will**EASY**

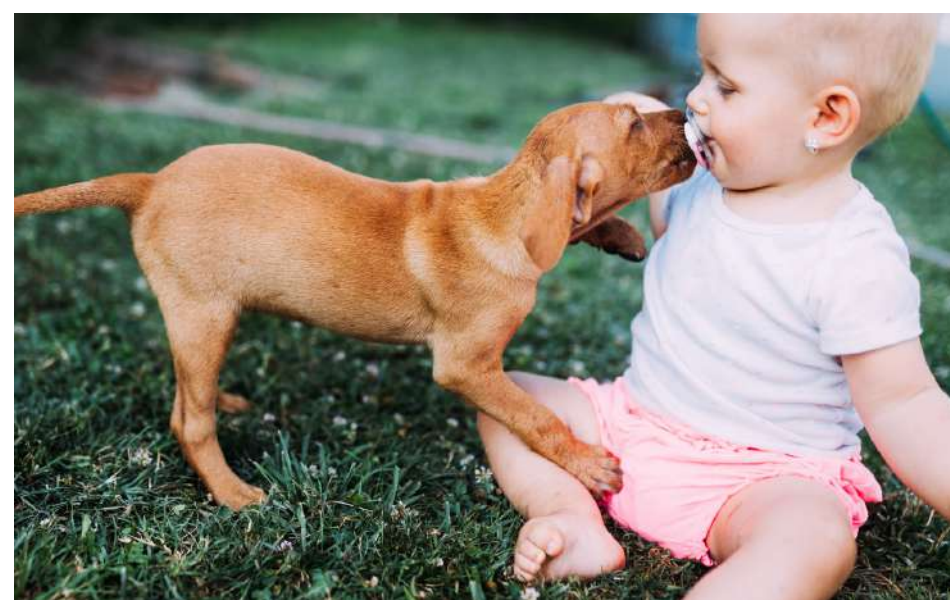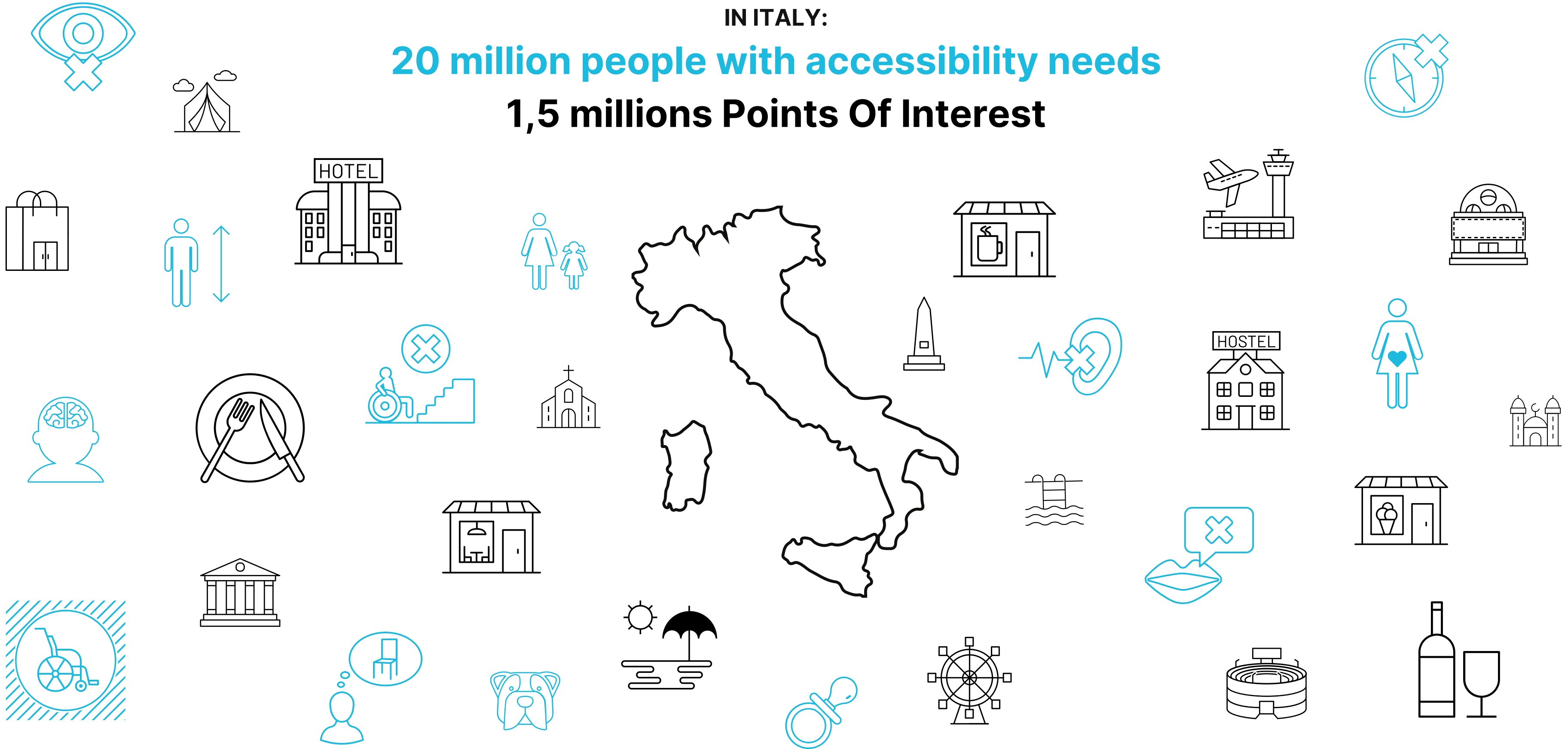### Cerca, Trova, Vai!

Overview

20 million people with accessibility needs

1,5 millions Points Of Interest

The Problem

The lack or inaccuracy of information.

*46% of people with special needs state that there is lack of information about the location of their destination

*37% of people with special needs state that information are not accurate

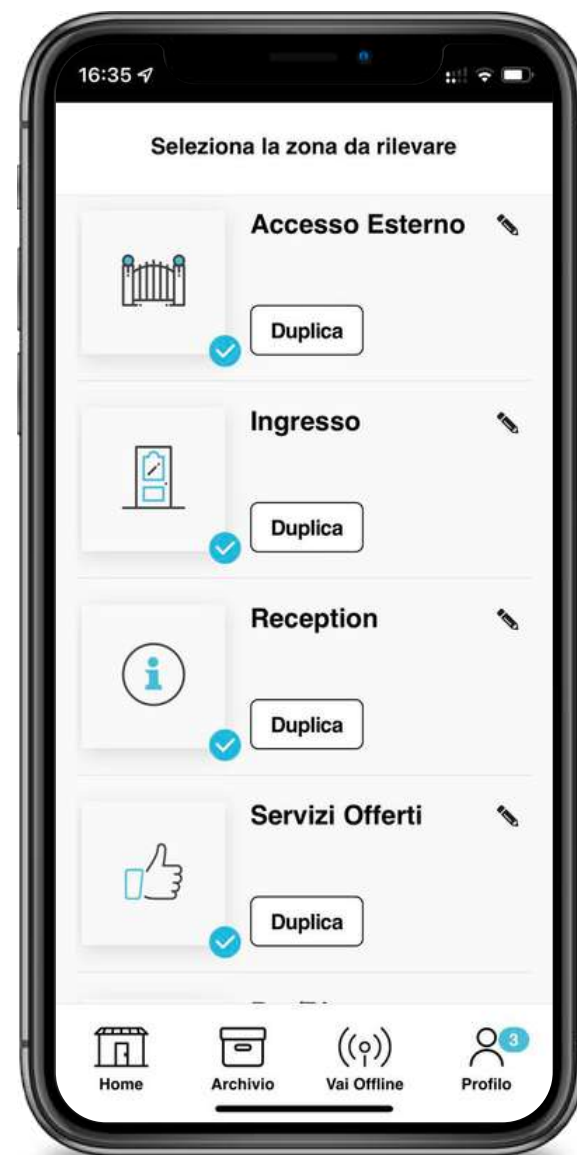*"We don't want anything special, we just want to travel like everyone else."*

