

ICT incubators in Udine

a first hand experience

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The beginnings

(three years ago)

- A few considerations:
 - nowadays we have plenty of mobile devices with considerable computational power
 - we have wireless communication
 - we lack added value services

3G telephony

- Mobile Internet
- Mobile TV
- Videophony
- Something more? New applications? Are 3G smartphones smart indeed?

A vision

- Don't waste the computational power of mobile devices
- Transform the mobile device in a general purpose one

The Idea

- “The right application in the right place”
- Associate an application to a place
- When the user enters, the application is automatically loaded and executed on her mobile devices
- When the user exits, the application is automatically unloaded

- From the end user point of view, the mobile device becomes the privileged way to:
 - Find informations
 - Interact with the surrounding machinery
- From the other side, the software developer can take advantage of the I/O device capabilities to allow the user to experience a more comfortable interaction with the environment

Scenario I



Scenario I



Scenario I



Scenario I



Scenario I



Scenario 2



Scenario 2



Scenario 2



Scenario 2



Scenario 2



Scenario 3



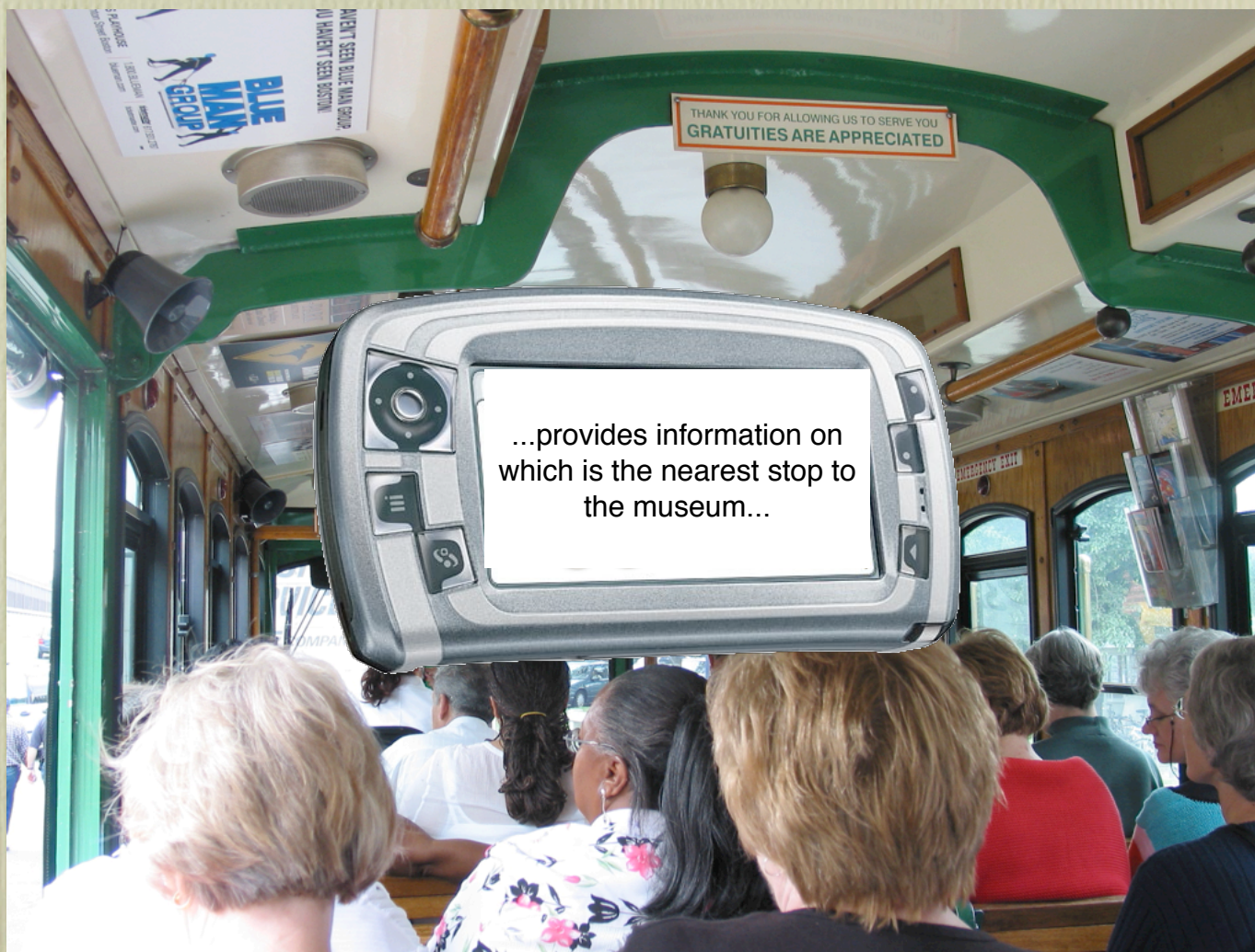
Scenario 3



Scenario 3



Scenario 3



Scenario 3



Scenario 3





Start Cup

(two years ago)

