

## 10° Congresso delle imprese femminili dell'Adriatico e dello Ionio

Il contributo dell'imprenditoria femminile alla crescita sostenibile nell'era digitale

STUDIOMAPP  
maps and apps for quality of life



[www.studiomapp.com](http://www.studiomapp.com)

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# Angela Corbari

## Geographic Information System & Remote sensing Expert

10+ yrs Freelance consultant

Proud mom of Riccardo (5) e Dalia (2)

**STUDIOMAPP**  
maps and apps for quality of life

**Urban life**  
**Agriculture**  
**Tourism**  
**Health**

**Mobility**  
**Natural resources**  
**Cultural heritage**  
**Societal challenges**

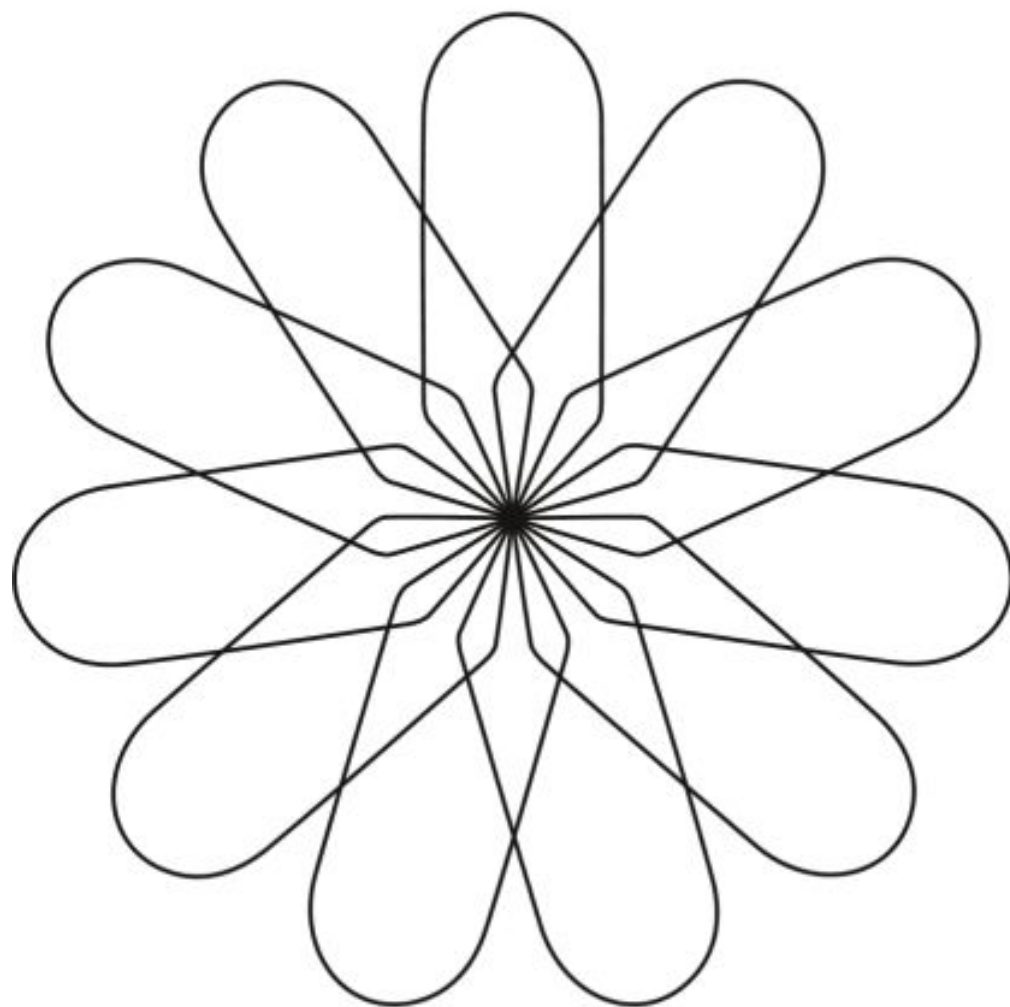


QUALITY

OF LIFE?