FONTE
https://amadeus.com/documents/en/airlines/research-report/voyage-of-discovery.pdf
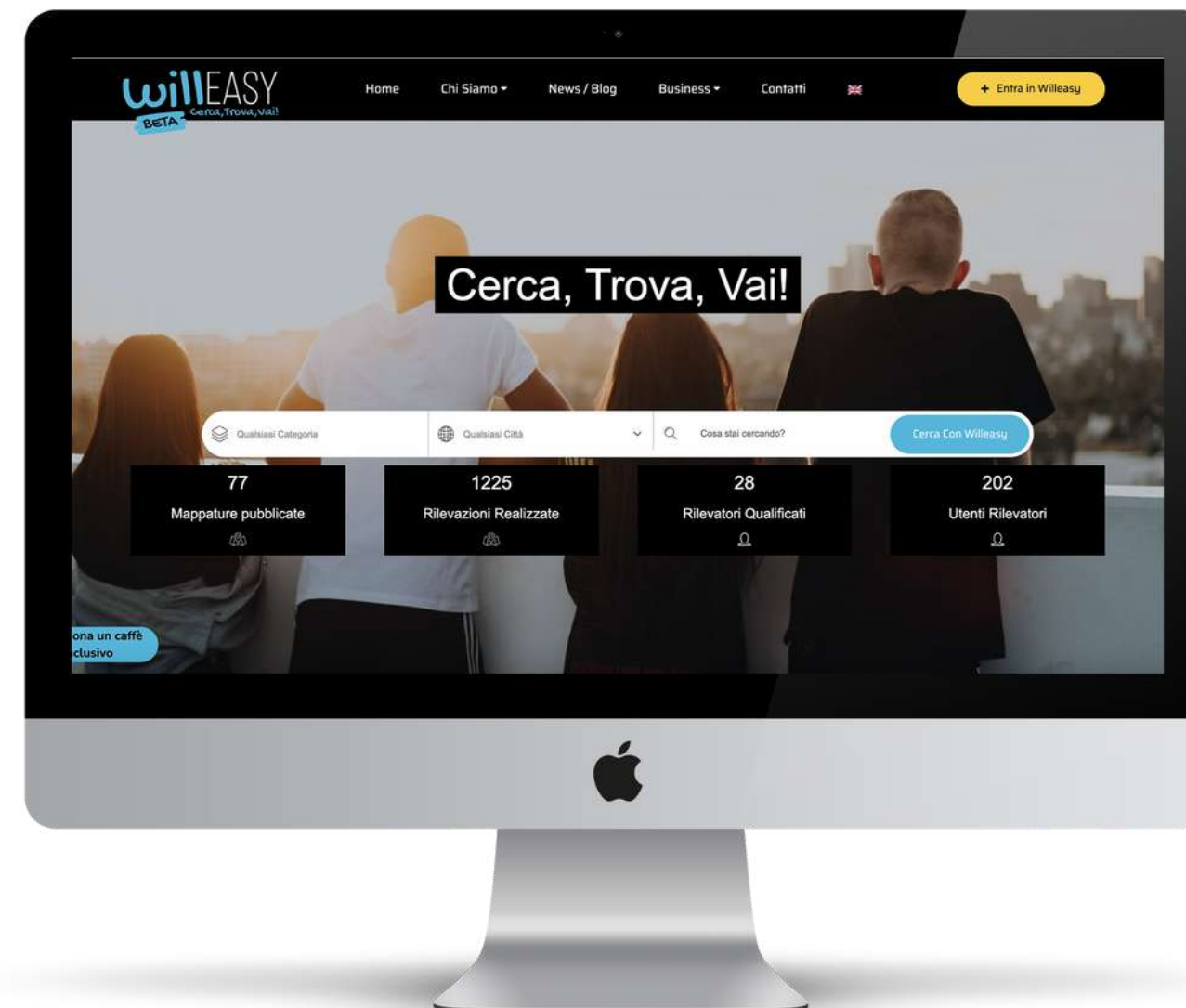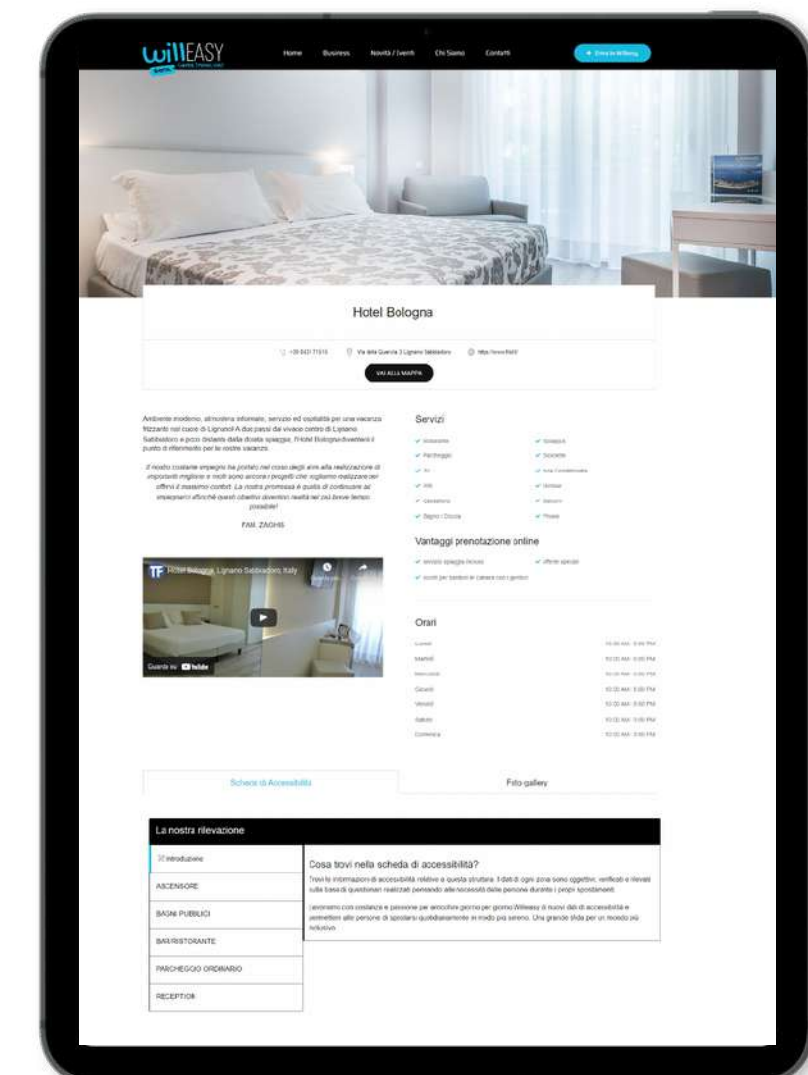
Solution

