

Cicerone financial feasibility

An overview of funding, business and challenges

Cicerone as a product is aimed at every public or publicly accessible private space owner or manager that wants to improving the accessibility and navigability of the space. Thanks to our partnership with University of Trento we have the opportunity to finance part of our project and turn our prototype into reality. But we won't stop there, as our PR team is contacting Hospitals, Museums and Airports in the country to show off the possibilities of Cicerone. We don't aim to gather all of our funding from space managers though, as we are also planning on contacting NGOs that might be interested such as [Unione Italiana Ciechi](#), [European Disability Forum](#), [Ente Nazionale Sordi](#), [Federazione Italiana per il Superamento dell'Handicap](#) and [Associazione Italiana Ambiente e Salute](#).

Our business model is to act as an independent entity partnering with institutions or private companies for the installation and maintenance of the project in their venues. This is why we expect to get our funding from multiple sources. However, we intend to rely mainly on support from UniTn in this first phase, in order to prototype, test and install the sensors in a supportive environment that allows for iteration. We are planning on raising funds to cover the whole development of the project, and that amounts to 120k €, according to [our rough estimates](#). We can reduce that sum if strictly necessary, but this would mean most definitely giving up one of the major strengths of the system, the reliance on an AI powered GeoLocation model for accurate positioning inside buildings with weak or no Wi-Fi tracking. Other areas that are prone to being cut if we cannot reach our funding are the personnel and how much time is spent on UI design, as in how visually pleasing the UI will be. Obviously, a cut in personnel would mean a longer turnaround for ROI. Other cuts can come from asking the developing partner, in this case UniTn, to provide for users for the testing phase, potentially sparing all of the budget allocated for the User testing phase.

Other development strategies such as Hackathons or community driven development sprints are a viable option to kickstart the project, spare some budget and cut down the timing, as of now estimated to 9 months.