

Hotel Customer Service Application + Website

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€10.000 4helix+
Innovation
Voucher

Blue Growth
Innovation
Creative
Technology
Design
User Experience

The project “Hotel Customer Service Application + Website” consists of two fundamental axes: To begin with, Slab will be responsible for the design and development of an innovative Android application which will be designed - from scratch - to offer breakthrough online services to our valued guests and thus enhance their experience with us. Hotel guests can easily download the application to their electronic devices in order to make use of the hotel facilities and services (e.g. make reservations, communicate with staff members, retrieve

information on various topics, place orders etc). Above all, the user experience is of paramount importance as this tailor-made application must be light, solid, stable, friendly and yet handy at the same time. In a nutshell, the project aims for innovative customer service with top-notch user experience. In parallel, the task of a brand-new hotel website will be also appointed to Slab. The website will be user oriented and user-friendly, and also responsive on any device. Web design will play an important role here.

COMPANY

Anastasios Papias AE (Golden Star City Resort)

Golden Star City Resort is a 4-star awarded hotel situated right on the blue flag awarded beach of Perea, just a few minutes away from the historic center of Thessaloniki

Thessaloniki, Greece

www.goldenstarhotel.com

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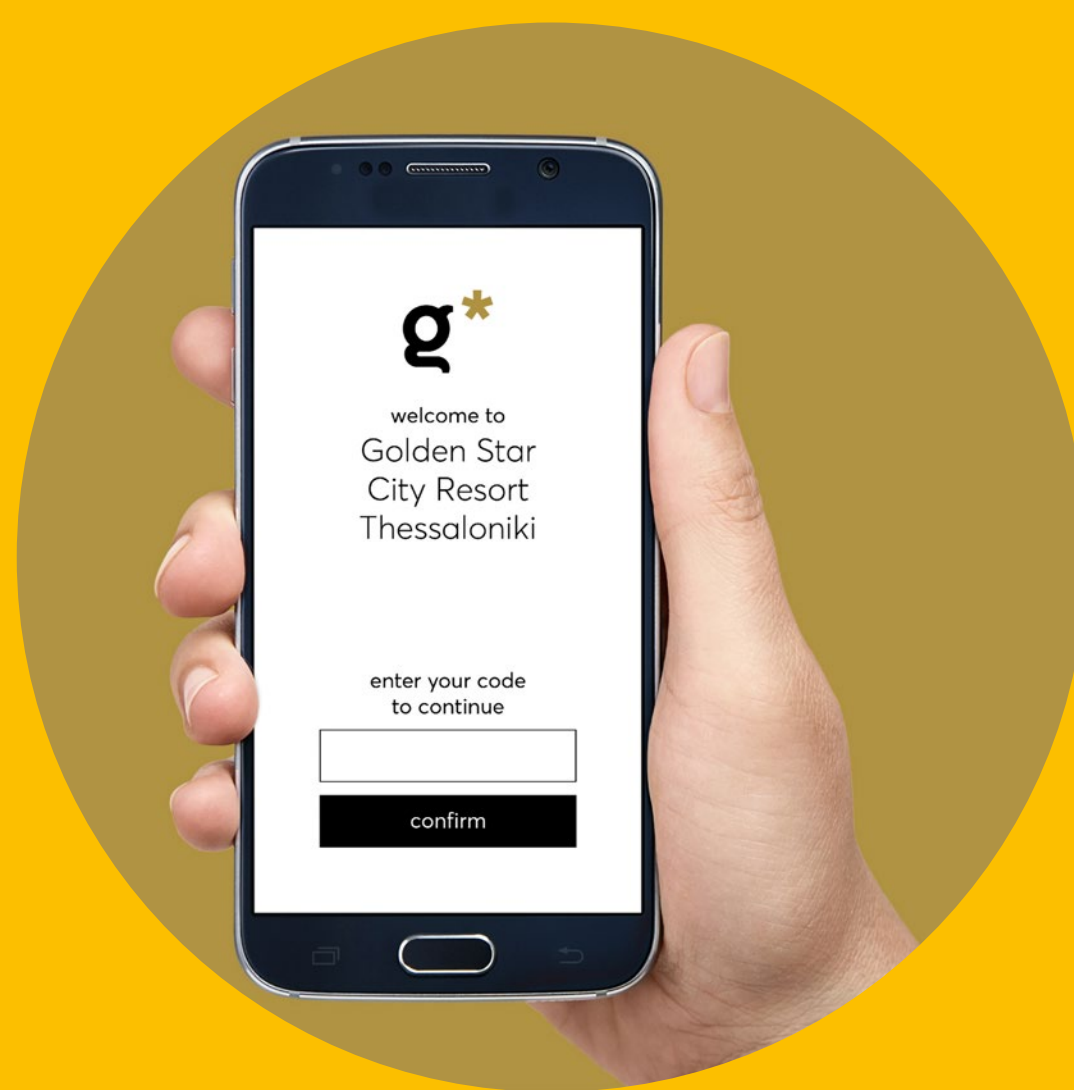
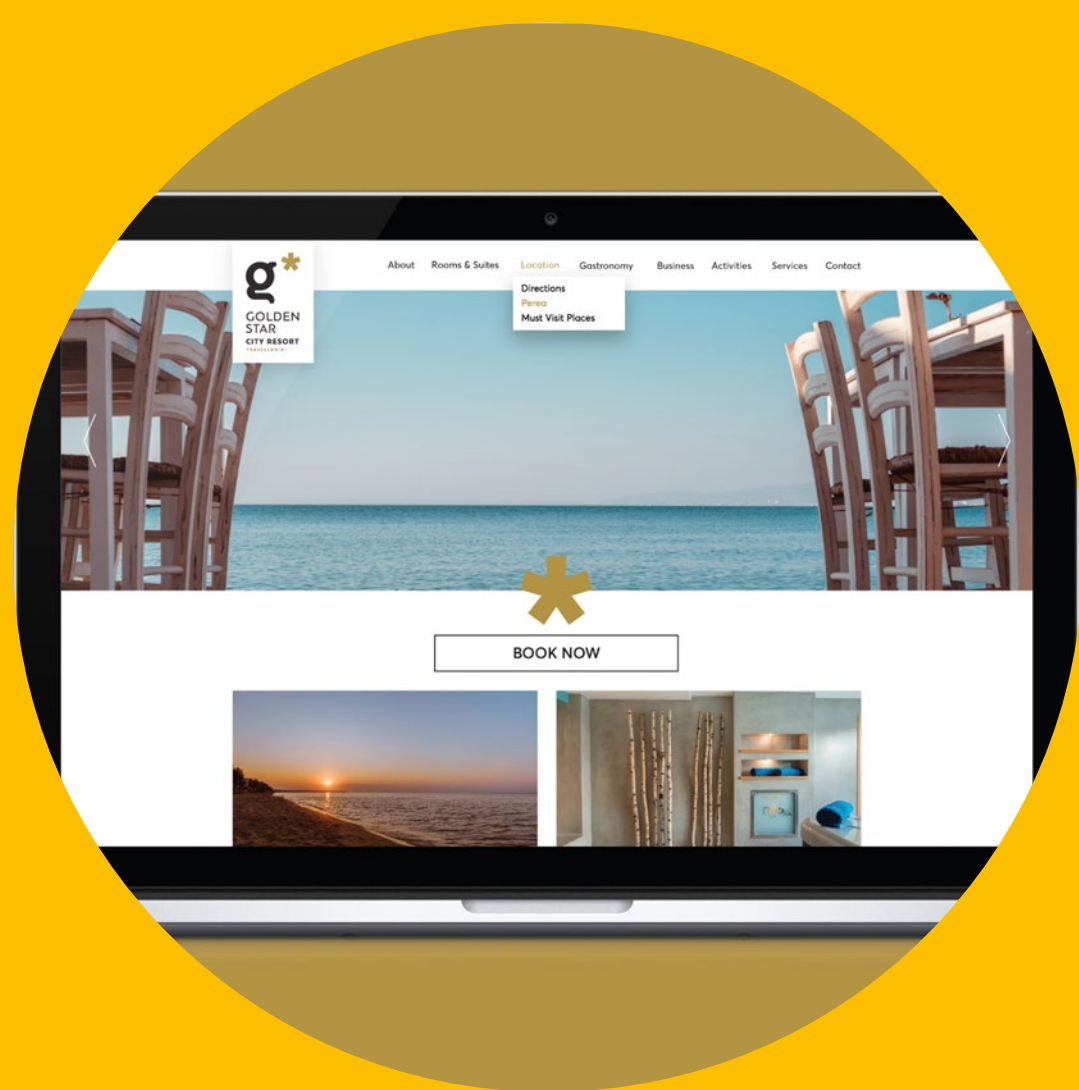
Slab Design Studio

