



Stendhapp for Lithuania

Francesca De Finis





“

**Most of us don't
invent ideas. We
take the best ideas
from someone else**

Sam Walton



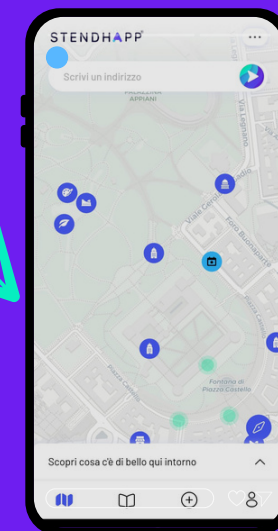
**Re apply
Stendhapp
to Lithuania
(and make it even stronger)**

Meet Stendhapp



Italian **B2B2C** Cultural Tech startup

Female-led
Cultural and Creative Enterprise
leveraging **digital technology**
to **promote** Italy's distributed
lesser-known cultural heritage
empowering **small cultural attractions**
contributing to the fight
against unbalanced tourism



FOUNDER

FRANCESCA DE FINIS
Engineer
Communication
Expert



PARTNER

ROBERTO BARELLI
System
Engineer
IT Consultant



FLORIANA BENIGNO
Visual Designer
UX/UI Expert



FOUNDER

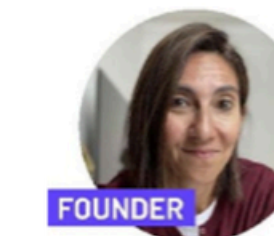
ELENA DICORATO
Architect
Content manager