# Quality of life dimensions



Urban Context

Economy  
Demography

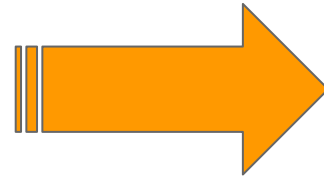
- Income & Jobs
- Housing Conditions
- Health
- Education
- Environmental Quality
- Personal Security
- Civic Engagement
- Work-Life Balance
- Infrastructure & Services
- Mobility
- Culture & Leisure





credits: image taken  
from Airbus website

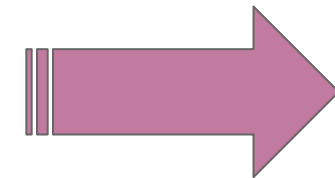
# Location matters in many ways:



Lifestyle &  
Quality of life



Value of  
property/appeal of a  
business facility



Influences decisions on  
travel/business  
accommodation bookings

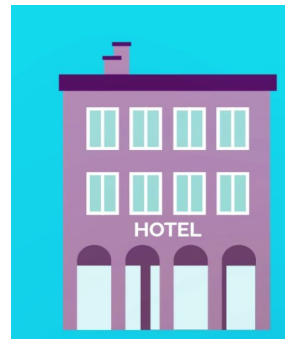


# Search for the perfect Location:

Home buying is considered as the **biggest financial decision in one's life**. It takes: 6-9 months Italy. **Location is the 2nd most important factor.**



Home/Accommodation buyers use **22.5 sites** to research + extra time \*\*



80% travellers want tools/info's for location/position \*\*

## Sources:

Immobiliare.it / Casa.it/

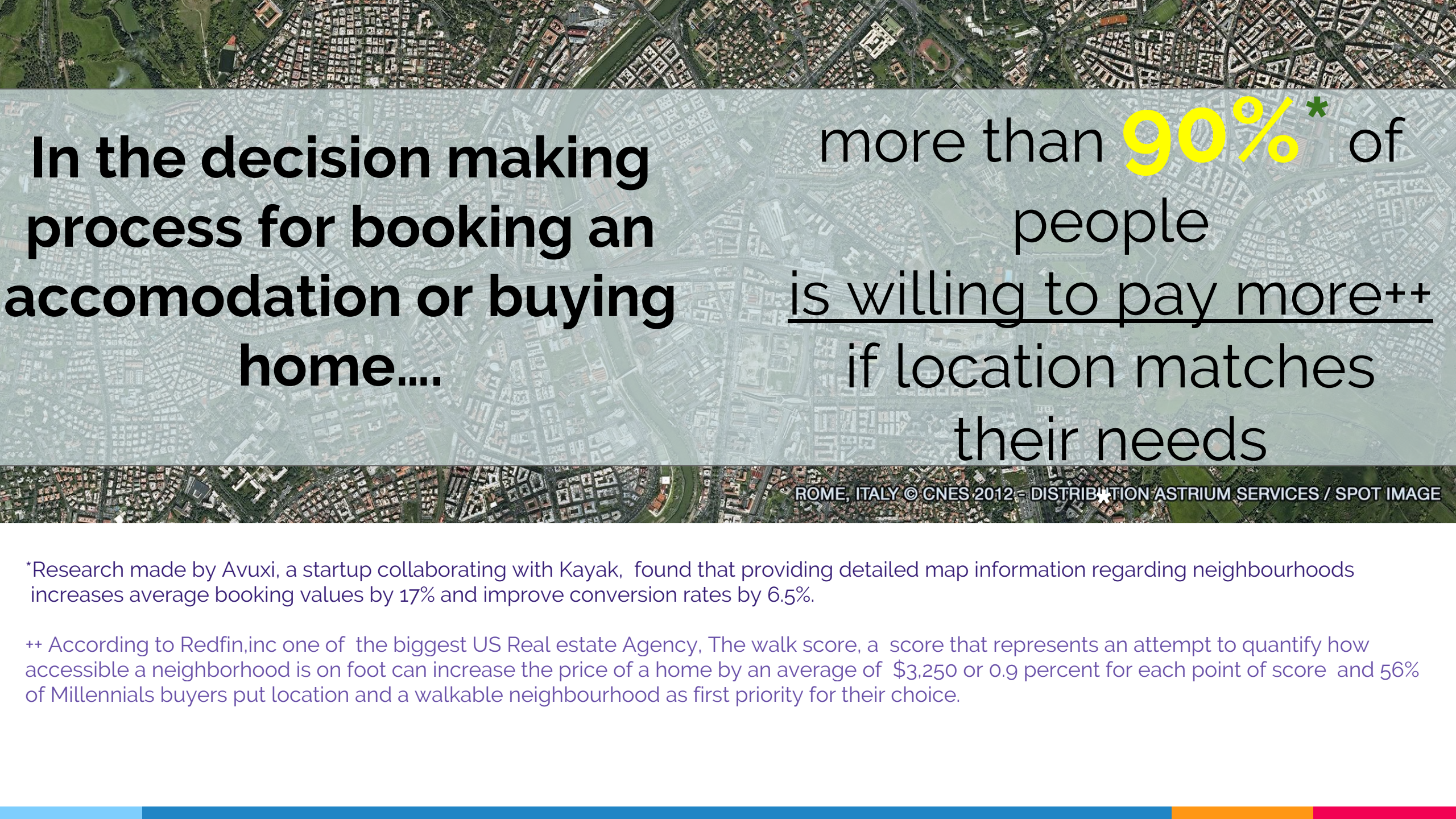
2012 Profile of Home Buyers and Sellers; Google Trends;