Thessaloniki, Greece

<https://slab.design>



slab



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4helix+



<https://4helix-plus.interreg-med.eu>

Project co-financed by the European Regional Development Fund

Promote Innovative Sustainable Aquaculture Best Practices in the context of Blue Economy - PROMISE

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Innovation
Voucher

Blue Growth
Innovation
Creative
Mediterranean
Business design
Sustainable
aquaculture

EU's Blue Growth Strategy identifies aquaculture as the sector which could boost economic growth and currently is the world's fastest growing food industry. European Commission enhances environmentally responsible aquaculture in order to minimize their environmental footprint and push the industry to be more sustainable. Due to financial crisis that has affected strongly Southern Europe, aquaculture companies have been forced to turn slowly into new methods of farming and to be more friendly to the environment.

The "PROMISE" project aims to promote the benefits of

aquaculture best practices using a global innovative business design method that includes the design thinking approach. The SME during projects' implementation will have at its disposal a set of innovative tools that will help it to promote innovative aquaculture methods, in order to move the European aquaculture sector forward. In particular the use of new tools will enable the SME to incorporate new business design methods in order to share his vision with his clients and identify real potential market opportunities integrating new knowledge about competitiveness' strengthening to capture value.

COMPANY

Konstantinos Koukaras

Dr Konstantinos Koukaras is a Professional Freelancer as Marine Biologist, promoting sustainable Aquaculture as an Expert