Willeasy Ecosystem

Willeasy Rileva
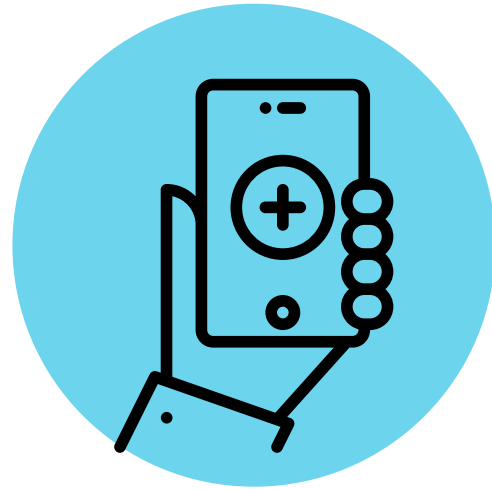Smartphone APP

Willeasy.net
The Accessibility search engine
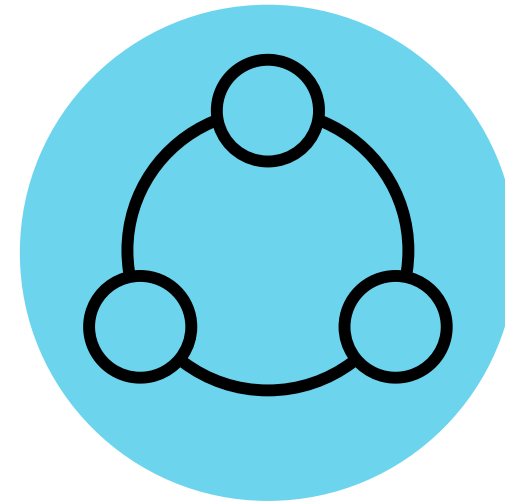
Willeasy.net
Accessibility Card

Solution

How It Works

1

Objective gathering of accessibility data

2

Sharing

3

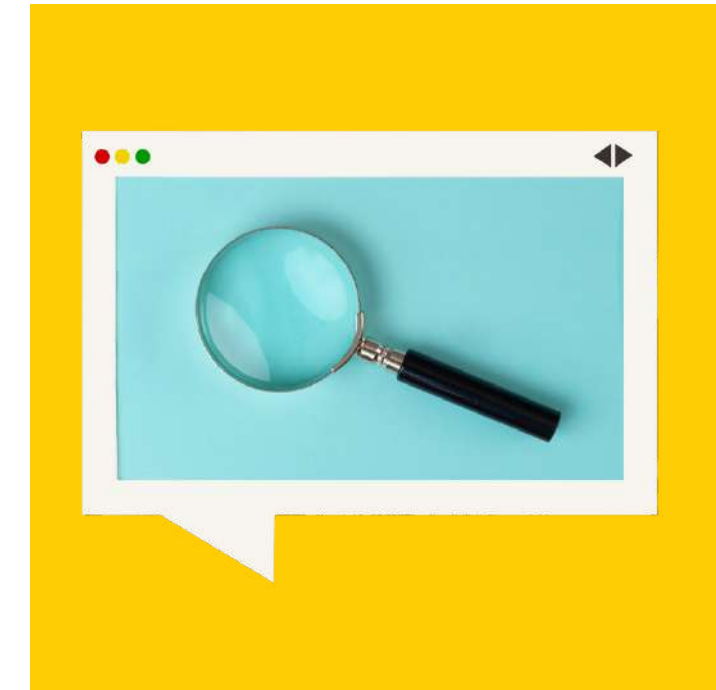**Meeting between people and places**

Value Proposition

People

Make their lives easier. People can find facilities that best match their needs.

Venues

By making accessibility information available, facilities can easily meet their ideal customers.

Web Companies

Satisfy customer needs and avoid users leaving the website to find information about accessibility

Business model

ELEMENTS

| SEARCH ENGINE |

| DATABASE ACCESS |

| SALE OF ADDED VALUE SERVICES |

| DEVELOPMENT OF CUSTOMIZED SOLUTION |

REVENUE STREAMS

- ADS

- PAY PER SINGLE ACCESS MONTHLY
- FEE FOR UNLIMITED ACCESS

- FEE FROM PARTNERS
- COMMERCIAL AGREEMENTS

- LICENSING REVENUES FROM DEVELOPMENT
- REVENUES FROM NEW DATA SETS AND NEW SCORING METHODS
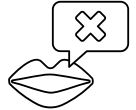
Target / People

As we <u>grow</u>, our needs <u>change</u>.

10.1 M

Families with young children, people living with pets, seniors.

7.4 M

People who have food intolerances, allergies or follow specific diets.

3 M

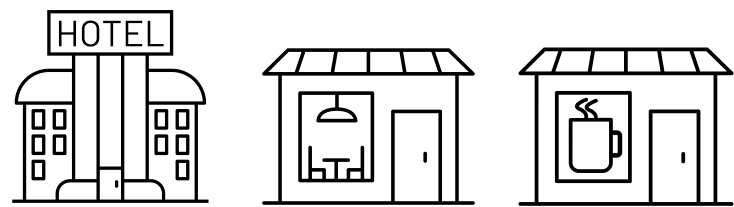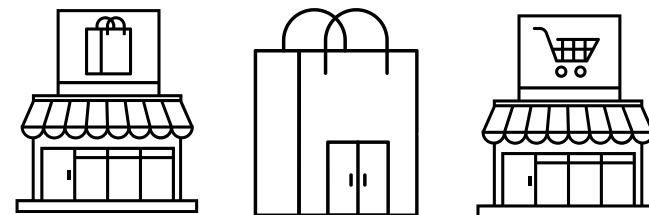People living with physical, cognitive, and sensory disabilities.
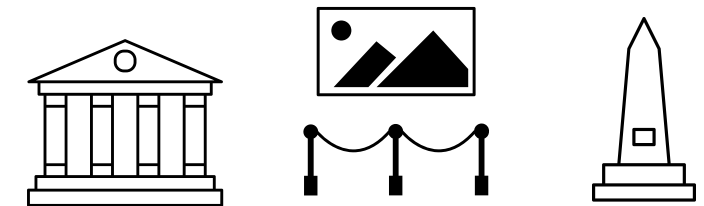
Target / Places and POI

