SYMBIO

Connect, Engage and Activate

Pitch Deck Presentation

Problem

1st

Skill and People Shortage

Lack of personnel and skills in the municipality is the #1 reason why innovative public projects fail

Sources: Repubblica, EcoDiBergamo, osservatori.net

10B

Lost Funding

Billions lost by not tapping into available funds due to lack of valuable projects.

Our Solution

Skills utilization
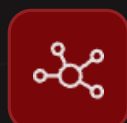
Leverage local competencies for project development

Active participation

Citizens become project protagonists and contributors

Innovation bridge

Connect innovators, community needs and funding

Connect, Engage and Activate

Connect

Linking citizens and municipalities

Engage

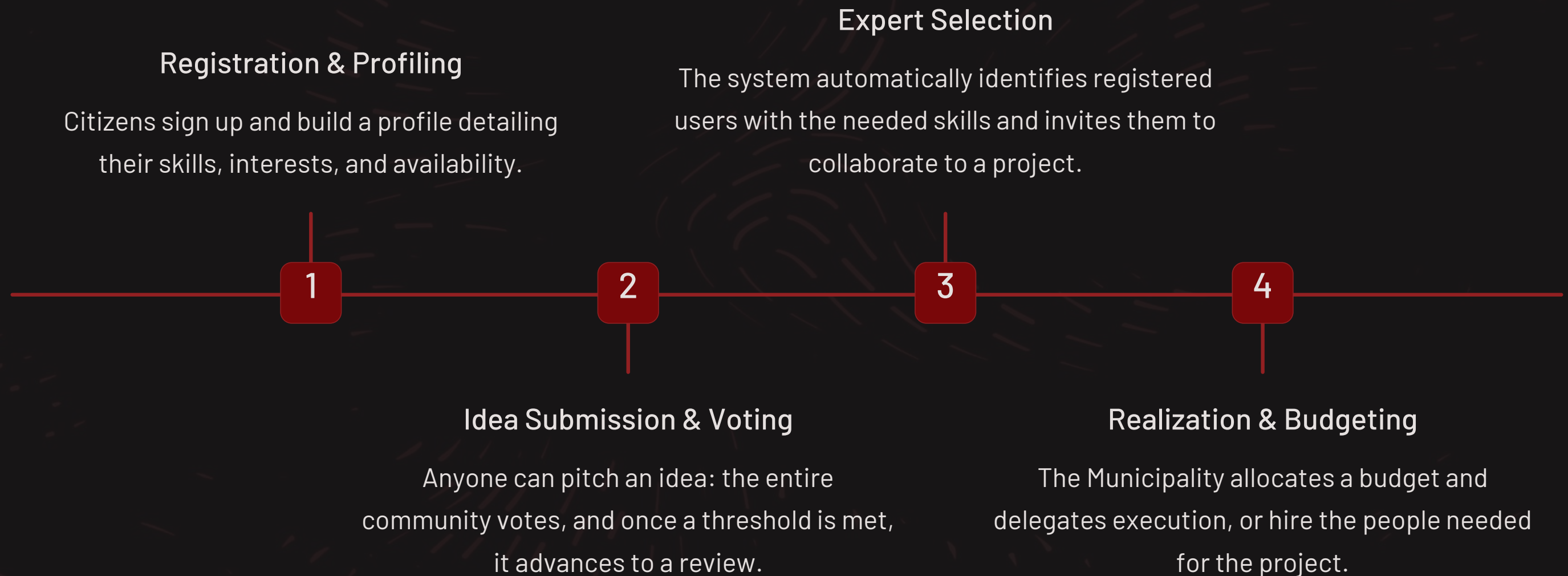Let the citizen be a pivotal part in shaping their city

Activate

Enable a citizen team to start or support municipal projects.

Product

Our product is an app that streamlines the development of local projects by activating community skills and uncovering the real needs of the territory.

Expert Selection

The system automatically identifies registered users with the needed skills and invites them to collaborate to a project.

Registration & Profiling

Citizens sign up and build a profile detailing their skills, interests, and availability.

1 **2** **3** **4**

Idea Submission & Voting

Anyone can pitch an idea: the entire community votes, and once a threshold is met, it advances to a review.

Realization & Budgeting

The Municipality allocates a budget and delegates execution, or hire the people needed for the project.

Market Size

7990

Italian Municipalities

Total number across Italy

2379

Not Small Towns & Villages

Above 5k inhabitants

1200

Target number of clients

€5K

Annual Subscription

Estimated average price per municipality
based on similar services

Business Model

Revenue Stream

- Annual subscription fees scaled by number of users in that town.

Sales Channels

- Direct sales approach targeting the focused client base.
- Target a precise geographical area to download the app

Cost Structure

- Costs cover IT infrastructure, cloud services, ongoing maintenance, and client support.
- Post platform completion, mainly marketing costs to bring users.

Partnerships

- University collaborations to integrate internships via our platform.
- Engagement with consulting agencies and freelancer networks to expand reach.

Competitive Landscape

Competitors	Examples	Common Features	Symbios Advantage
Traditional Citizen Engagement Platforms	Municipium. Milano partecipa	Civic communication; citizen feedback; issue reporting and discussion forums.	Enables end-to-end *co-design* and citizen-led project execution
Freelancer Marketplaces	Freelancer.com	Users post projects and hire skilled contributors.	It provides rapid access to motivated local contributor, integrating them with municipal projects and funding.

Roadmap

1 **2** **3** **4**

Q1: MVP & validation

- 200 citizen interviews
- 15 municipal interviews
- MVP development

Q2: Product Development

- Product development
- Marketing preparation

Q3: Official Launch

- Events & trainings
- Support onboarding
- Acquire first 50 municipalities

Q4-Q5: Growth

- Scale product adoption
- Expand marketing
- Continuous updates