

evaGuide Development & Implementation

Dimitris Drakoulis, 6 December 2018

evaGuide – Kick-off meeting

Project outcome



A fully functional **evaGuide** platform demonstrator delivered for operational use to one stadium (most probably one of the ESSMA member stadia, selected on M2). The demonstrator will perform according to the adapted requirements defined by ESSMA and the stakeholders involved (finalized on M10), will be fully integrated (by M20) and tested (M23), ready to be commercially exploited by the new commercialization “vehicle” defined (M24).

PROJECT OBJECTIVES [1]

Technical Excellence

- **Objective 1.1:** Develop evaGuide Mobile Application, evaGuide Core & Crowd Modeling algorithm (D3.1 – D3.8, M15)
- **Objective 1.2:** One evaGuide platform that supports a) the evacuation preparedness, b) support planning, c) training, d) day-to-day operations and e) real-time evacuation support (D3.10, M20)
- **Objective 1.3:** Test & demonstrate the evaGuide platform (D2.6, D2.8, D2.10, M13-M21)

User Adoption

- **Objective 2.1:** Validate the concept against FIFA & UEFA, to ensure that evaGuide supports operational requirements for stadia evacuation (D2.4, M10)

PROJECT OBJECTIVES [2]

- **Objective 2.2:** Validate the concept against ethical, legal and societal aspects, to ensure that evaGuide features comply with the above frameworks (D2.3, D2.11, M24)
- **Objective 2.3:** Achieve MoUs with other early adopters of the evaGuide platform (support of ESSMA) (D5.4, M24)
- **Objective 2.4:** Offer mobile-based content that combine features for safety, convenience and venue-specific content for spectators (D4.3, D4.6, M17 & M24)
- **Objective 2.5:** Review and contribute to existing standardization effort such as the CEN/ TC 391 on “Societal & Citizen Security”, the ETSI TC CYBER, the ERNCIP initiatives etc (D4.7 on M24)
- **Objective 2.6:** Establish methodologies and tools to ensure that the best practices and technologies are made aware to the market (D4.4, D4.8, M18 & M24)

PROJECT OBJECTIVES [3]

Business sustainability

- **Objective 3.1:** Investment and Sustainability report in order to minimise the investment risk and maximise potential (D5.1, D5.3, M18 & M24)
- **Objective 3.2:** Provide all necessary monetisation mechanisms (licensing schemes, pricing strategy, etc.), including the establishment of a “virtual” company within the project duration, which will enable the rapid joint venture company establishment and revenue generation immediately after the end of the project (D5.3, M24)
- **Objective 3.3:** Provide a realistic business plan and scale up strategy of the project (D5.4, M24)

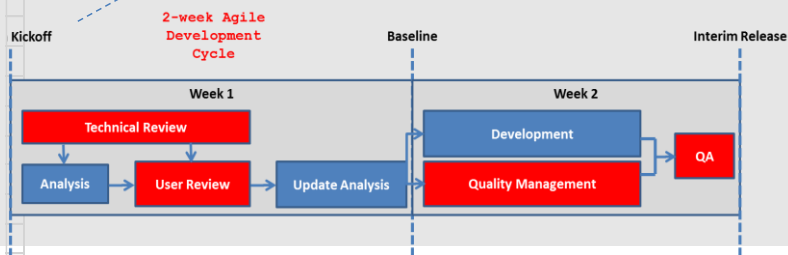
KPI Title - Description	Target value
<p>Integration-Establish within the project lifetime in one major European stadium one (1) operational demonstrator that represents the full operational capabilities of the system.</p>	<p>1 evaGuide Demonstrator</p>
<p>Interoperability with legacy systems-Although the system operates independently, existing investment in safety and security needs to be protected by offering interoperability with already installed monitoring and control systems including CCTV, Building Management System, Fire Management, Two-way radio, Ticket counting (Barcode/QR), Digital Signs etc.</p>	<p>Develop ≥ 10 Interfaces to third party systems</p>
<p>evaGuide core platform performance-The platform and architecture used to receive and process messages from peripheral sensing systems, scales to exceed 10k messages/sec.</p>	<p>Core system handle $\geq 10k$ messages/s</p>
<p>Mobile platform for audience engagement-In cooperation with the home team of the stadium, develop one custom mobile (smartphone) application for fans, incorporating the unique evaGuide safety features, convenience and fan content.</p>	<p>Offer 1 App available to download</p>

KPI Title - Description	Target value
Users adoption -Ensure that at least 10 stadiums (most probably members of the ESSMA) are in advanced commercial discussions, proven by MoU or Lol signed.	Sign \geq 10 MoU
Dissemination - ESSMA will disseminate the concept by organizing at least two workshops inviting stakeholders across EU and in a worldwide level.	Organize \geq 2 Workshops
Pre-normative activities - Liaise with standartization initiatives such as the ETSI TC CYBER , the CEN/TC 391 , the ISO/TC223 , ERNCIP where TEL is member etc.	Participate in \geq 2 pre-normative activities
Job growth -The design of the evaGuide company operations will reveal the need for dedicated highly skilled personnel with technical and business backgrounds as well as dedicated positions to fit the structure of the new joint venture company, envisioned to be established after the end of the project.	Hire \geq 12 new employees by 2020 (end of project) & \geq 60 by 2024