(Italy) 🇮🇹

HO.RE.CA
360 K

Shops
735 K

Tourist and cultural sites
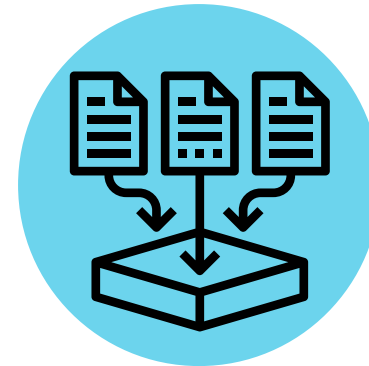**5 K**

Traction & KPI

158

INVESTORS
168.5K € FUNDS RAISED

600

DOWNLOAD
APP BETA

1225

NO. OF DATA
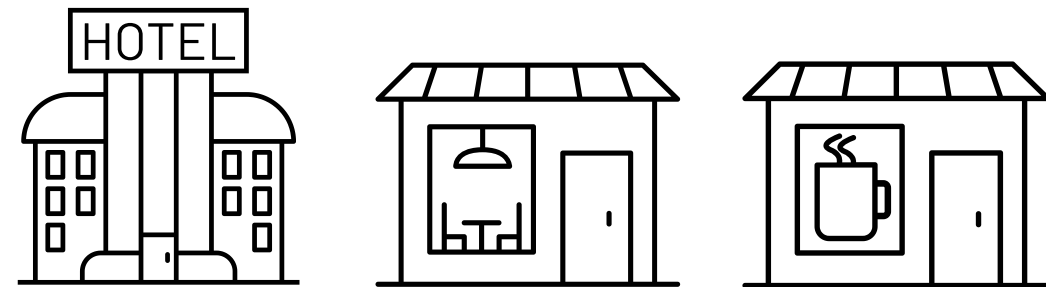GATHERING
PERFORMED

202

ACTIVE AND
AVAILABLE
AUDITORS
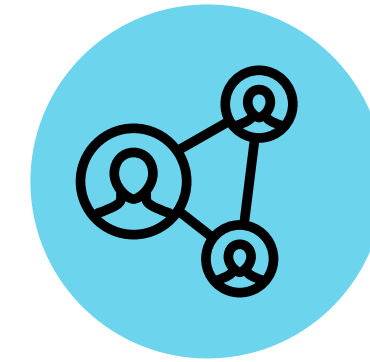
3000+

SOCIAL
FOLLOWERS

PARTNERS

myfood
by OKKAM

CleanBnB

REMOOVE
Enabling society

COPERNIKO
360° Experience Technology

Market* 🇮🇹
HO.RE.CA

TURNOVER

Costs incurred by HO.RE.CA operators for online platform and booking services

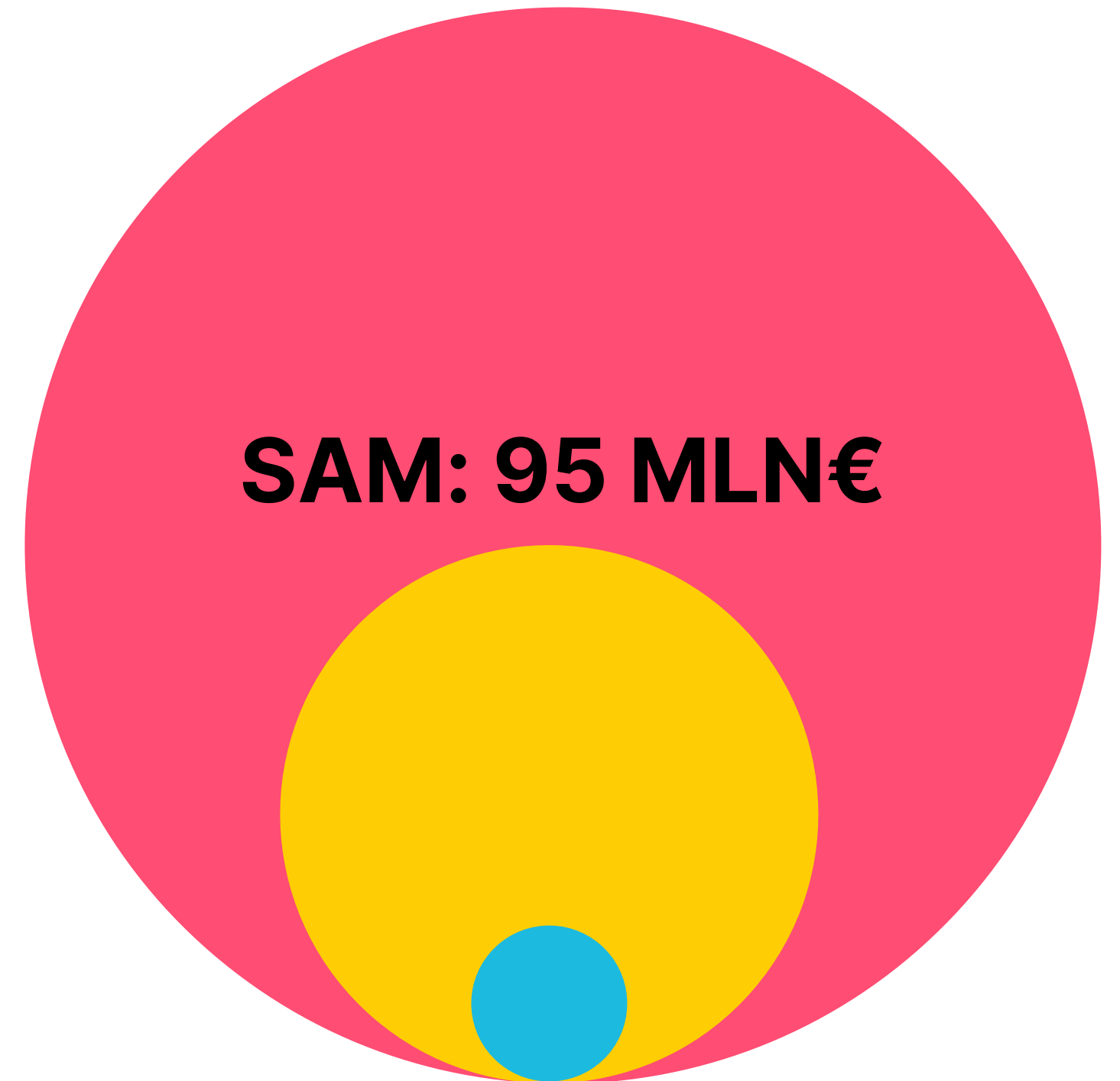*Beachhead Market: Italian Hotel, Restaurants & Catering sector.

