

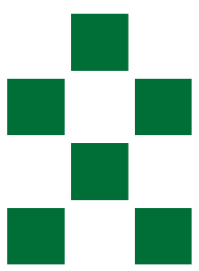
Compagnia
di San Paolo

Building The Future: Human Development, Sustainability And Resilience

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

Francesco Profumo

Rome Investment Forum, 16 Dicembre 2017



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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:



Compagnia
di San Paolo



POLITECNICO
DI TORINO

In cooperation with:



ITHACA: Information Technology for Humanitarian Assistance, Cooperation and Action



Main Areas of Expertise

Satellite/Aerial Remote Sensing

Photogrammetry

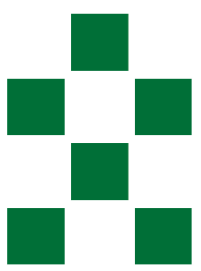
Cartography

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



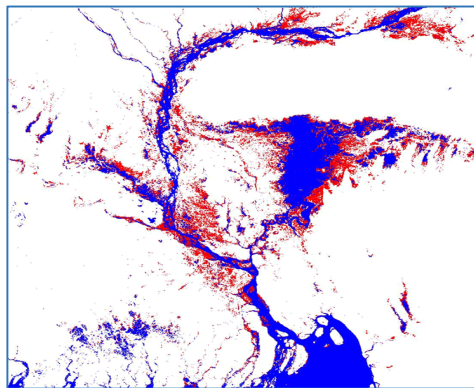
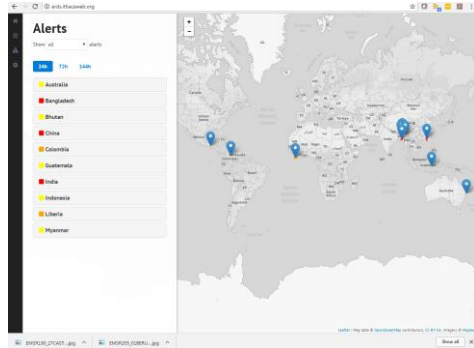
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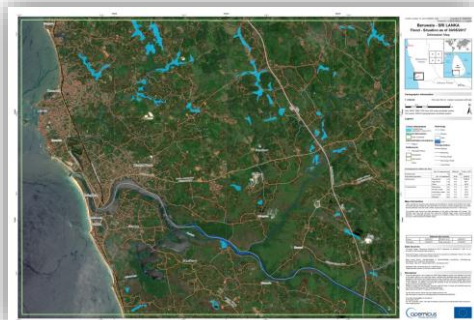
ITHACA is now evolving to hit the growing market opportunities in a changing world



ITHACA: Information Technology for Humanitarian Assistance, Cooperation and Action



Seasonal water
2004 Flooded areas



✓ 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

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Spinoff of a company with new business strategy

Financial advisory, possible new investors



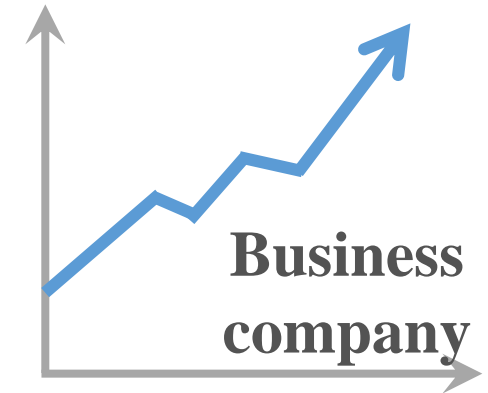
EO/GI Know-how with international recognition

Service capability, innovation projects, link to customer needs



Strengthen research activities on Earth Observation:

- EU/national research projects
- Supporting Public Administration Institutions



Considerations on Ithaca Present Positioning

Consulting & Assistance
Customised R&D



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»

