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ISTITUTO STATALE DI ISTRUZIONE SUPERIORE

*Cultural  
immersive tours  
with visors in  
augmented reality  
of Mirandola*

Classe 5<sup>^</sup>FL



# MIRAVISION

*“Explore Mirandola  
amid history, culture  
and flavours”*



# *Travel hypothesis in augmented reality*



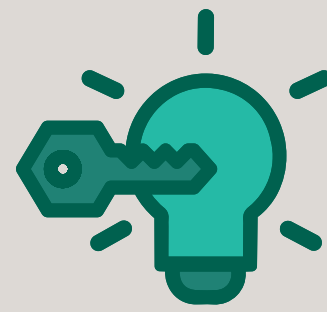
Questo è l'esterno del castello,  
un luogo di storia e cultura

# *Key partners*



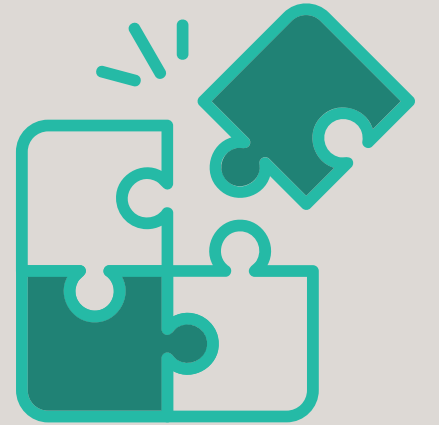
- **Suppliers and assemblers:** Hardware: Microsoft HoloLens, Wistron, Sony.
- **Phone Operators:** 5G Connectivity, GPS.
- **Developers:** Magnetica Development.
- **Other Partners:** municipalities, travel agencies, universities and schools

# *Key Activities*



- Creation of immersive tours through augmented reality, viewable with headsets;  
Marketing and advertising;
- Availability of an App: to allow users to keep memories of the tour by saving the route taken, enabling them to relive the experience and view the places visited at any time;
- Establishing collaborations with local businesses (municipalities, public spaces, small companies, and restaurants);
- Collaborations with universities and schools of all levels for cultural education in the area, aimed at increasing knowledge for exams and theses;

# *Key Resources*



- **Bilingual staff** (English, French, German, and Spanish);
- **Artificial Intelligence:** as support in our research and development;
- **Technology(softwares)** for the functioning of the App;
- **Customer feedback**, which allows for continuous improvement.