SOURCE:
Osservatorio Innovazione Digitale nel Turismo, School of Management del Politecnico di Milano

TAM: 900 MLN€

SAM: 95 MLN€

SOM: 8,7 MLN€

An International Opportunity

ACCESSIBLE TOURISM IDENTIFIED AS 'GAME CHANGER' FOR DESTINATIONS

ALL REGIONS | 3 DEC 20

Ensuring accessibility for tourists with specific access requirements can be a 'game changer' for destinations around the world as they look to bounce back from the impacts of the pandemic. A new set of Inclusive Recovery Guides from the World Tourism Organization, **produced in partnership with the European Network for Accessible Tourism (ENAT), the ONCE Foundation of Spain and Travability from Australia,** *makes clear the importance of placing inclusivity at the centre of recovery plans and provides key recommendations for achieving this.*

Why accessibility matters

15% of worldwide population (1 billion people) lives with some form of disability

Expected to reach **1.2 billion by 2020**

Only US+EU represent a **$70 bln market**

20%+ of the global population will be over 65 by 2050

50%+ will be likely to have some form of disability

Baby boomer generation in US controls **60%** of the net wealth | **40%** of the spending

Figure 1a: The Traveller Journey: an overview

An International Opportunity

"

The accessible tourism market is a distinct sector, possessing the capacity for extensive future growth, and thus presents major travel providers with a potentially substantial and lucrative market, generating potential revenues of...
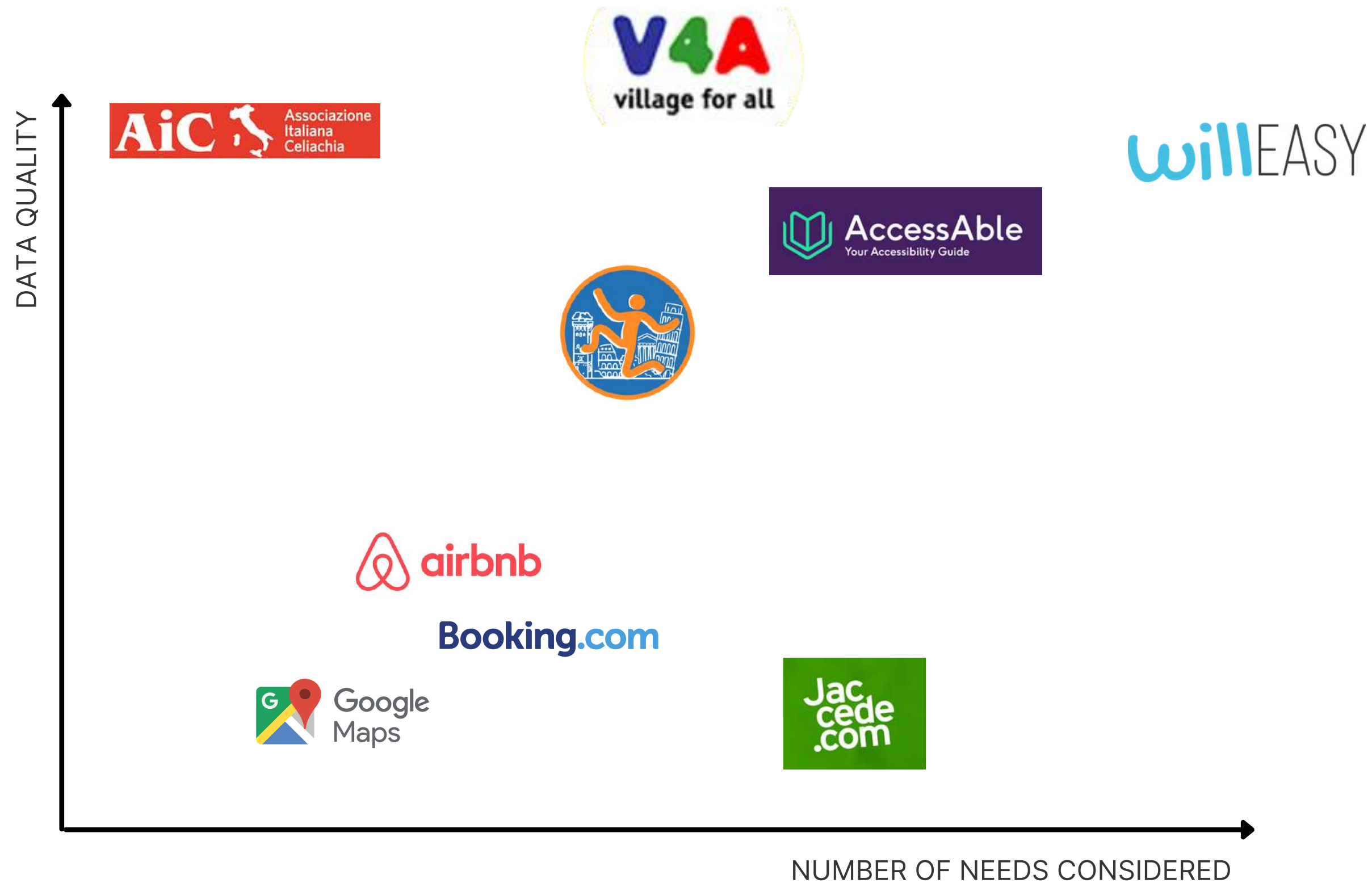
James Bowtell

88,6 B€
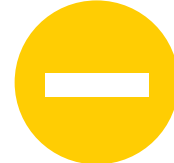
BY 2025

"Assessing the value and market attractiveness of the accessible tourism industry in Europe: a focus on major travel and leisure companies"
(Journal of Tourism Futures,2015)

Competitors

DATA QUALITY

NUMBER OF NEEDS CONSIDERED

Competitors

	OBJECTIVE DATA	STRUCTURED DATA	DATA PROCESSING	API
willEASY	✅	✅	✅	✅
Booking.com	❌	❌	❌	➖
Google Maps	❌	✅	❌	✅
tripadvisor	❌	❌	❌	❌
airbnb	✅	✅	❌	❌
AccessAble	✅	✅	❌	❌

Team Willeasy

WILLIAM DEL NEGRO
CEO, Cofounder and President

ELLEN NIGRIS
Cofounder and Vice President

ANNALISA NOACCO
PR, social media

DEBORA DEL DÒ
Videomaker

DAVIDE TONETTO
Gamification

BARBARA CRISCUOLO
Web developer

EVA BERTINELLI
Chief Creative Officer

LORENZO PERSIA
Chief Marketing Officer

GAIA CITRAN
Social media and communication manager

FRANCESCO FAVERO
Occupational Therapist

MENTORS & CONSULTANTS

CROWD
community power

PRO CROWD'S
equity · debt · crowdfunding

SILVIO STAFUZZA

STEFANO CHERMAZ

ANDRES FURIOSO

ALBERTO RIGOTTO
Financial Strategy for funding

NADIR PLASENZOTTI
Legal advisory

Milestones

2019 - MVP App Willeasy Rileva
Tested in an important Italian seaside tourism location.