- Business plan competition
 - prize of 15.000 euros
- <http://www.uniud.it/startcup/>
- The right occasion to start thinking to the realizability of the idea

The first team

- 7 people:
 - Vincenzo Della Mea, Luca Di Gaspero, Rudi Francescutti, Gianluca Franco, Stefano Mizzaro, Ivan Scagnetto and PC (Group leader)
- one name: MoBe (Mobile Being)

Three steps

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I. attend the BP course

Three steps

1. attend the BP course
2. prepare the BP
 - i. define the business idea (easy)
 - ii. analyze the market
 - iii. define a marketing strategy
 - iv. define the internal organization

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3. cross your fingers :-)

MoBe



essere mobili

Considerations

- The Start Cup experience is useful for academic people that, generally, are not used to think in terms of market
- Once you have a BP you can start to contact companies for funding
- The group leader have an excellent occasion to face the difficulties of managing a team in a competition. This can be thought as a training for a future general executive manager

Funding

(one year ago)

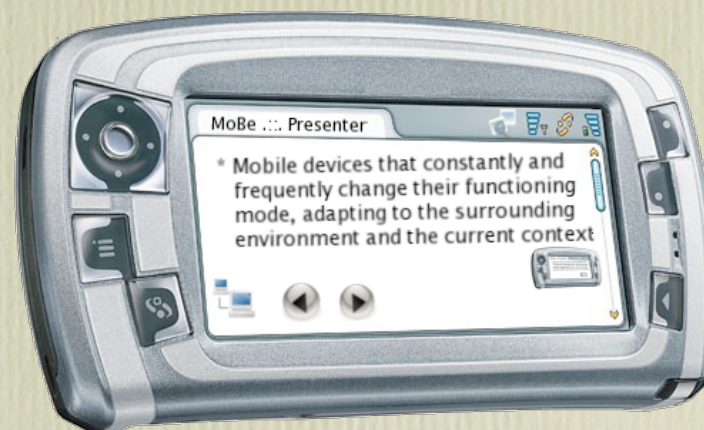
- After the Start Cup experience we started to search funding
- Two academic research projects funded by CRS, a R&D company working in collaboration with VIMAR in the domotics field
 - *Autoadapting mobile devices for residential environments*
 - *Context-aware migration of applications for mobile devices*
- 70.000 euros of total funding
- 18 months

The second team

- 8 people:
 - Vincenzo Della Mea (leader for the second project), Luca Di Gaspero, Stefano Mizzaro, Ivan Scagnetto, Andrea Selva, Luca Vassena, Paolo Zandegiacomo Riziò, PC (leader for the first project).
- Scientific supervisor: Furio Honsell

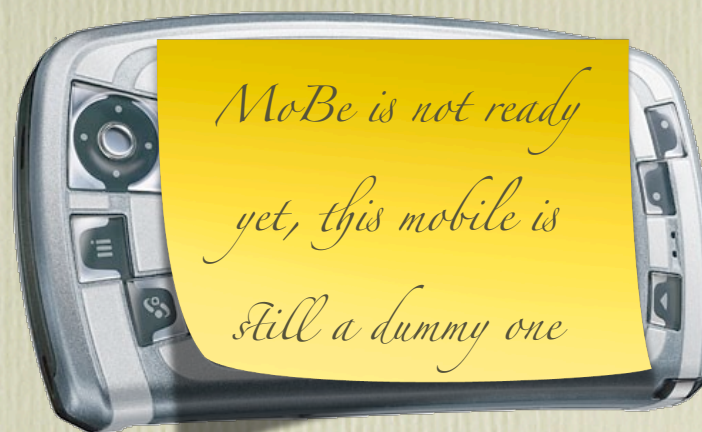
Developing MoBe

- Mobile devices that constantly and frequently change their functioning mode, adapting to the surrounding environment and the **current context**