# *Value proposition*



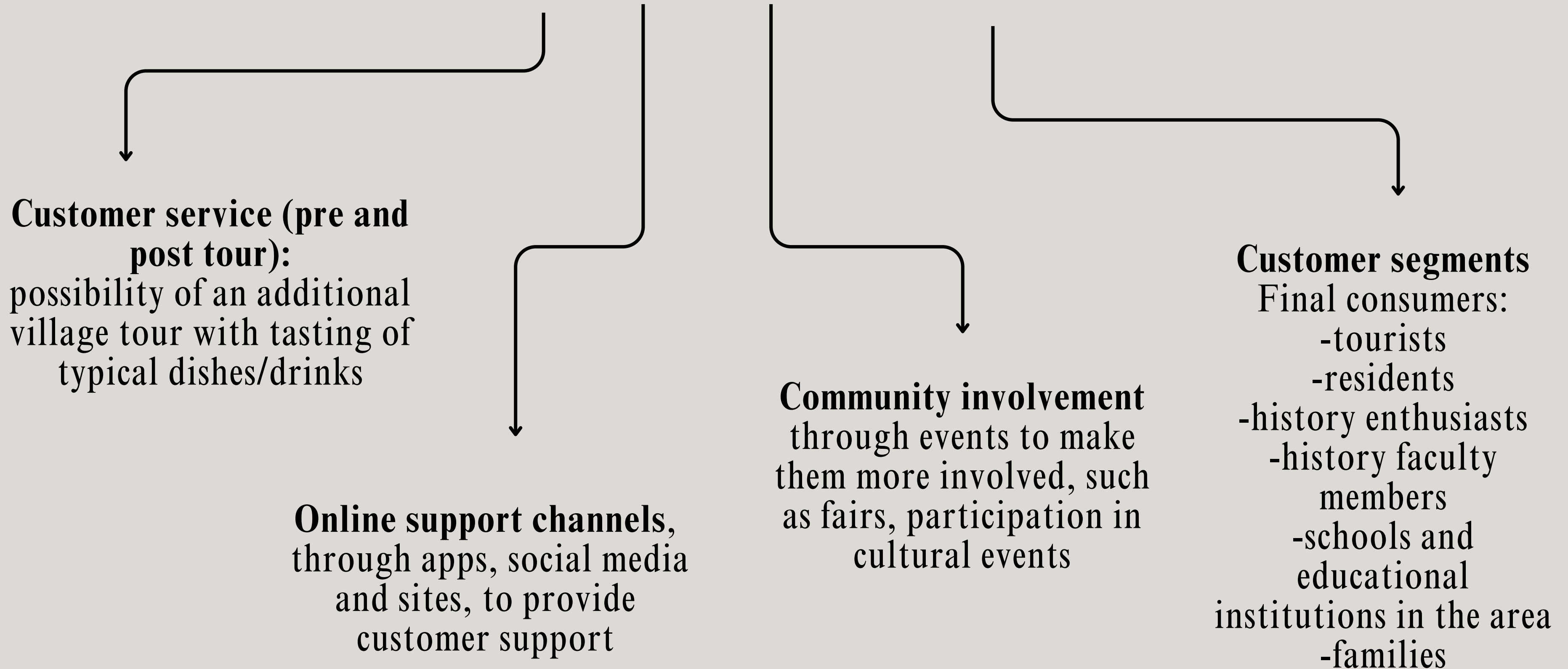
Immersive cultural  
experiences in Mirandola

Use of advanced  
technologies (AR visors, apps)