National Ass. of Realtors, 2015 Profile of home Buyers and Sellers,

\*\* Google / Expedia/ TUI / Studiomapp SRL market research

credits: image taken  
from Airbus website





**In the decision making  
process for booking an  
accommodation or buying  
home....**


more than **90%\*** of  
people  
is willing to pay more++  
if location matches  
their needs

ROME, ITALY © CNES 2012 - DISTRIBUTION ASTRIUM SERVICES / SPOT IMAGE

\*Research made by Avuxi, a startup collaborating with Kayak, found that providing detailed map information regarding neighbourhoods increases average booking values by 17% and improve conversion rates by 6.5%.

++ According to Redfin, inc one of the biggest US Real estate Agency, The walk score, a score that represents an attempt to quantify how accessible a neighborhood is on foot can increase the price of a home by an average of \$3,250 or 0.9 percent for each point of score and 56% of Millennials buyers put location and a walkable neighbourhood as first priority for their choice.



 **Problem:**  
**Too many scattered/incomplete info's  
of a neighbourhood resulting  
hard to compare locations**







# Qirate

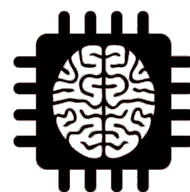
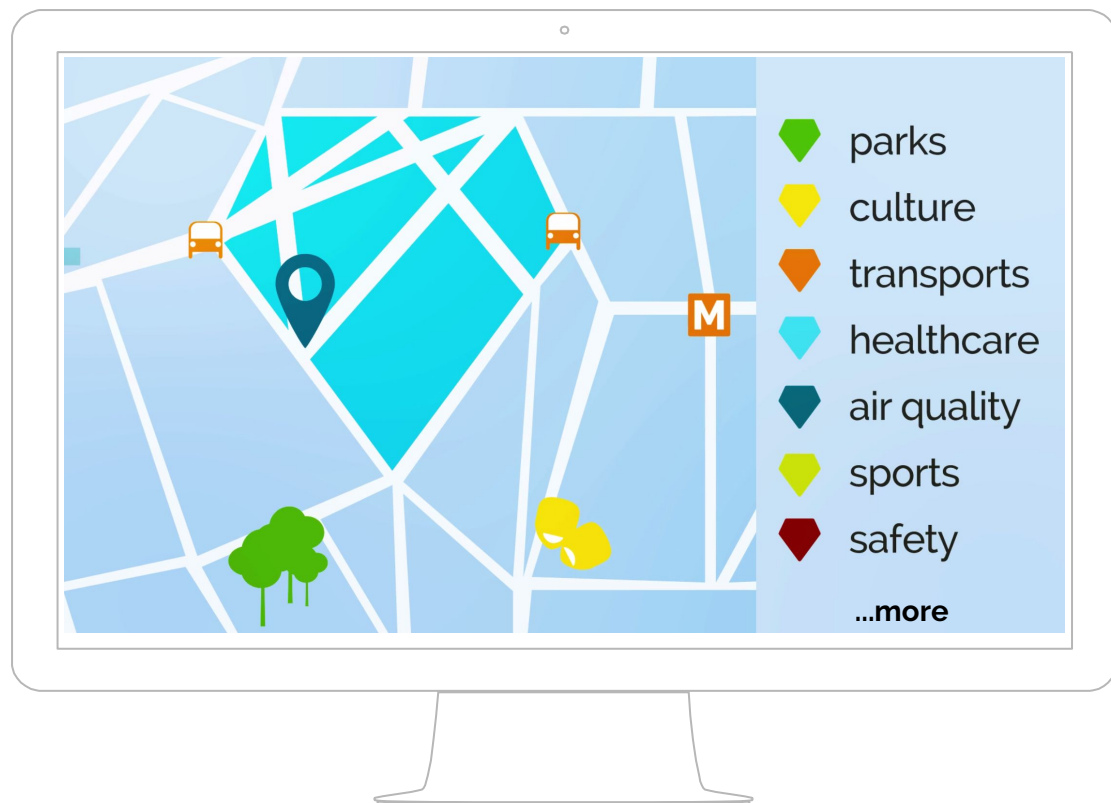
**A location intelligence service that rates  
quality of life at street level**

The name derives from **the arabic name** قيراط, **qirat**, the **carat**, the unit of measure of weight of precious stones and metals. The logo represents a diamond with streets and neighbourhoods.





# Qirate



Algorithm collects data from **different sources** (Commercial and Open Databanks, IoT, Geospatial data, ect.) and uses **AI (machine learning and deep learning)** for Big Data analysis and Classification



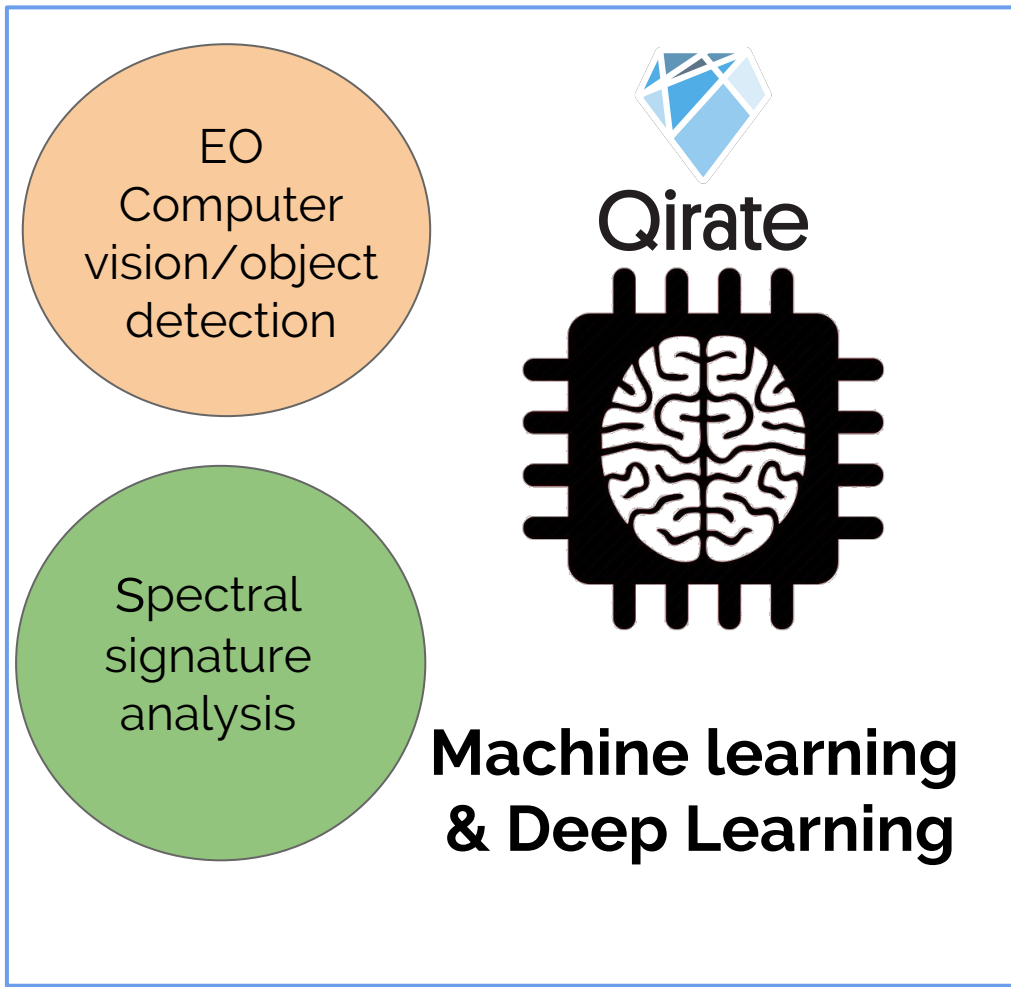
Neighbourhood assessed using **Scientific ratings** used in Ecology