Thessaloniki, Greece

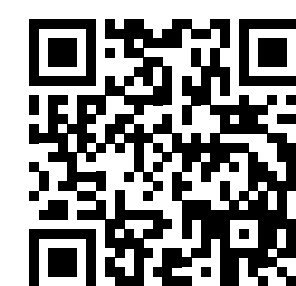
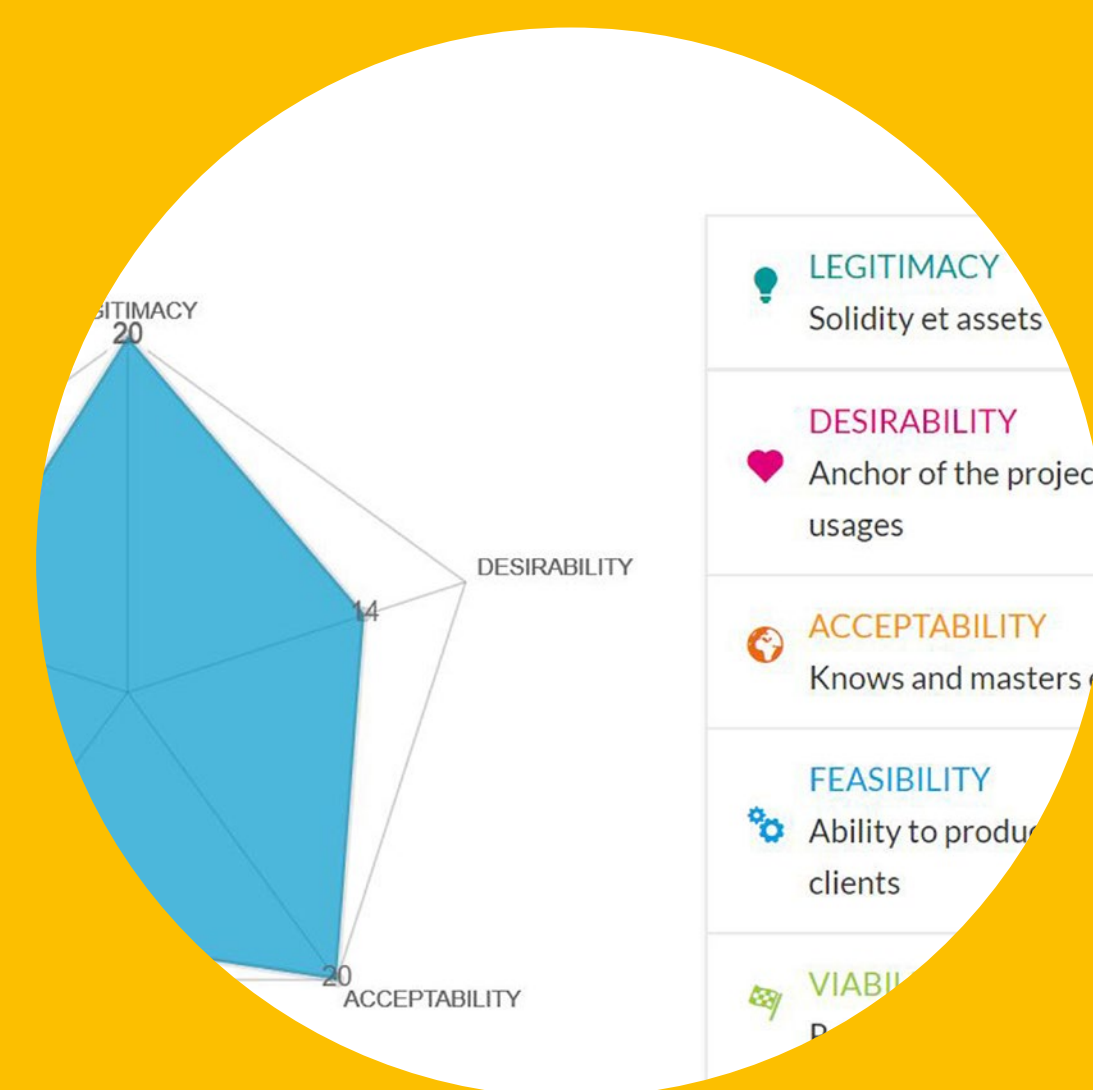