2019 - Interreg Atlas
Data gathering for cultural site:
Musei di Cividale del Friuli
Pilot Project

2021 - Equity crowdfunding campaign
https://www.crowdfundme.it

2021 - CleanBnB SpA Deal
Exclusive deal for the accessibility auditing of 1,200 apartments for short rent.
https://www.cleanbnb.net

Awards

Web Summit Lisboa 2019
Selected Startup

Web Summit Lisboa 2021
Impact Startup - ALPHA

PODIM Maribor 2019
Selected Startup

Top of the PID 2020
Italian Union of Chambers of Commerce
First prize category: Inclusion

Welfare che Impresa - 5th Edition
Special prize winner (Italian Social Impact projects)

Roadmap

2021

AUGUST
App + Search Engine launch
(BETA VERSION)

DECEMBER
App + Search Engine
(FULL VERSION)

2022

ADVANCED FEATURES
Compatibility algorithm release

Machine learning and artificial
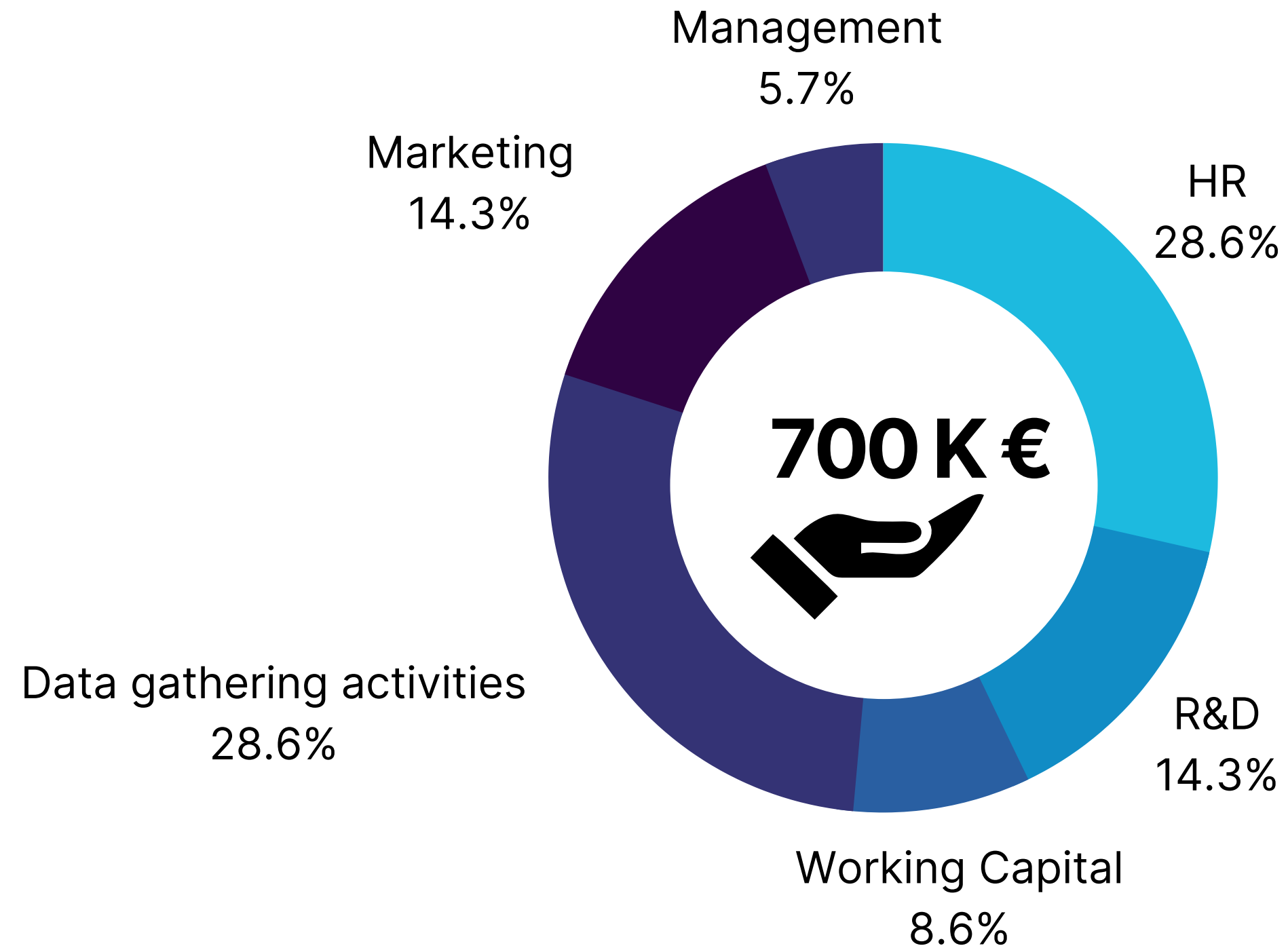Intelligence implementation