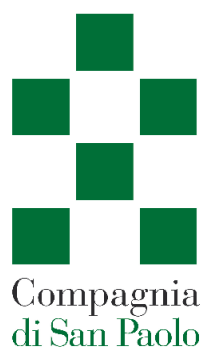


Application solutions
Vertical analytics

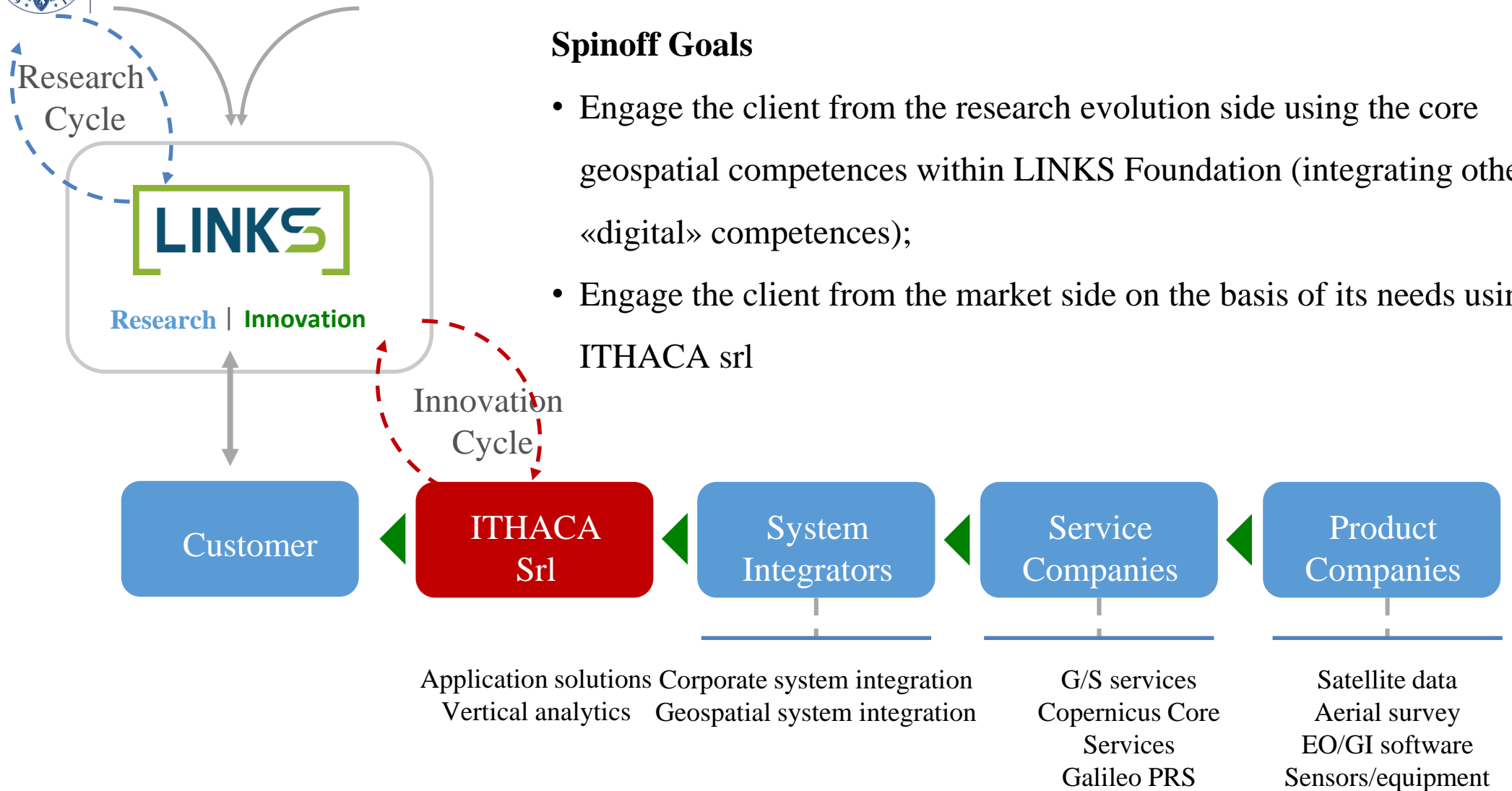
Corporate system integration
Geospatial system integration

G/S services
Copernicus Core Services
Galileo PRS

Satellite data
Aerial survey
EO/GI software
Sensors/equipment



Strategic Evolution: a Way to «Build Impact»



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