DAVIDE DI MODICA
Full Stack
Developer



EMANUELE FINARDI
Storyteller
Copywriter

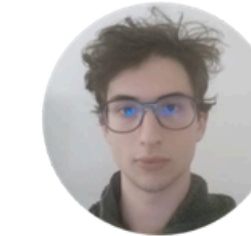


FOUNDER

Global
Brand Director



Data Scientist



Data Manager

Coca-Cola



FERRERO

NOKIA



BROWN-FORMAN



Barilla

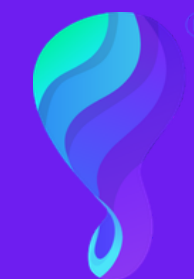
Mars



Sirti



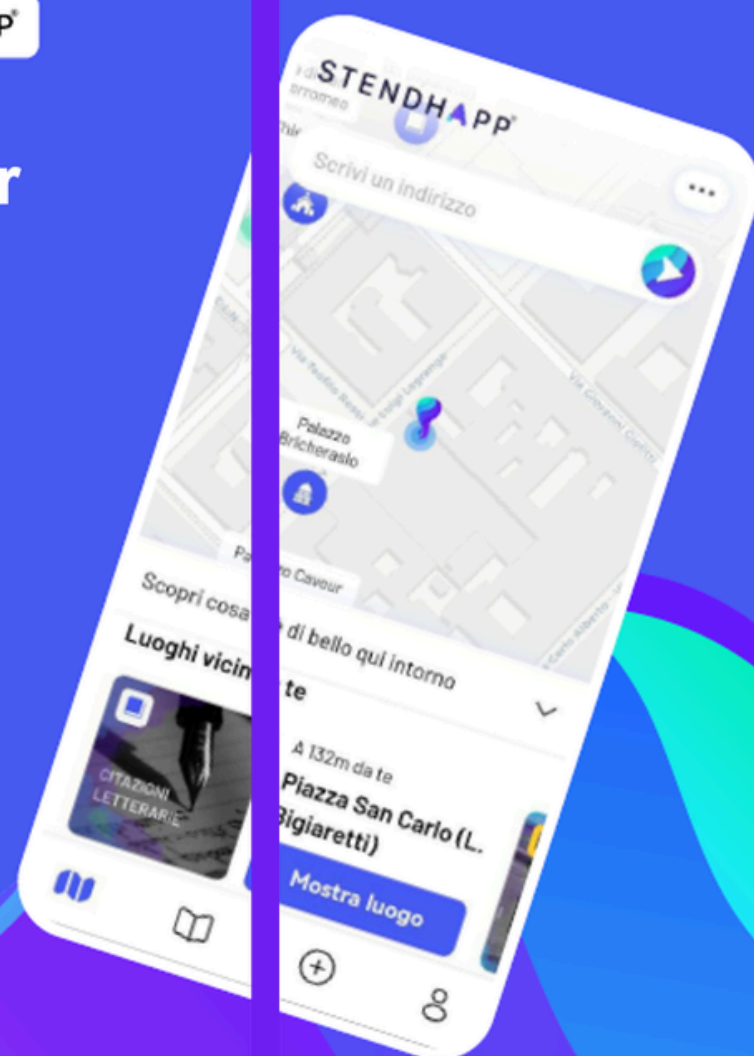
AI generated taylor-made itineraries



NATIVE APP (IOS- ANDROID)