2023

Official API release and
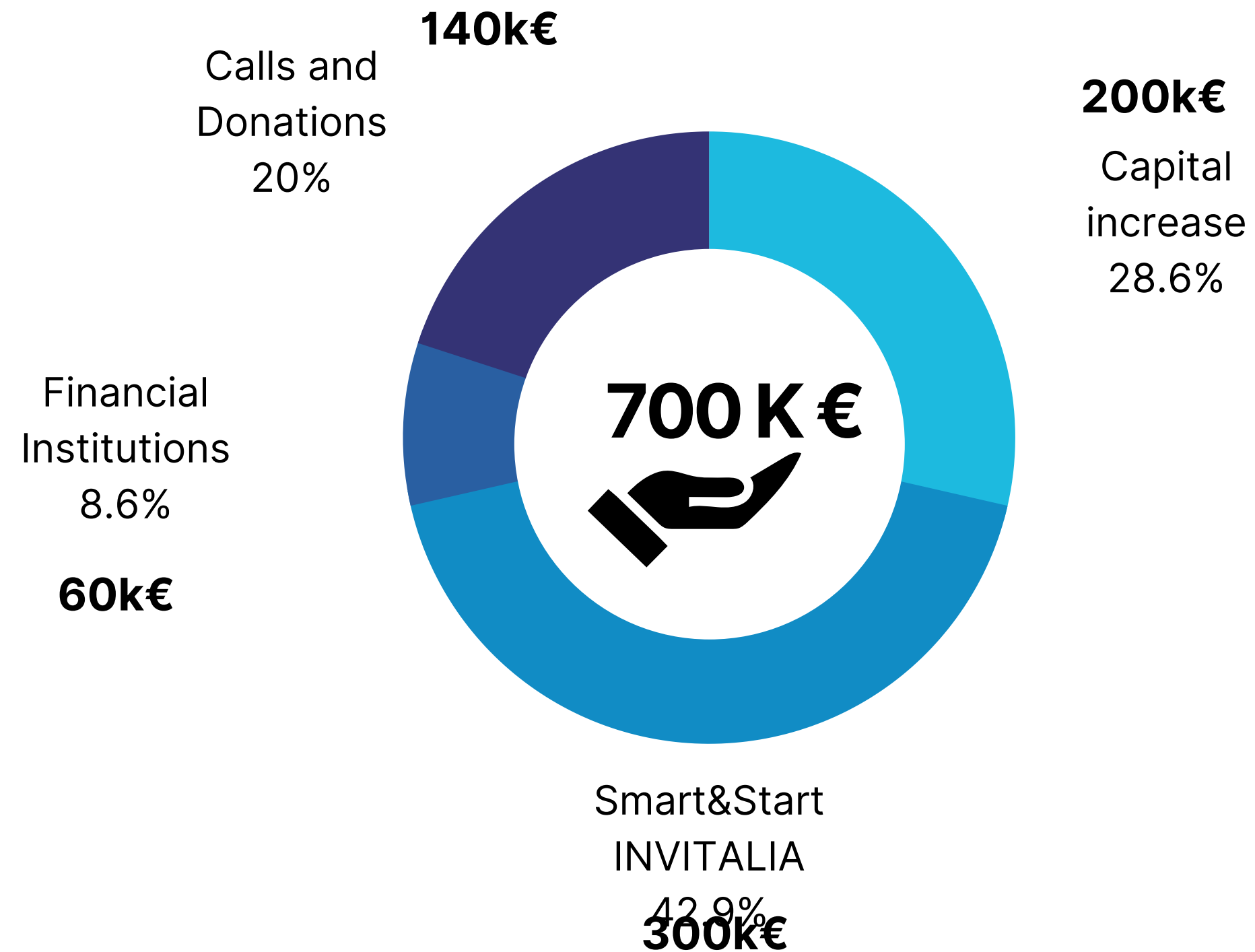third parties integrations
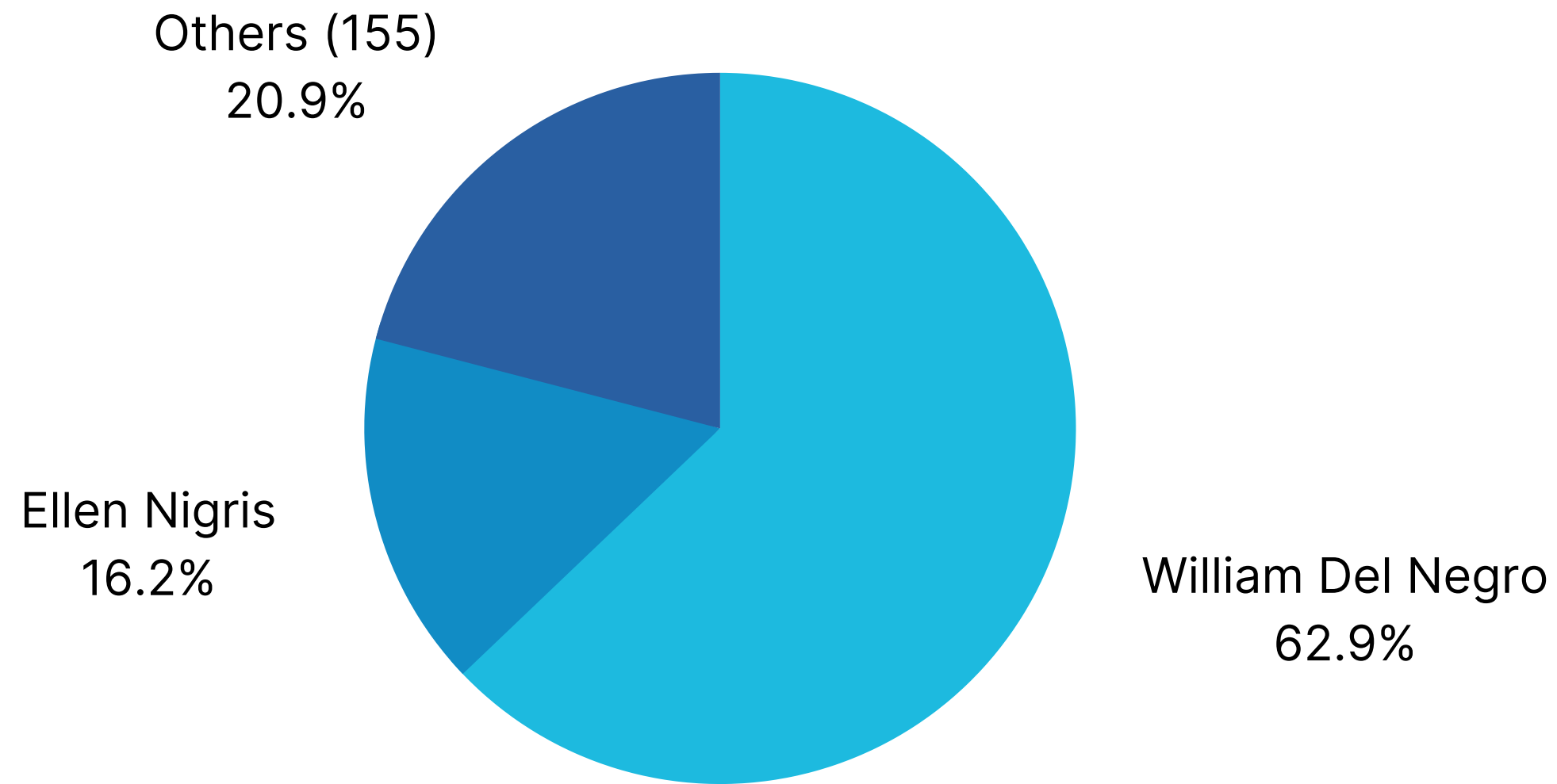
INTERNATIONAL LAUNCH