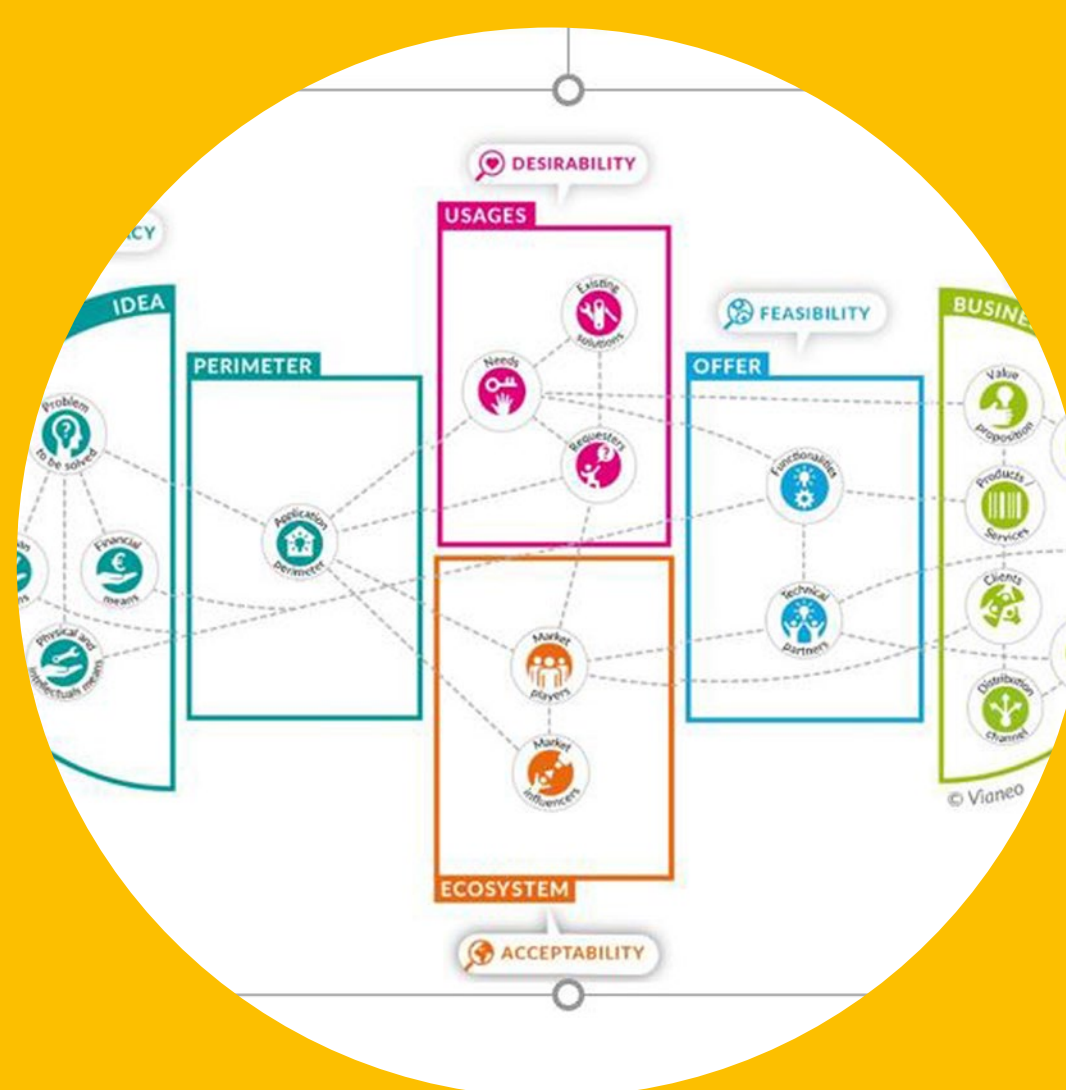
<https://gr.linkedin.com/in/kkoukaras>