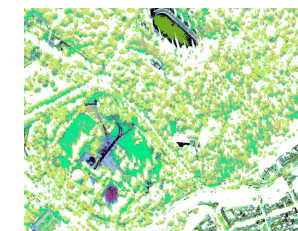
**All info gathered in 10+categories and showed** on map with details (type, distance, walking distance, area, ect.,)



# Qirate: From Space to Quality of life

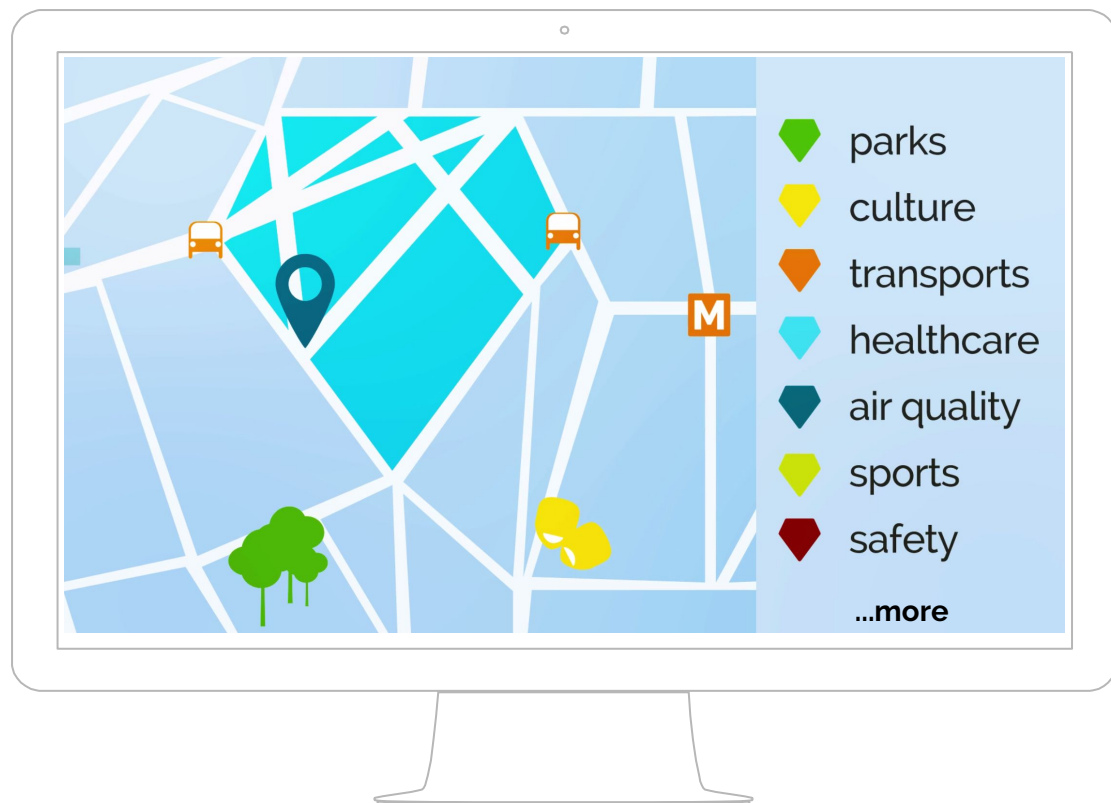


- Vegetation type analysis and mapping, pollen maps**
- Noise Sources detection and noise maps**
- Urban structures (Streets, crossroads, roundabouts, pavements, bike lanes, Parking areas, ect.,)**
- Change detection**
- Buildings features**





# Qirate



**Helps end users** find their ideal place  
(home buying/accommodation)  
and **businesses** selling more and faster =  
**More people happier + More conversions**

**Enhances property/businesses**  
**location appeal= More Revenues**

**Helps Real estate Evaluators**  
**in retrieving local info**  
for loans  
mortgage-transactions-portfolio  
performances= **More**  
**transparency/improved reputation**



**Qirate**

## **Other applications:**

Mobility\*

Urban planning

Geomarketing

Store location  
...more



Routing for Green mobility is now supported by  
Eit Climate KIC Accelerator



# STUDIO MAPP

Is supported by:

maps and apps for quality of life



Università Commerciale  
Luigi Bocconi

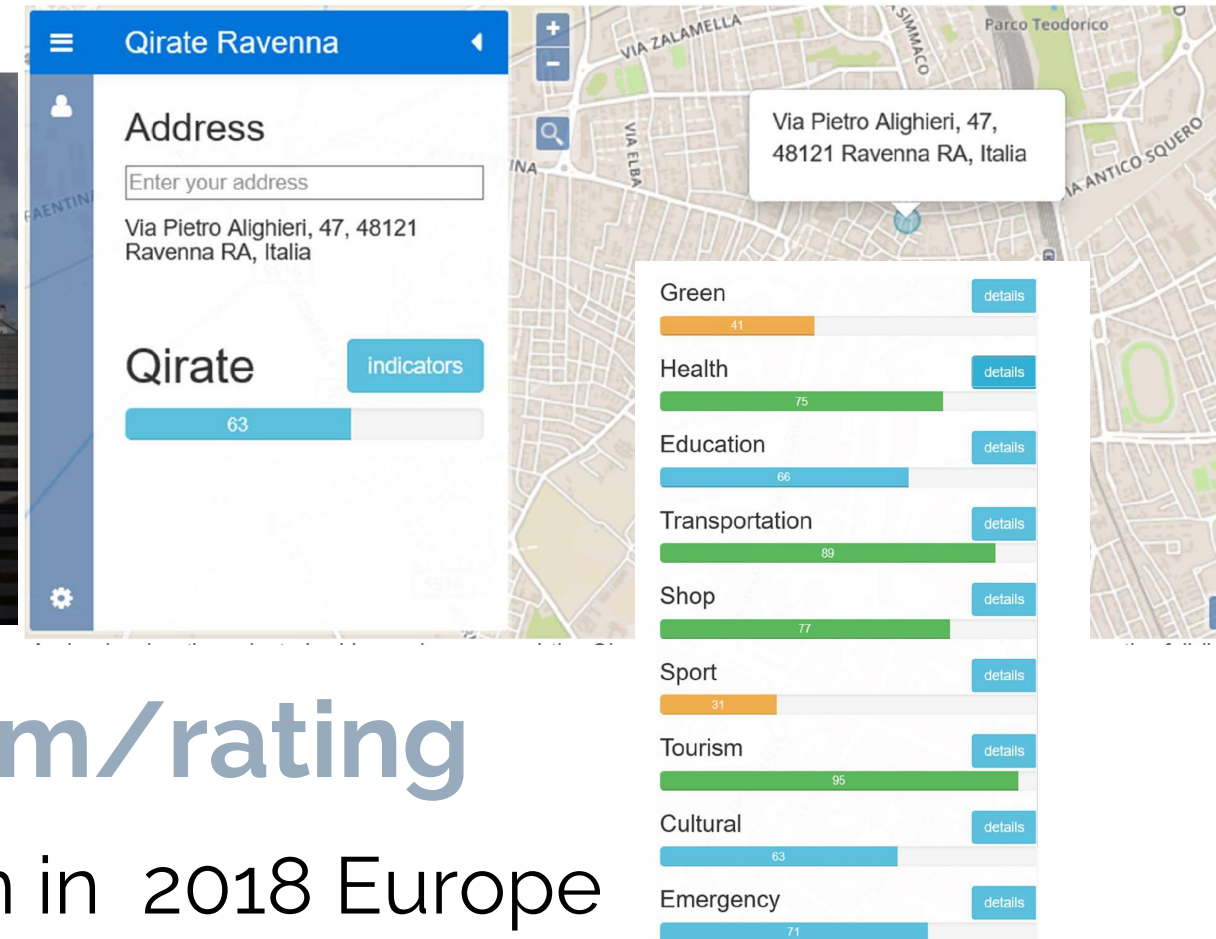