Developing MoBe

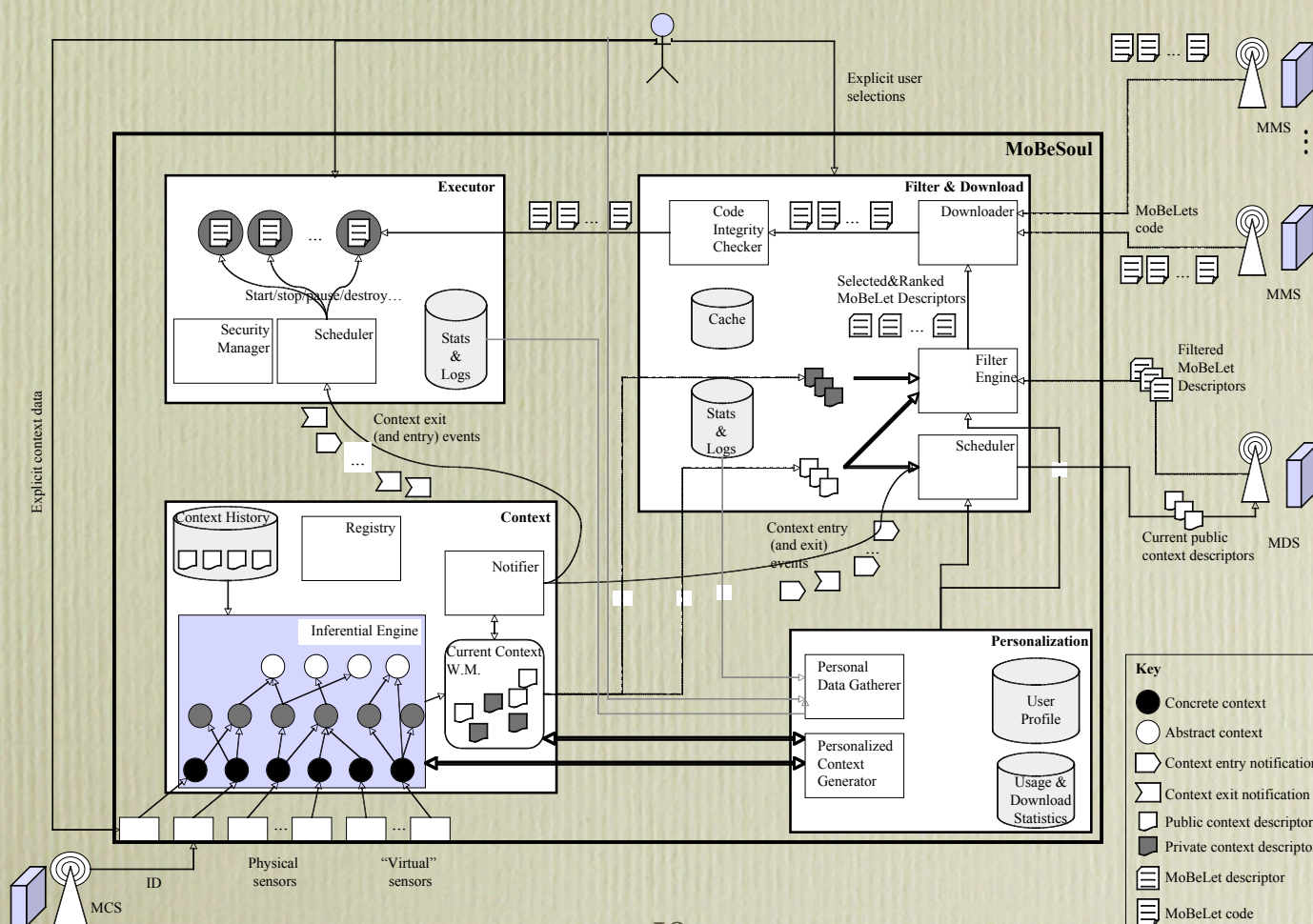
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Our receipt for MoBes

- Context-aware applications: MoBeLets
 - Pushed and executed on the mobile device
- Execution environment: MoBeSoul
 - Context sensing and inference engine
 - Personalization
 - Context filtering, query builder, code retrieval
 - Processor scheduler
- Ancillary servers:
 - Context provider
 - Search engine
 - MoBeLet download

The MoBe framework



Some bibliography

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- *MoBe: Context aware mobile application on mobile devices for mobile users*. PC, V. Della Mea, L. Di Gaspero, S. Mizzaro, I. Scagnetto, A. Selva, L. Vassena, and P. Zandegiacomo Riziò. In Proc. of ECHISE 2005.
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- *Information Filtering and Retrieving of Context-Aware Applications Within the MoBe Framework*. PC, V. Della Mea, L. Di Gaspero, S. Mizzaro, I. Scagnetto, A. Selva, L. Vassena, and P. Zandegiacomo Riziò. In Proc. of CIR 2005.

Technoseed

(a couple of months ago)

- <http://www.technoseed.it/>
- Technical tutor
- Commercial tutor
- Scholarship of 500 euro/month
- 3.000 euro for hardware acquisition

New challenges

- Face the problem of choosing the right company structure
- Start learning rudiments of company laws
- What products? What customers? What prices? What costs?

A difficult choice

- The general executive manager is, practically, a full time job
- If there is a flaw, it is that in the academic italian system there seems to be no stimulation from the career point of view
- Should a researcher bet?

Future works

- Academic spin off
- Tentative projects:
 - for car managing (in collaboration with CRF, a R&D organization linked to FIAT)
 - for domotic applications (in collaboration with CRS, linked to VIMAR)
 - for tourist guides in archaeological sites
- A PhD grant for efficient mobile information retrieval (in collaboration with Google)

Contacts

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