



Penelope

Megatris Comp. LLC

Elevator Pitch

New wave

It is a new way to give “voice” to people. People will love a sentient city with integrated services because they will have the feeling that they count.

Cloud Based

It is a web 3.0 cloud based system where people opinions, needs and moods are integrated using mobiles and social networks in a affective view of a system deputed to manage a city, a grid of services or a large community.

Affective Computing

The Affective Computing is a type of system that has the technical capability of emotional intelligence. It is able to use emotions in a logical and intelligent way. It directs action as a function of emotional state. When we talk about emotions related to a machine mean something very different from human consciousness.

The Problem

Urban Drift

The next decade big problem will be a very strong urban drift that generates hyper cities with more than 10 million of inhabitants. The actual old optimization processes will not be more effective because the complexity and bottom-up citizens request. Our approach is bottom-up and locally built and avoid the complexity of great optimization processes.

Penelope's Solution

People Voice

Our idea is a new way to give “voice” to people. **People will love a city with integrated services because they will have the feeling that they count.**

Every need and mood is shared and analyzed by Penelope in order to help people to find things, solve issues, creates community, sell or buy goods and services.

Takes Care

The innovation is in the behavior of Penelope: **it does not only give information, it takes care of the need and takes actions and suggests directly all the people involved using our algorithm and models.**

Never Alone

The big problem of social networks is that the single is lost in the huge web of connections and data; if a person has a need he has to search and cluster results losing a lot of time to create the appropriate relationships .Penelope does this job and will have the capability to improve and refine during time. Penelope is the middle layer between humans and information.

Business Model

Value Proposition

- City community services
- Communication city services
- Commercial services
- Personal support (capabilities offering and relational services)
- Ads
- City suggestions/claims management and aggregation

Revenue Stream

- Advice services
- Booking services
- Ecommerce services
- Ads
- City Claims (in the future)

Key Activities

- Spiders management
- Automatic client management
- Mood management
- Services management
- Client info/advice communication management
- NoSql db management

Global Competition

Communities Revolution

Competitors are interested to sell hardware for traffic lights and parking. The approach is not people oriented and it is not understood the social community revolution. For example IBM and San Francisco-based firm Streamline partnered up to offer smart parking and traffic solutions that have sensor technology at their core. City's' government decides without a strong involvement of people. For this reason we think that Penelope Initiative could be a great success: it is a people managed revolution.

Project Milestones

Prototype Ready

December 2012

Marketing Campaign StartUp

December 2012

Product Ready

June 2013

Product Strategy

Strategy Focus

Our strategy focus on a step by step extension of services.

We want to start with free and simple services that are easy to understand and to use in order to be viral. So, the first step is to create some important functionalities, spread the word and create a catchment area in mainstream cities like New York, Los Angeles, Amsterdam, Berlin, London, Paris, Dubai, Tokyo and São Paulo.

First step milestones:

- User can create needs, moods and capabilities about something in a specific place (with details)
- User can be suggested by Penelope or find the common needs/moods
- User can offer services
- Penelope creates relationships between people needs and capabilities
- Integration with facebook and twitter
- User can know about services, moods, needs and capabilities in the city and communities where he lives

The second step will be focused more on the single city; we will contact directly city halls, mayors and big services provider to establish partnerships. At the end of the second step Penelope will be integrated with city and private services and will take actions ruled by citizens' moods and needs.



Thanks for the attention
