ITHACA: Information Technology for Humanitarian Assistance, Cooperation and Action
An example of Public-Private Partnership in the field of disaster management

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ITHACA: Information Technology for Humanitarian Assistance, Cooperation and Action

• Non profit association founded in 2006 and located in Torino

• Public-private research institute recognized by MIUR in 2012

• Mission: use of Geomatics techniques in support of emergency management, with a focus on disaster preparedness and response

Founders and donors:  In cooperation with:

Compagnia di San Paolo  POLITECNICO DI TORINO  WFP
ITHACA: Information Technology for Humanitarian Assistance, Cooperation and Action

Main Areas of Expertise

Satellite/Aerial Remote Sensing
Photogrammetry
Cartography
Gis
Hydro/Meteo Data Analysis

Set out as an applied research center technology and knowledge driven, leveraging on:

• Interaction with a public university
• Core funding coming from a private donor
ITHACA: Information Technology for Humanitarian Assistance, Cooperation and Action

ITHACA is now evolving to hit the growing market opportunities in a changing world
ITHACA: Information Technology for Humanitarian Assistance, Cooperation and Action

- Renewed *value proposition*

- *Operative model* more market oriented:
  - On-demand Services 24/7 (including Satellite Imaging & Geoint)
  - On-site training for *capacity building*
  - On-line SAAS & Apps with continuous customer service
  - Support & complaint backup

- *Revenue model* beyond donations

- Enabling support to *new initiatives* (market-failure) by Compagnia di San Paolo and Politecnico di Torino
Strategic Pillars for Evolution

Spinoff of a company with new business strategy
Financial advisory, possible new investors

EO/GI Know-how with international recognition
Service capability, innovation projects, link to customer needs

Strengthen research activities on Earth Observation:
- EU/national research projects
- Supporting Public Administration Institutions

(*) Earth Observation and Geo-Information
Considerations on Ithaca Present Positioning

The today’s ITHACA approach:
• Partial exploitation of market opportunities being mainly in support to system integrators
• Support to customers only from the research side leveraging on geospatial knowledge
• Limited «critical mass»
Spinoff Goals

- Engage the client from the research evolution side using the core geospatial competences within LINKS Foundation (integrating other «digital» competences);
- Engage the client from the market side on the basis of its needs using ITHACA srl.