice. After showing PreserVenice as a solution to this problem, image 9 of the video demonstrates the mechanics of the PreserVenice website and how to donate. After that, the video calls the audience to action in image 12, asserting that the audience can come together and save the public art through PreserVenice.

Figure 17: PreserVenice Video

OPEN STREET LAMP

For Open Street Lamp, we wanted to use a lot of strong emotions to stress the importance to feel safe in cities. The video begins in image 1 describing the intimidation of walking alone at night and the crime rates with street lights out. The beginning frames use a lot of dark settings to convey the feeling of being alone in venice during the night. These feelings are supported in image 2 with the crime statistic from CityLab.

Image 1

Walking **alone** at night can be **intimidating**.

Image 2

Crime rates increase by **134%** when street lamps are out.

source: citylab.com

Image 9

Open Street Lamp is a platform based on **existing streetlights** in **Venice, Italy**.

Image 15

Open Street Lamp will help build safer, smarter **communities**.

Figure 18: Open Street Lamp Video
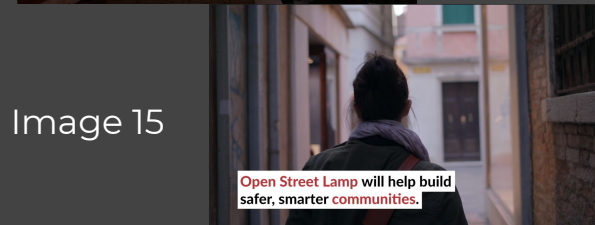
The video then precedes the solution with a description of the technology that is being developed for personal safety and security. Image 9 introduces the concept of Open Street Lamp, using footage of Venice to show the quantity of street lamps the city has to offer. When Open Street Lamp is introduced, the video also goes into the many features of the startup and its application to give the viewer a range of options which they could be interested in. Finally, the video concludes in image 15 with a call to action for the viewer to give their support to Open Street Lamp and "help build safer, smarter communities.".

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CASA PEOTA

For the Casa Peota video, we wanted the main focus to be the struggle to afford a house in the historic city of Venice. With many of the homes becoming tourist accommodations, such as AirBnBs, we wanted to illustrate the population decline in Venice and make people feel the frustration of expensive mortgage payments, overtourism, and the resulting population decline. Images 2 and 4 in this video convey these feelings by showing empty homes and tourists occupying buildings.

Image 2

As more **homes** are turned into tourist accommodations...

Image 4

Venice has lost **66%** of its **population** since 1951

Image 14

12 x 🚶

€
By paying **€1000/month** and hosting **12 tourists/month**...
€1,100 + €1,200
€2,3

Image 16

Casa Peota will help **repopulate Venice.**

Figure 19: Casa Peota Video
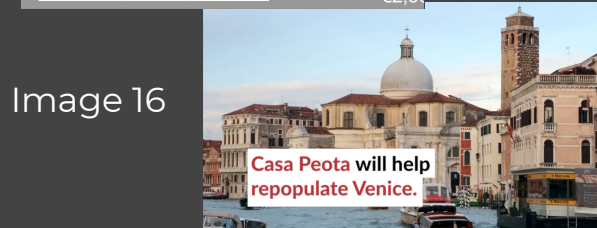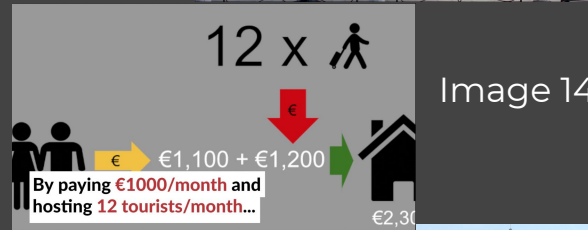
After showing the rising tourist population and the sinking resident population, the video shows Casa Peota as a solution to these frustrations.. Casa Peota gives young couples or individuals a chance to live inside the historic city and help restore the dwindling population. Images 14 and 15 of the video use animations and informational graphics to illustrate the mechanics of Casa Peota's rent-to-own mortgage model. Lastly, image 16 is a call to action which acts as a promise to the audience that with their support, Venice will be repopulated with permanent residents.

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MARKETZQUARE

The MarketZquare video begins with feelings of nostalgia, as the script recalls a time when the streets of Venice were full of small shops. The problem is stated in image 4 by showing examples of the now-empty and unused storefronts that can be found all around the city. To emphasize this point, a statistic from the Chamber of Commerce is utilized to convey the magnitude of these closings; more than 500 shops in Venice have closed since 1996. To show the proposed solution, image 6

Image 2

These 'mom-and-pop' shops used to fill the streets of Venice.