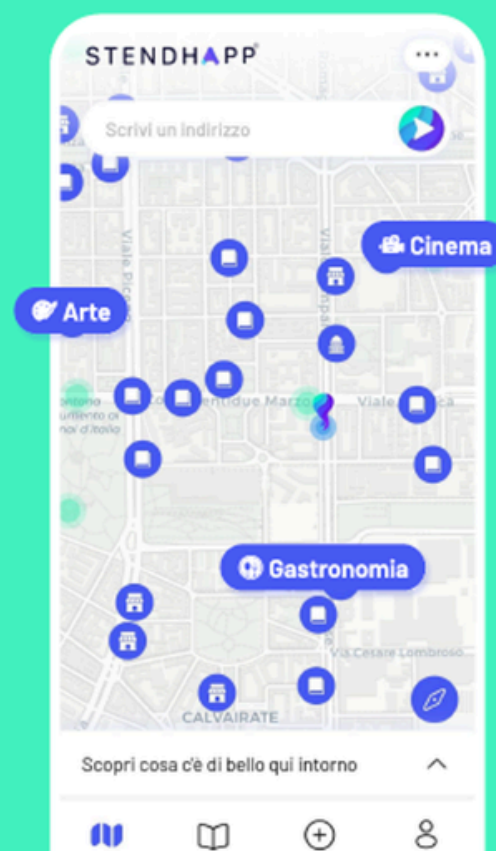
STENDHAPP

Discover
beauty
around
you



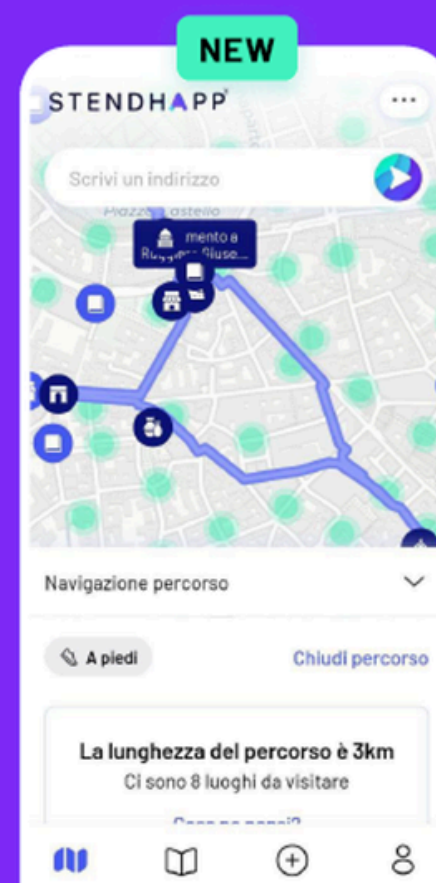
GEOLOCATION

View on the map the
points of interests
close to your position



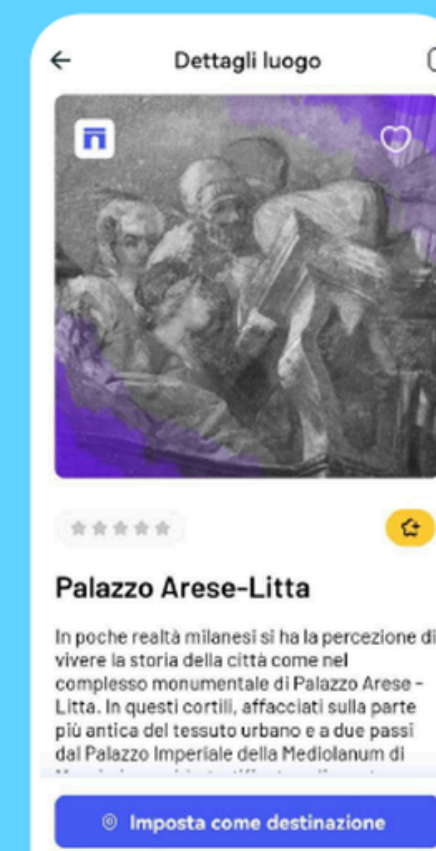
IA

Taylor made cultural
itineraries based
on your profile
(patent pending)



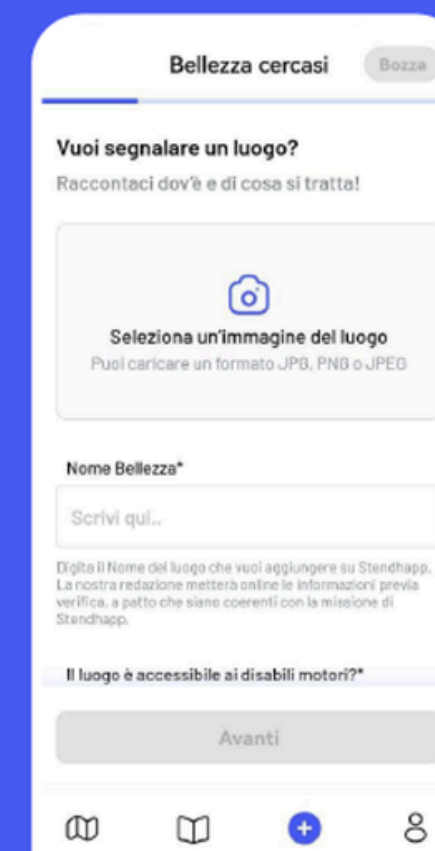
IR - VR/AR - T2S

Info on attractions and
events with exclusive
content

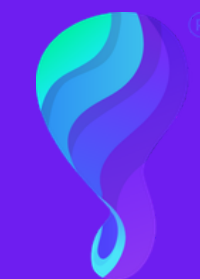


UGC

Share your favourite
attractions with the
community!