Personalised services  
and customer support



# *Relations with customers*

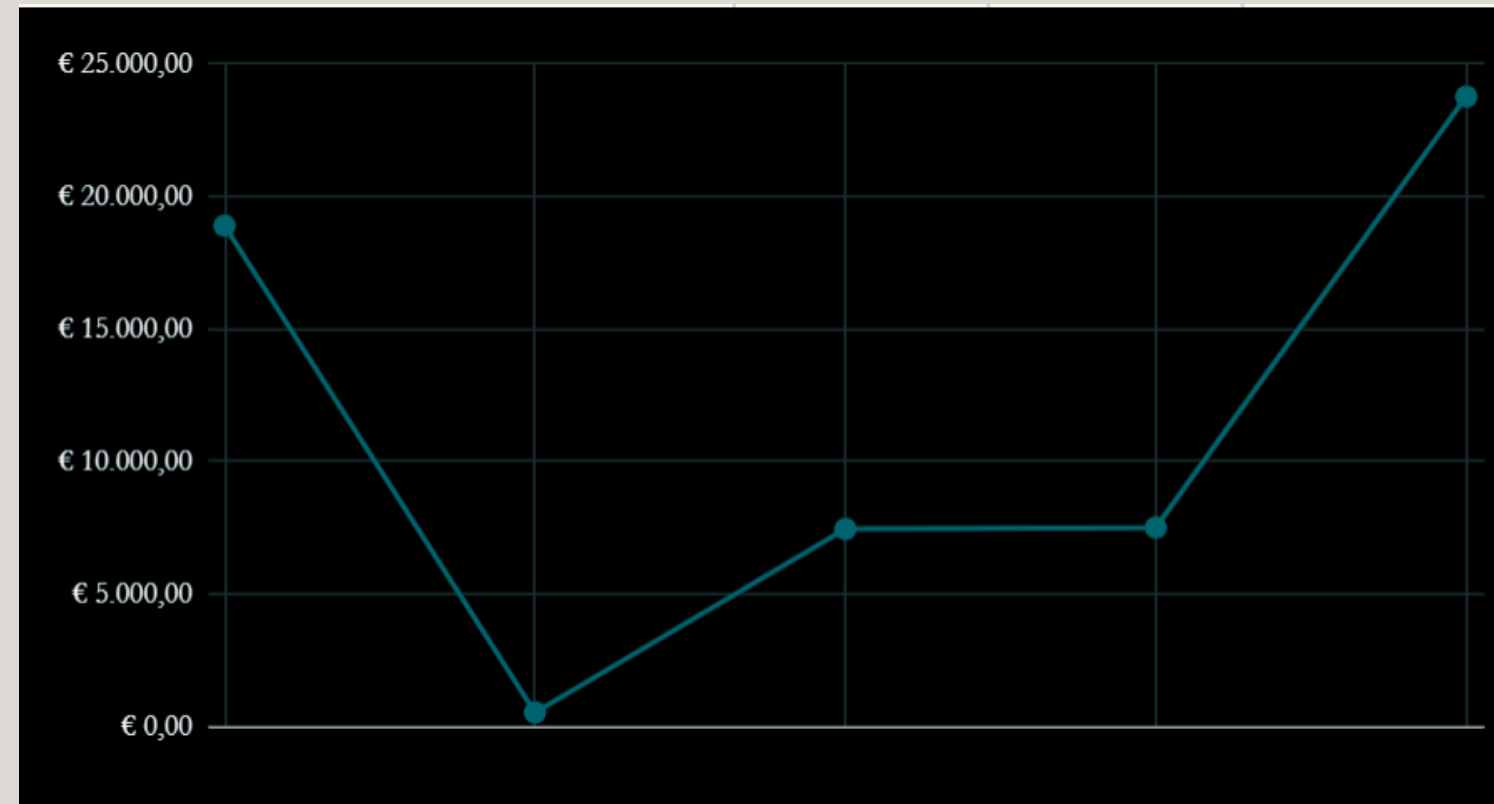




# Business model canvas

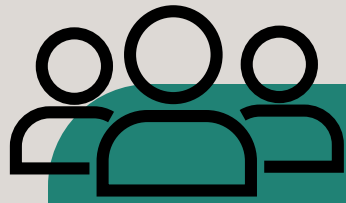
Partner chiave	Attività chiave	Proposta di valore	Relazioni con i clienti	Segmenti di clientela
<ul style="list-style-type: none"><li>● <b>Fornitori e assemblatori:</b> Hardware: Microsoft HoloLens, Wistron, Sony</li><li>● <b>Operatori Telefonia:</b> Connettività 5G, GPS</li><li>● <b>Sviluppatori:</b> Magnetica Development</li><li>● <b>Altri Partner:</b> Comuni, agenzie di viaggio, università e scuole</li></ul>	<ul style="list-style-type: none"><li>● Creazione di tour immersivi con realtà aumentata</li><li>● Pubblicità sui social media</li><li>● Collaborazioni con attività locali e istituzioni</li></ul>	<ul style="list-style-type: none"><li>● Esperienze culturali immersive a Mirandola</li><li>● Utilizzo di tecnologie avanzate (visori AR, app)</li><li>● Servizi personalizzati e assistenza clienti</li></ul>	<ul style="list-style-type: none"><li>● <b>Servizio Clienti:</b> Assistenza pre e post tour</li><li>● <b>Supporto:</b> App, social media, sito web</li><li>● <b>Community:</b> Eventi culturali e fiere</li><li>● <b>Feedback:</b> Raccolta di opinioni per migliorare il servizio offerto</li><li>● Carta fedeltà</li></ul>	<ul style="list-style-type: none"><li>● Turisti</li><li>● Residenti e non</li><li>● Studenti</li><li>● Famiglie</li></ul>
	Risorse chiave		Canali	
	<ul style="list-style-type: none"><li>● Personale bilingue</li><li>● Intelligenza artificiale</li><li>● Feedback dei clienti</li></ul>		<ul style="list-style-type: none"><li>● Sito Web</li><li>● Social Media</li><li>● Riviste e Siti di Turismo</li><li>● Negozi Convenzionati</li><li>● Eventi e Fiere</li></ul>	
Struttura dei costi		Flussi di ricavo		
<ul style="list-style-type: none"><li>● Produzione materiali AR</li><li>● Marketing e promozione</li><li>● Costi di personale e gestione</li><li>● Assicurazioni</li><li>● Visori di ultima generazione</li></ul>		<ul style="list-style-type: none"><li>● Noleggio dei visori</li><li>● Inserzioni pubblicitarie all'interno dei tour virtuali</li><li>● Finanziamenti pubblici</li></ul>		