Del num	Deliverable name	WP	Leader	Type	Delivery date
D1.1	Data Management Plan	WP1	TEL	R	M3
D1.2, D1.3, D1.4, D1.5	Project Management Reports	WP1	TEL	R	M6, M12, M18, M24
D2.1, D2.5, D2.7, D2.9	Platform Design Iterations	WP2	EXUS	R	M3, M10, M14, M18
D2.2, D2.4	Service Level Agreement Report	WP2	TEL	R	M3, M10
D2.3, D2.11	Ethical, Legal, Regulatory and Societal Compliance Framework Report	WP2	TEL	R	M10, M24
D2.6, D2.8, D2.10	evaGuide Demonstrations and TRL Validation	WP2	TEL	R	M13, M17, M23
D3.1, D3.4, D3.7	Mobile Application Development Iterations	WP3	TEL	DEM	M6, M11, M15
D3.2, D3.5, D3.8	evaGuide Core Development Iterations	WP3	CDI	DEM	M6, M11, M15
D3.3, D3.6, D3.9, D3.10	Integrated Platform Iterations	WP3	EXUS	DEM	M8, M12, M16, M20

Del num	Deliverable name	WP	Leader	Type	Delivery date
D4.1	evaGuide Promotional Material and Branding	WP4	TEL	Website, filling etc	M3
D4.2, D4.5	Marketing Reports	WP4	TEL	R	M12, M24
D4.3, D4.6	Ecosystem and Early Adoption Reports	WP4	EXUS	R	M17, M24
D4.7	evaGuide Standardization Report	WP4	TEL	ORDP	M24
D4.4, D4.8	Advertising Campaign Reports	WP4	EXUS	R	M18, M24
D5.1, D5.3	Investment and Sustainability Reports	WP5	EXUS	R	M18, M24
D5.2, D5.4	Business Plan and Market Entry	WP5	TEL	R	M18, M24
D6.1, D6.2, D6.3, D6.4	Personal data protection requirements	WP6	TEL	R	M3, M3, M3, M1

Project Year Project Month	Year 1												Year 2													
	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		
WP1 - Project Management																										
Task 1.1 Project Management						D1.2						D1.3						D1.4						D1.5		
Task 1.2 Technical Steering																										
Task 1.3 Data management	D1.1																									
WP2 - Agile Design and Continuous User Testing																										
Task 2.1 Ethical, Legal, Regulatory and Societal Compliance Framework											D2.3														D2.11	
Task 2.2 evaGuide Requirements Adaptation for Stadia	D2.1									D2.4																
Task 2.3 Platform Design	D2.2									D2.5			D2.7			D2.9										
Task 2.4 User Testing and Feedback	S					T1				T2				D2.6		D2.8								D2.10		
WP3 - Development/Integration/Productization																										
Task 3.1 Mobile Application Development					D3.1						D3.4						D3.7									
Task 3.2 evaGuide Core Development					D3.2						D3.5						D3.8									
Task 3.3 Platform Integration and Productization					D3.3						D3.6						D3.9						D3.10			
WP4 - Marketing, Advertising and Early Adoption (exploitation/dissemination)																										
Task 4.1 evaGuide Branding and Promo Material	D4.1										D4.2												D4.5			
Task 4.2 Early Adoption and Ecosystem Building																	D4.3						D4.6			
Task 4.3 Safety and Security Standards																							D4.7			
Task 4.4 Advertising Campaign																	D4.4						D4.8			
WP5 - The evaGuide Business Case																										
Task 5.1 Investment and Financial Sustainability																			D5.1		D5.3					
Task 5.2 IPR Management and evaGuide Market Entry																			D5.2		D5.4					



- Stadium Site survey
- evaGuide components 1st on-site technical testing
- evaGuide Integrated Platform and 2nd on-site technical testing
- evaGuide prototype demonstration in operational environment (phase 1) - TRL7 validation
- evaGuide prototype demonstration in operational environment (phase 2) - TRL7 validation
- evaGuide system complete and qualified - TRL8 validation

FIRST 6 MONTHS DELIVERABLES *(1 Dec 18 – 31 May 19)*

- D1.1 - Data Management Plan (M3)
- D1.2 - Project Management Reports (M6)
- D2.1 - Platform Design - 1st iteration (M3)
- D2.2 - Service Level Agreement Report – interim version (M3)
- D3.1 - Mobile Application Development - 1st iteration (M6)
- D3.2 - evaGuide Core Development - 1st iteration (M6)
- D4.1 - evaGuide Promotional Material and Branding (M3)
- D6.1 -> D6.4 - Personal data protection requirements (M1 & M3)

Preparatory Actions

- ✓ Stadium selection (M2) and Site Survey (M3)

Thank you!



TELESTO TECHNOLOGIES

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