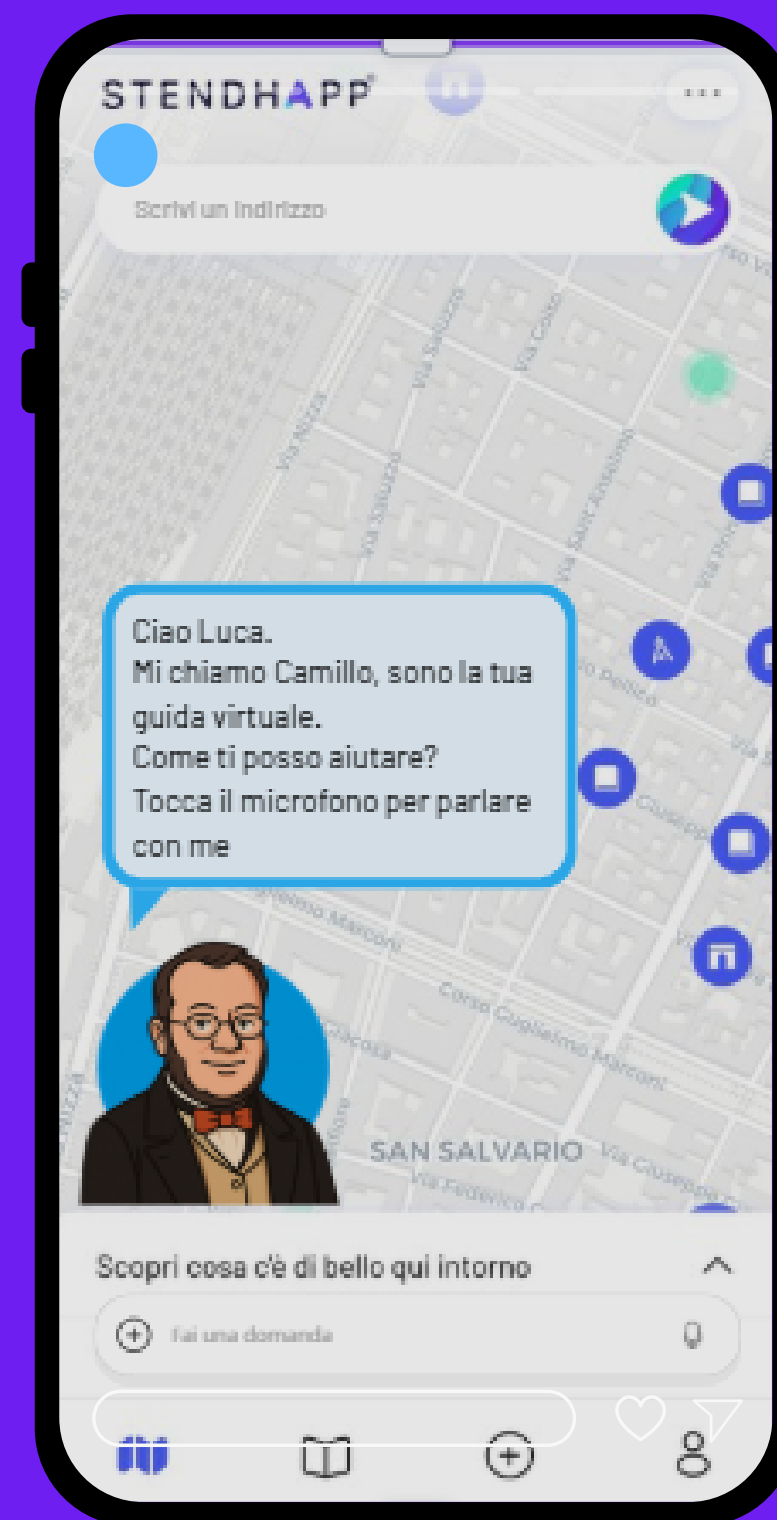


Project Ask Camillo



Multilingual AI Agent
interacts with users
in natural languages
based on **validated**
data

Ask Camillo is ready to be financed



Business model



Premium services for customers

- **Sponsored content**
- **Real time notifications**
- **Content creation AR, VR, video, podcast**



USERS

TOURISTS

Free app

- **Discover destination/events**
- **Custom itineraries**
- **UGC**
- **Bespoke content**



The app for those who don't have an app

- **Visibility**
- **Free upload of Points of Interest**
- **Digital Storytelling**



CUSTOMERS

VENUE AND EVENTS

First results

CLIENTS AND PARTNERS



TRACTION

- **4 PROJECTS B2B**
- **5 PROJECTS B2B2C**
- **2 PROJECTS B2B ON GOING**
- **CPC 0,47€ (APP DOWNLOAD)**
- **BREAKEVEN IN 2024**

CALLS AND AWARDS



Questo progetto è stato avviato con il contributo di: Designscares - Design-Enabled Innovation in Urban Environments e POR FESR 2014-2020 di Regione Lombardia, Azione 3.a.1.1



7k USERS SAY:

90% Stendhapp is UNIQUE

95% Stendhapp is quite easy, easy or very easy to use

95% would recommend Stendhapp to a friend

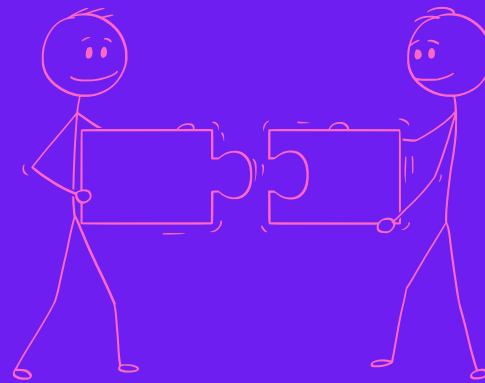
5 steps to Stendhapp Lithuania



1. Identify a **local partner for data** and **stakeholder engagement**
2. Generate API's for **data integration**
3. Add new language **Lithuanian** in back and front end
4. **Test** new release
5. In market **launch**



approx
6 months
70-80k€



We can also:

- create a **self standing app** with a new name and visual identity
- develop a **local AI agent** based on 'Ask Camillo' project



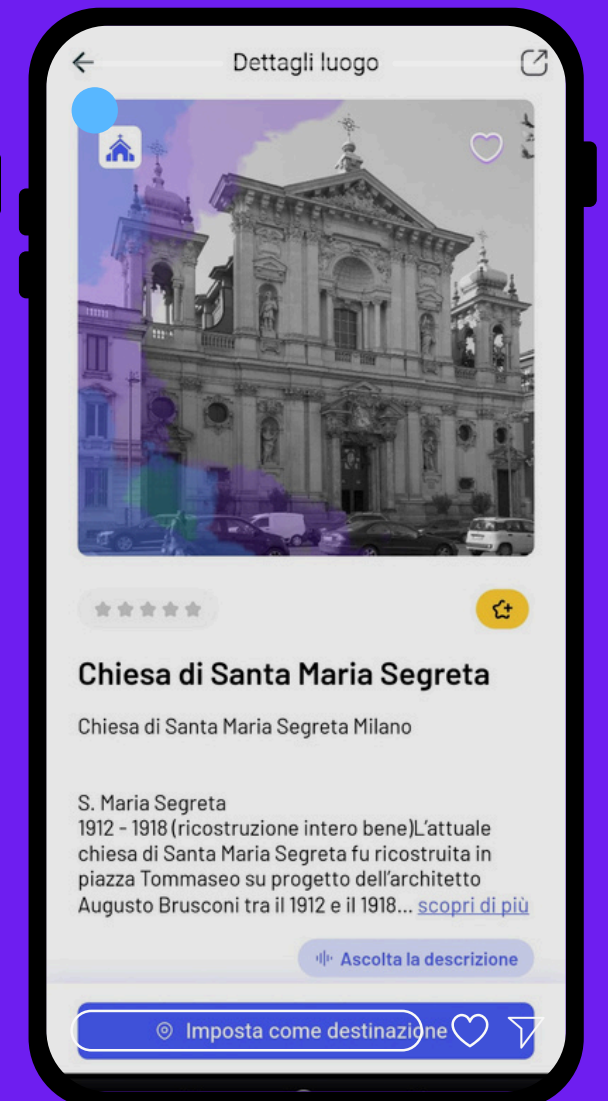
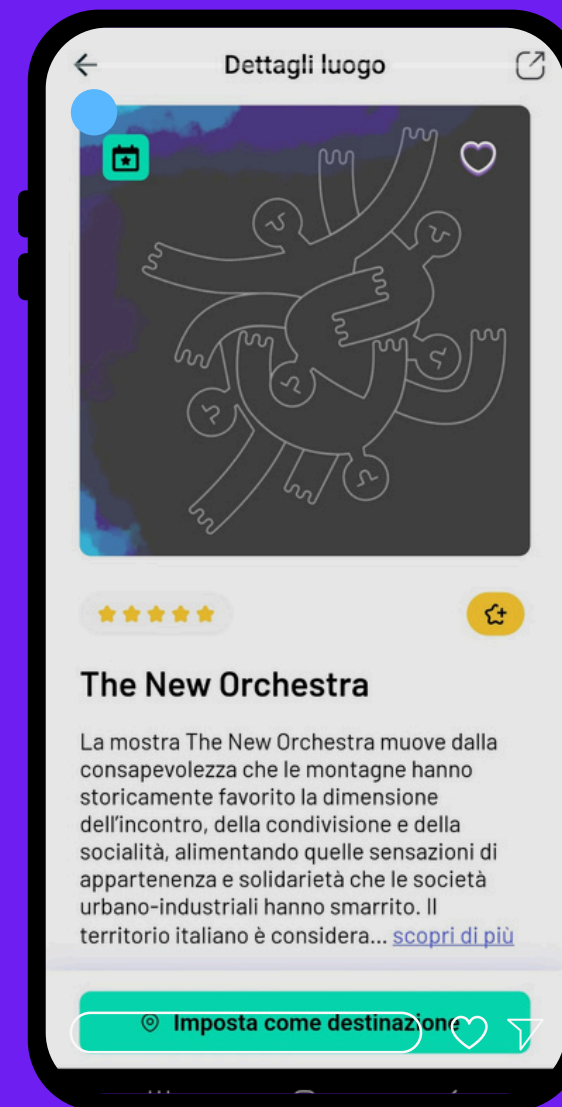
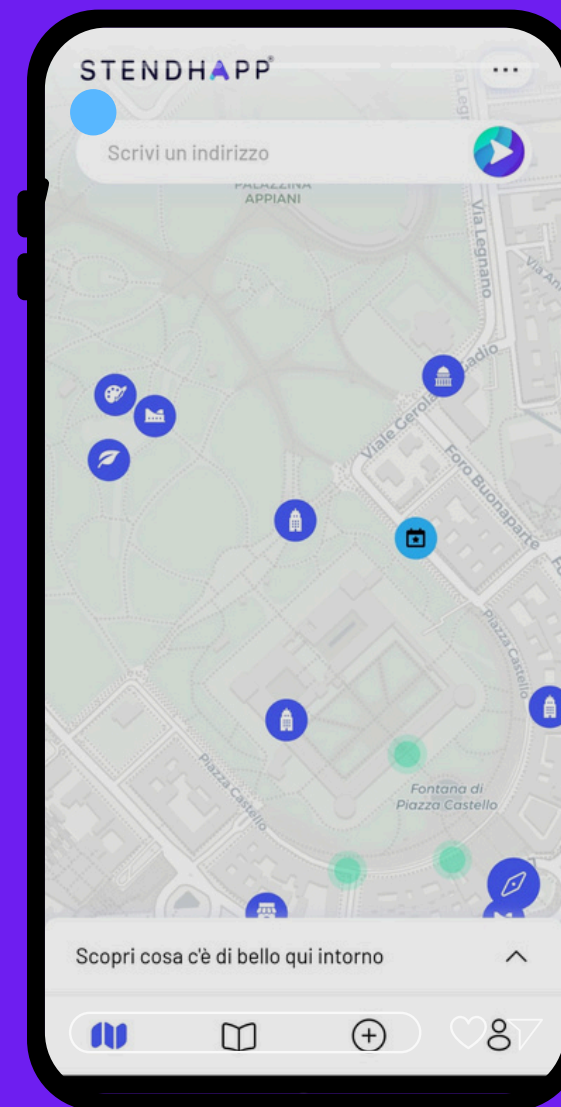
approx
12 months
250-300 k€