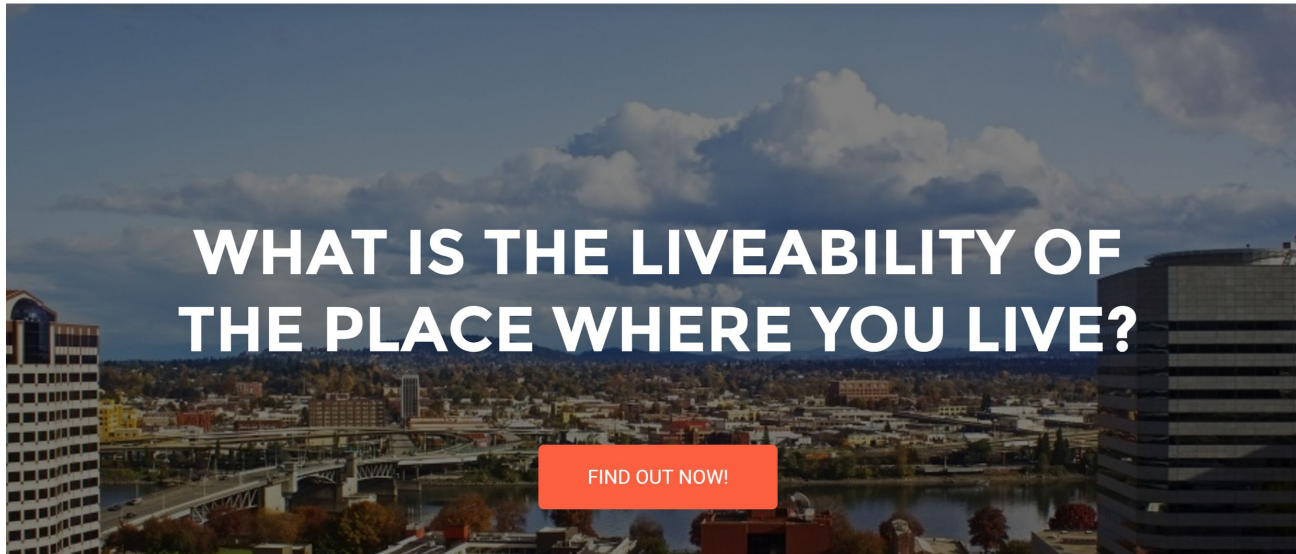


Comune  
di Ravenna





Blog & News About us Select language:

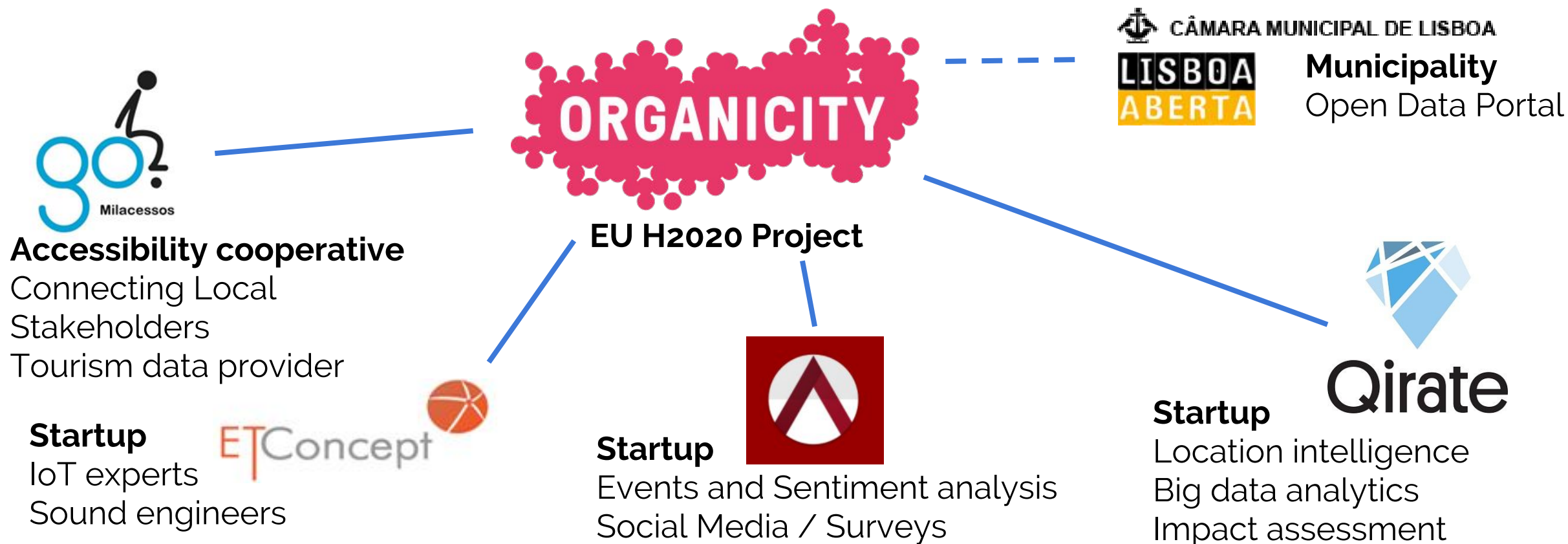


[www.qirate.com/rating](http://www.qirate.com/rating)

**Qirate** available for Italy only- soon in 2018 Europe

# Tourism Tech Experiential Lab in Lisbon

**Scientific granular analysis of the Tourism in Lisbon**  
measuring social, cultural and environmental impact in pilot  
neighbourhoods (Castelo, Alfama, Mouraria and Graça)







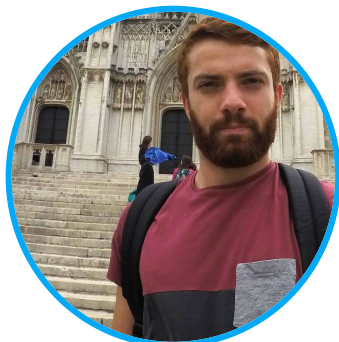
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Remote sensing  
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**Sales**

Supported by:





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- **COLLABORATIONS/PARTNERSHIP FOR RUNNING TESTS WITH LOCAL AUTHORITIES/SME'S/RESEARCH INSTITUTES/UNIVERSITIES**
- **PARTNERS FOR H2020 PROJECT PROPOSALS AND OTHER EU FUNDING SCHEMES**
- **STARTUP WILLING TO SHARE THEIR DATA/TECHNOLOGIES**
- **INVESTORS**