# Expected cash flows



Expected cash flows					
	2025	2026	2027	2028	2029
Expenses for operating costs of the business which include expenses for maintenance of the headsets, personnel and all other necessary items	€ 35.100,00	€ 47.385,00	€ 63.969,75	€ 86.359,16	€ 116.584,87
Revenue from headset rental	€ 54.000,00	€ 72.900,00	€ 98.415,00	€ 132.860,25	€ 179.361,34
<b>Operational flow</b>	<b>€ 18.900,00</b>	<b>€ 25.515,00</b>	<b>€ 34.445,25</b>	<b>€ 46.501,09</b>	<b>€ 62.776,47</b>
Investment Flow	-€ 80.000,00	-€ 6.000,00	-€ 8.000,00	-€ 20.000,00	-€ 20.000,00
Funding flow	€ 80.000,00	-€ 19.000,00	-€ 19.000,00	-€ 19.000,00	-€ 19.000,00
<b>CASH FLOW</b>	<b>€ 18.900,00</b>	<b>€ 515,00</b>	<b>€ 7.445,25</b>	<b>€ 7.501,09</b>	<b>€ 23.776,47</b>

# COSTS



## STAFF:

Staff costs are another important factor. These include salaries for tour guides, administrative staff, security personnel, and support staff such as cleaning staff or technical resources for audio guides.



## INSURANCE:

Due to the historical and cultural value of the site, it is necessary to have insurance to cover accidental damage, safety risks, and other unexpected events.



## MAINTENANCE:

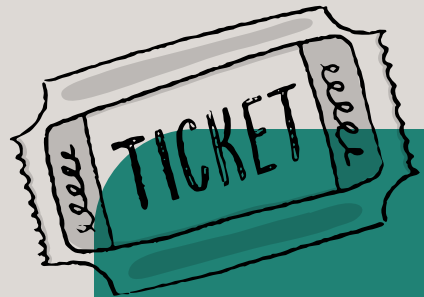
The main cost concerns the care of the monument itself, which includes conservation, restoration and protection of the site from natural damage or wear and tear.



## MARKETING AND PROMOTION:

Every historical monument must invest in marketing activities to attract visitors, such as social media advertising, official website, promotion of special events, etc.

# Revenues



## ADMISSION FEES:

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The main revenue comes from ticket sales. They may be flat or differentiated (for example: reduced for students, seniors, groups, etc.).



## GUIDED TOURS:

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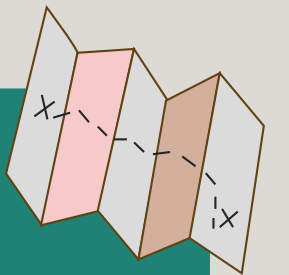
Guided tours may have an additional cost to the entrance ticket if provided by professional guides.



## SPONSORSHIPS:

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In some cases, historic monuments may have sponsorships or collaborations with other companies to generate revenue.



## ADDITIONAL SERVICES:

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Some monuments offer extra services, such as audio guides, private tours, special events, or educational activities that can generate additional revenue.

*"With the right investment, every  
destination is within reach.  
Come today, Mirandola is waiting for  
you!"*