Financials

What we are looking for

Management
5.7%

Marketing
14.3%

HR
28.6%

700 K €

Data gathering activities
28.6%

R&D
14.3%

Working Capital
8.6%

Financials

Funding sources

140k€

Calls and
Donations
20%

200k€

Capital
increase
28.6%

Financial
Institutions
8.6%

60k€

700 K €

Smart&Start
INVITALIA
42.9%

300k€

Financials

Cap table & opportunities

Others (155)
20.9%

William Del Negro
62.9%

Ellen Nigris
16.2%

CURRENT COMPANY VALUE
1M €

Available equity
20%
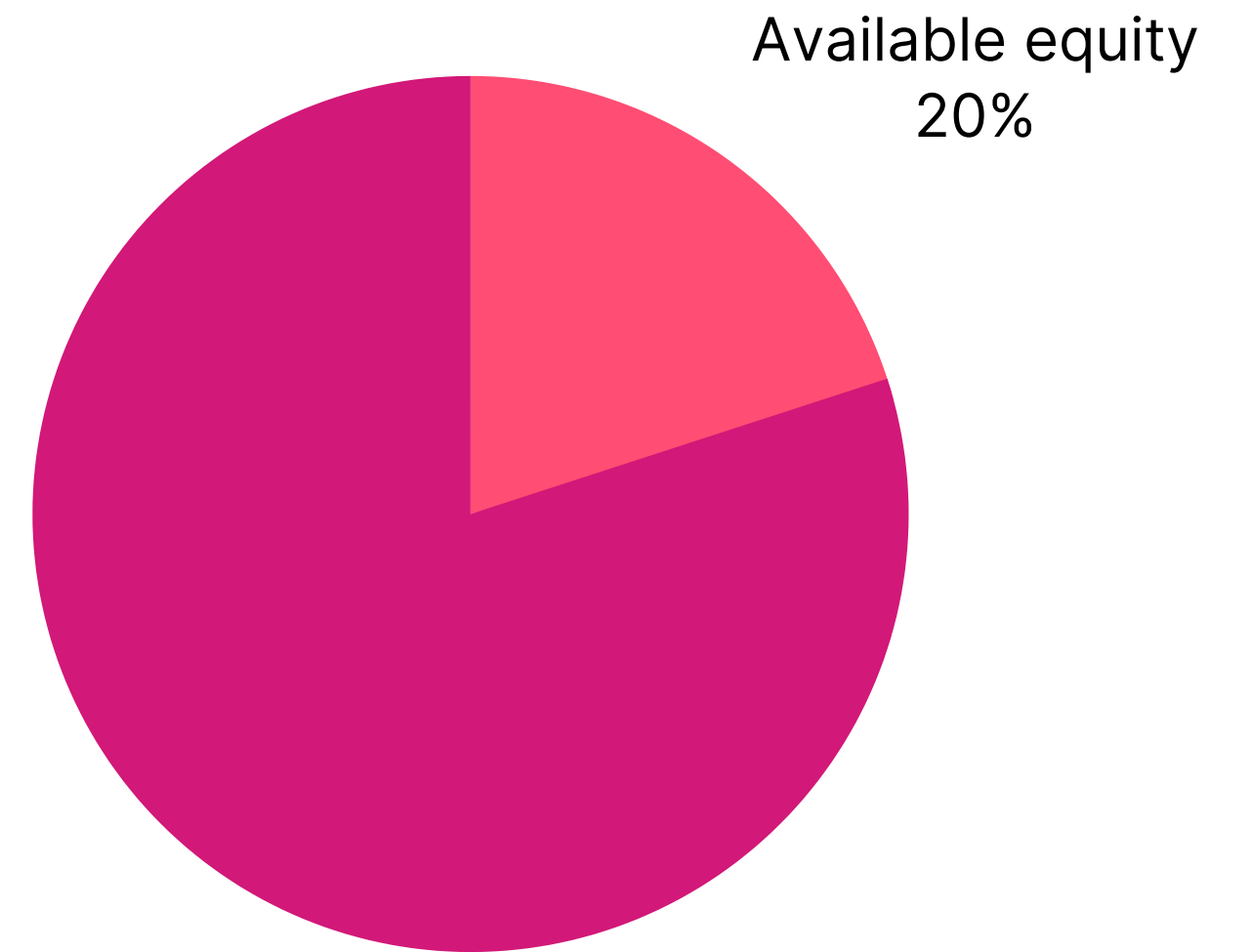
AVAILABLE EQUITY VALUE
200K €

Financials

Projection
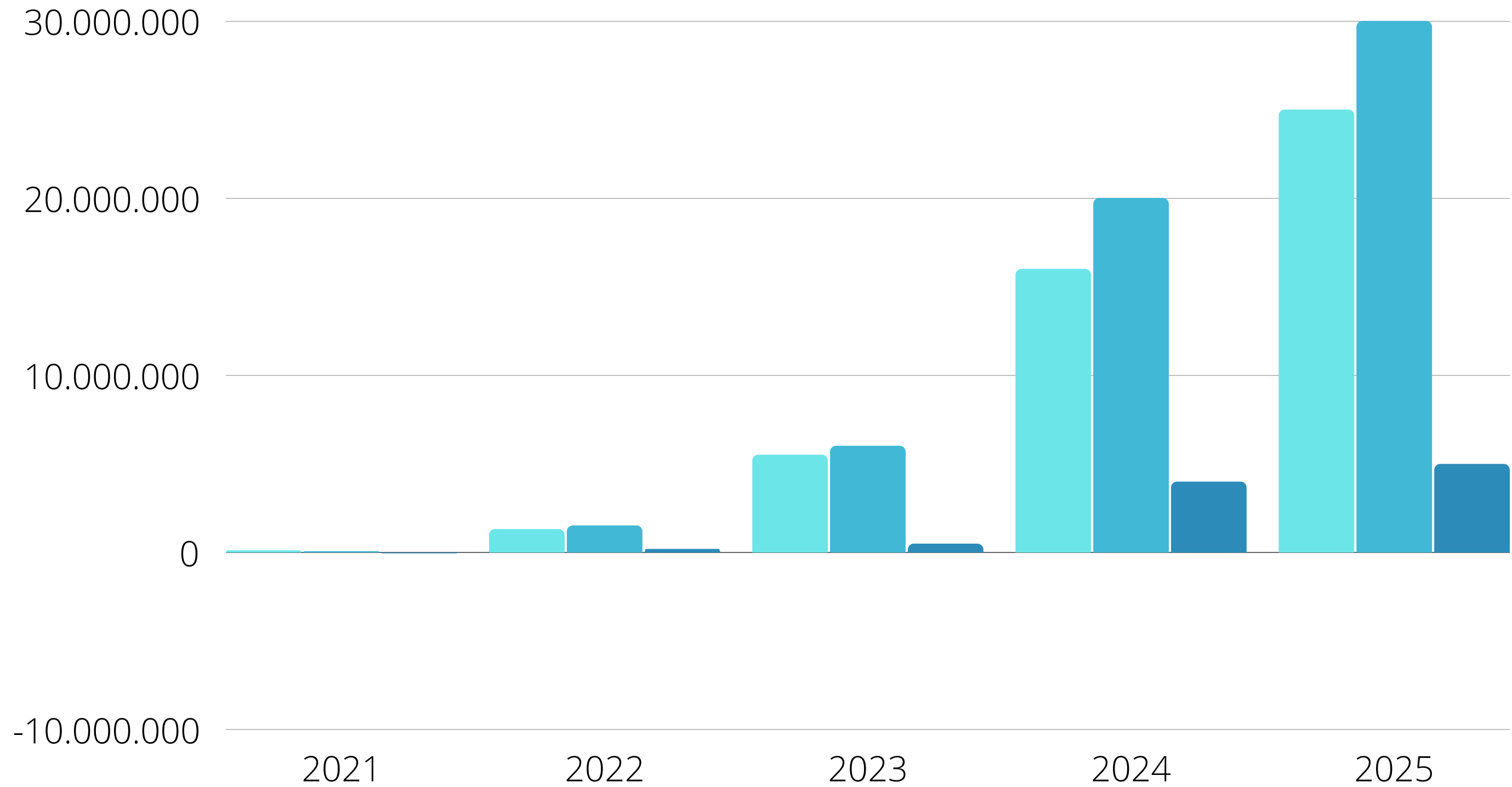
More than 50 national newspapers have spoken about us:

"People don't look for places that suit everyone, but simply places suitable for themselves"

WILLIAM DEL NEGRO

CEO, Willeasy

William Del Negro, founder of the Willeasy project, is a short person with motor disabilities.

From his own needs, from a deep analysis of other people accessibility needs but also by critically observing similar projects that have not been successful, he has been able to find a solution to the problem of lack of information thanks to technology.

We believe in it.
Together, we can do it.

Thank you!

#ITHINKINCLUSIVE

info@willeasy.net
www.willeasy.net

willEASY

Cerca, Trova, Vai!