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Kaliris

Aix En Provence, France

<https://kaliris.fr>



<https://4helix-plus.interreg-med.eu>

Project co-financed by the European Regional Development Fund

Smart life jacket for watersports (sailing, kitesurfing, and windsurfing)



Blue Growth
Innovation
Creative
Safety
Rescue
Tracking

The project redesigned the Go Zone smart life jacket improving hardware solutions, like size, colors, materials, comfort, fabrics, sticking and ergonomic details. This Jacket is to protect the user (windsurfer, kite surfer, sailor) in a case of emergency from

hypothermia and activate a real-time rescue procedure helping the rescue teams to locate the shipwrecked eight (8) times faster than the traditional rescue methods.

COMPANY

Symeon Nalmpantoglou (Go Zone)

Our company specializing in water sports hardware and software innovations for windsurfing, kite surfing and small boats sailing

Thessaloniki, Greece

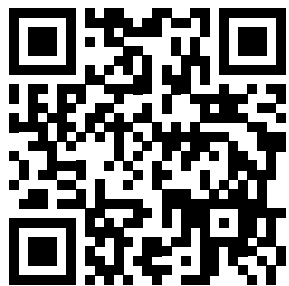
<https://www.active-sport-club.eu>

KNOWLEDGE PROVIDER

Entreautre

Crest, France

<https://www.entreautre.com>



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Project co-financed by the European Regional Development Fund

Virtual Dive at “Christoforos” shipwreck – See the Sea

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Blue Growth
Innovation
Creative
Shipwrecks
Virtual diving
3D reconstruction

Skopelos Dive Center in collaboration with 3DR will create a system for virtual dive in the contemporary shipwreck of “Christoforos” located in the sea of Skopelos island. This project will attract both divers and non-divers, giving them the opportunity of experiencing a dry dive. Skopelos Dive Center will benefit from the project's results as it will broaden its professional network and increase its clientele. The main objective of the project is to give the opportunity to non divers to virtually experience a dive in deep sea. This way people will have the chance to feel the enthusiasm a diver feels

while exploring the underwater world. Skopelos Dive Center in collaboration with 3DR will collect all data in order to design and develop a new ready to use product. The virtual dive will concern the “Christoforos” shipwreck of Skopelos island. The virtual dive application will be available on all devices (pc, mobile phone, tablet, etc.) as well as through a head set supporting augmented reality experience. This innovative project, will raise public awareness, disseminate knowledge and set the Underwater Cultural Heritage accessible for everyone.

COMPANY

Skopelos Dive Center P.C.

Certified PADI Dive Center, licensed by Greek Port authorities and supported by DAN Europe (Dive Alert Network)