Image 4

Since 1996, Venice has lost more than 500 food shops to closings.
source: Chamber of Commerce

Image 6

MarketZquare aims to revitalize these empty storefronts in Venice.

Image 11

MarketZquare will reopen storefronts and bring life back to the streets.

utilizes animations of storefront distributions and annotated maps to show how the empty storefronts all around venice will be revitalized and reopened. It is also important to note that these storefronts will be backed by "Zero-Kilometer" local supermarkets that are showcased in a graphic list. The call to action in image 11 aims to invoke pride and hope into the audience; with the help of MarketZquare the streets will once again be full of activity.

Figure 20: MarketZquare Video

RE-LAB

For the Re-Lab video, we wanted the central focus to be the test kitchen model and how it will help chefs of all backgrounds and skill levels to push the boundaries and create amazing new dishes. Image 7 of the video evidences the startup's feasibility of test kitchens by giving an example of a successful test kitchen. This test kitchen is called La Cocina, located in San Francisco, California. By showing the eye-popping sales that this test kitchen has assisted in its relatively short life span, we wanted to show

Image 3

Image 7

Image 12

Image 18

Figure 21: Re-Lab Video

the possibility of having a successful test kitchen within Venice, Italy. Re-Lab would allow Venetians to experiment in recipes and restaurant layouts. This is seen in images 12 through 15 by the graphic projections based on the space in SerenDPT's H3 headquarters. The graphics illustrate the process of a chef or restaurant going through the Re-Lab process. The space allows for experimentation in kitchen and dining room layouts, and even the possibility of expanding to a fully operational pop-up restaurant. Lastly, we have a call to action in image 18 for Venetians to help the local cuisine become even better.

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SERENDPT

For the SerenDPT video, we wanted to first address problems with employment and salary within the historical city of Venice. The first images introduce the population decrease as well as the living wage being too low for most Venetians to afford. Images 5 and 6 then showcases startup companies - mainly technology startups - as a solution used around the world. This provides an introduction SerenDPT being a solution for this problem. Image 13 explains SerenDPT's mission of using technology

Image 1

The average Venetian cannot afford to meet the cost of living in Venice.

Image 6

With technology-based jobs earning an average of 50.000€ in Venice...

Image 13

SerenDPT implements technological solutions for the social needs of the city,
footage: Andrea Toffanello

Image 15

"We love Venice - our city - and through technology we are contributing to transform it into a real Smart City."
-Fabio Carrera, CEO of SerenDPT

Figure 22: SerenDPT Video

to create jobs and solve Venice's problems is shown through the data examples of city mapping and population. There are also frames that cite the immense research background provided by the Venice Project Center and students from WPI. This creates validity for the startups as well as showcasing all the work put into the company. There is a balance in footage of Venice as well as footage of technology and startups to show how SerenDPT integrates one with the other. Since SerenDPT is a factory and not a startup, the video does not conclude with a call to action, rather a quote from Fabio Carrera.

ANALYSIS AND NEXT STEPS

RECRUIT ⟶

The next step for these startups are finding the right entrepreneurs to take over the businesses and grow them. Currently housed in SerenDPT, the startups new owners will facilitate the growth and direction of each business. Our promotional materials will be used to attract these individuals from the local area.

FUND ⟶

Acquiring "seed round" funding to build and test prototypes will accurately depict the successes and failures of each business model. Partnerships with MIT & WPI can be explored to host a Venetian Venture Fund for the future. Following the Design Thinking framework, entrepreneurs will have a better chance of sustainability.

HIRE

Once initial funding needs are met, the startups can begin to employ the next generation of tech-employees in Venice. Their combined employment will meet SerenDPT's goal of 10 jobs over 10 years. Future growth in any of the businesses will promise further hires in the surrounding area, making Venice a livable city for the local people again.

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CONCLUSION

From seven weeks of background research and seven weeks of project execution, the team was able to research and analyze effective marketing strategies and then develop their own methodologies to engage the target audiences of five startups. The methodologies created were roll-up posters and assertion videos.

Although this project was conducted in Venice for Venetian startups, there is projectability for these methodologies to be used

For startups around the world with a goal of increasing awareness and consumer engagement.

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