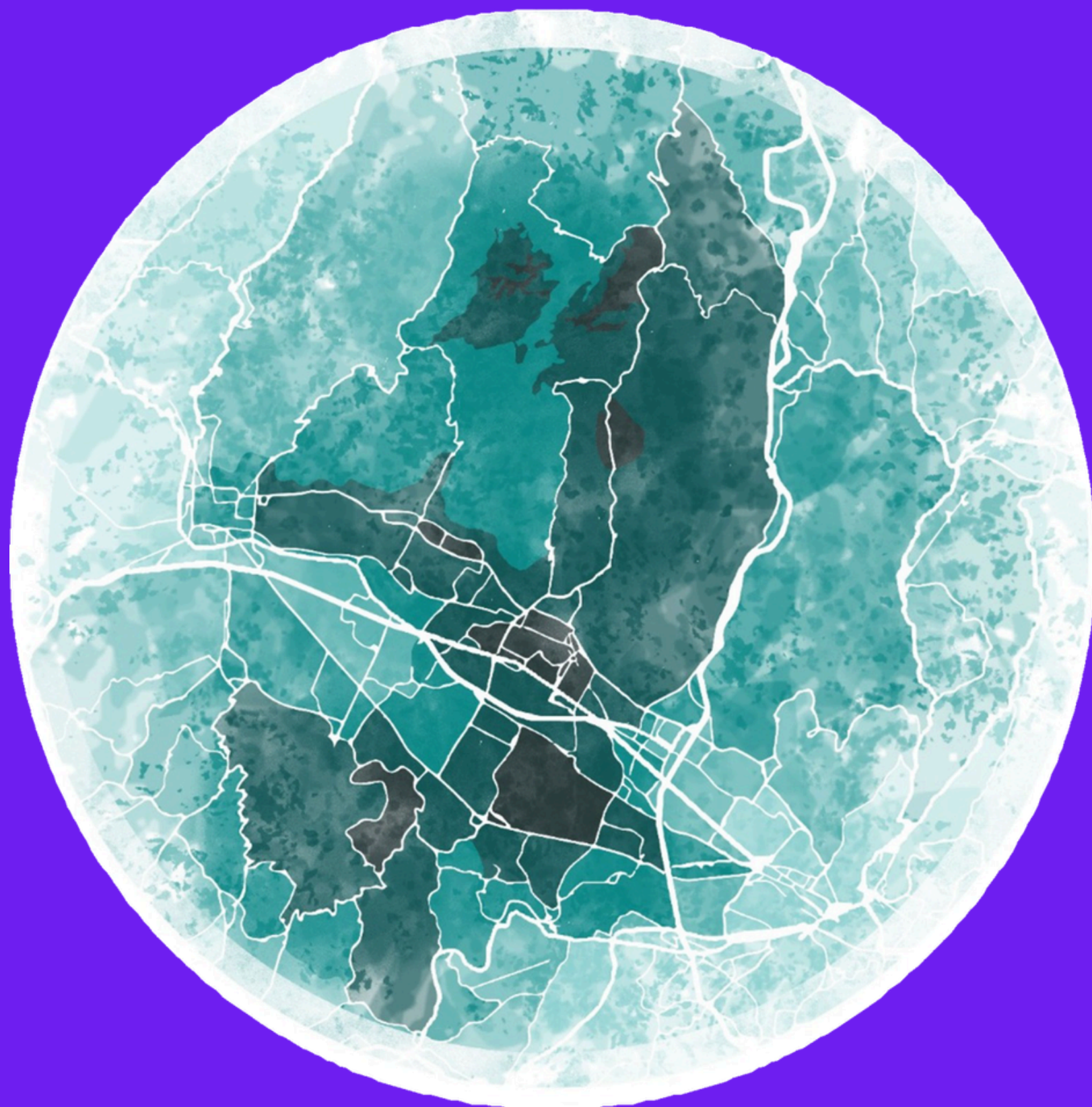
In a nutshell



**Stendhapp is a
proprietary established
platform dedicated to
cultural tourism**

**It's a fully scalable
solution that can be
reapplied as a geographic
extension or tailored
to local needs**





thanks!



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