Thessaloniki, Greece

<http://sporadesdiving.gr>

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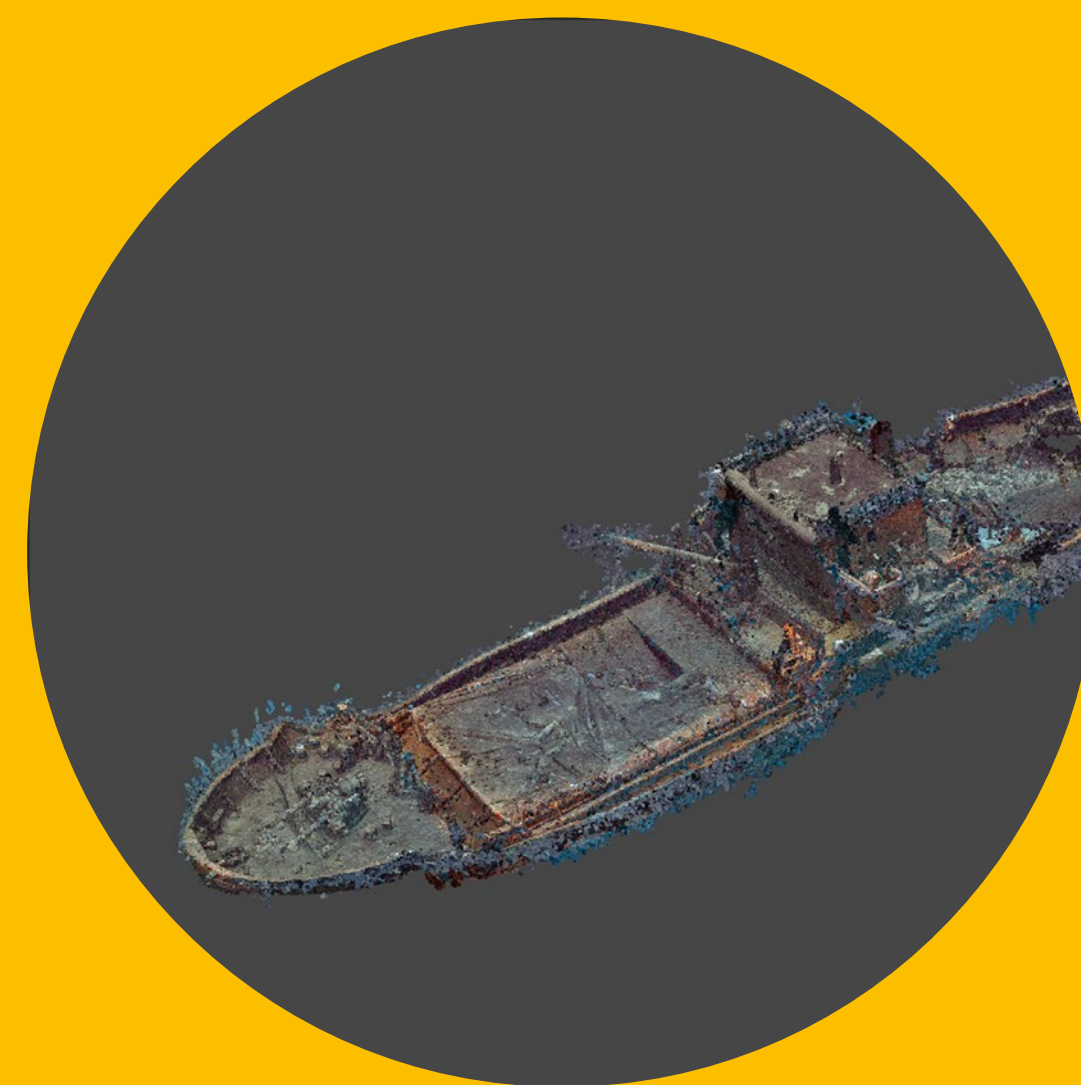
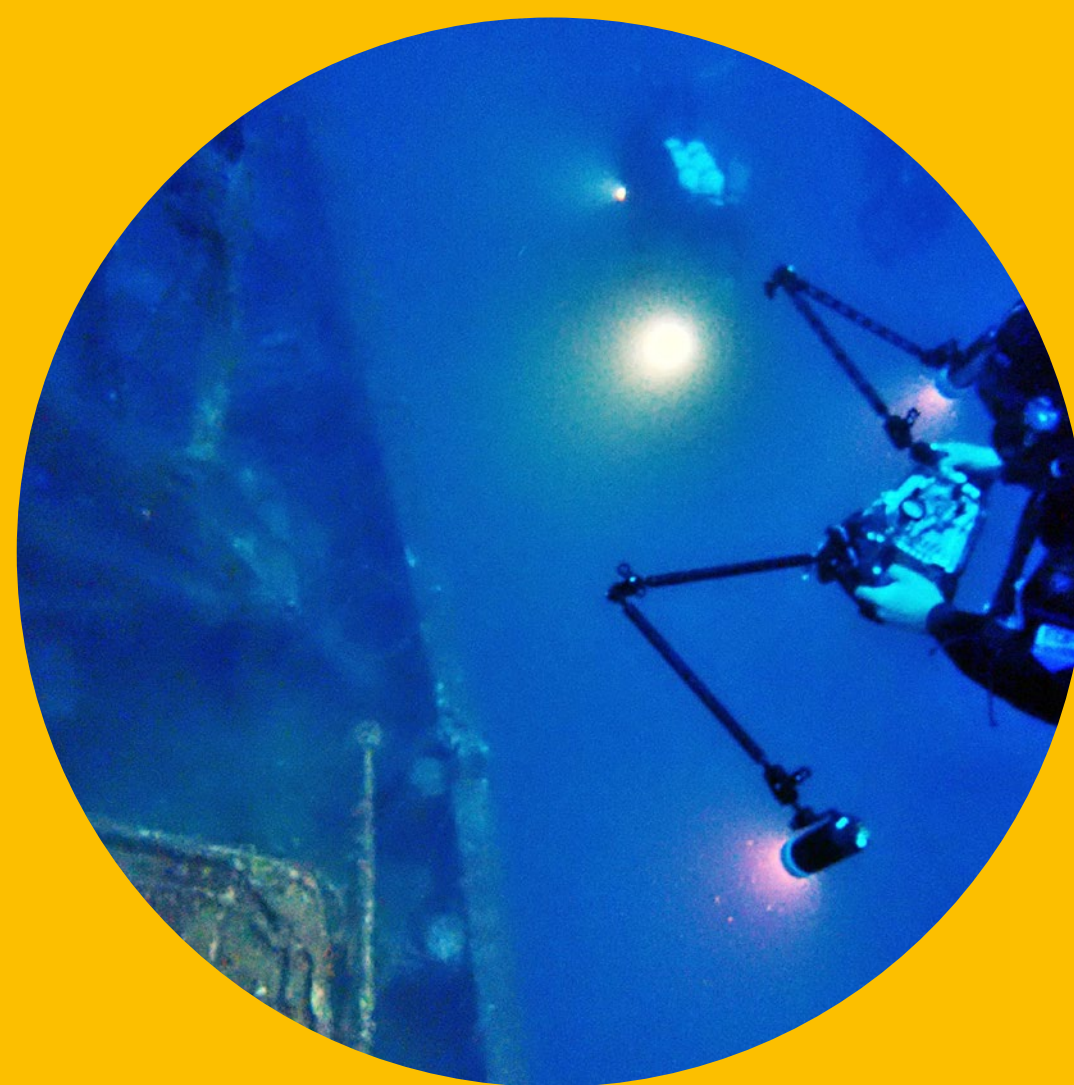
3DResearch S.r.l.

Rende, Italy

<http://www.3dresearch.it>



EXPERIENCE
TECHNOLOGY



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Project co-financed by the European Regional Development Fund

Develop and Improve Marketing Strategies through Machine Learning Algorithms and AI

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Blue Growth
Innovation
Creative
Ad Targeting
Forecasting
Predictive Analysis

Develop techniques which will eventually create a model which will learn from the data it analyzes by identifying patterns. Ultimately, this technology can make decisions without humans and improve the marketing by making the ad campaigns more effective. The deliverables will be useful techniques and tools which will be used on daily basis for the needs of the company in the competitive market of yacht rentals. Advertising in

Social Media Platforms and Google AdWords will be planned from scratch and redesigned from scratch. Also Search Engine Optimization will take place in the whole platform in order to increase the organic results.

Furthermore, improve the whole functionality by refactoring the code of the platform and also improving the whole branding of the project.

COMPANY

Yachting Venture

Yachting Venture is an online marina which hosts yachts in Greece. Our company aims to connect as many boat owners and travelers as possible and motivate people from all around the world to live the unique experience of yachting.

Thessaloniki, Greece

<https://www.yachtingventure.com>



KNOWLEDGE PROVIDER

Moras Dimitriou Ioannis - Dtek

Thessaloniki, Greece

<https://dtek.gr>



Predictive Analytics

Predictive analytics, the practice of extracting information from data sets to predict future trends, can be used to great effect in improving customer service and customer experience.

Predictive analytics are a revolutionary capability of AI because it was previously only possible to retroactively determine trends from data sets. Thanks to artificial intelligence, things that could once only be determined retroactively can now be reliably modelled, and decisions made based on those models.

In Yachting Venture we used predictive analytics in order "reverse-engineer" customers' experiences and actions to determine which marketing strategies resulted in a positive outcome.



Programmatic Ad Targeting

The introduction of artificial intelligence has made bidding on and targeting programmatic advertising vastly more efficient. Again, this is tied into predictive analytics and the ability to model things that could previously only be determined retroactively.

When applied to programmatic advertising, AI can determine things like the best time of day to serve an ad, the probability of an impression converting, or the likelihood of a user engaging with an ad that appears in the middle of an article they are reading.

Yachting Venture uses AI to adjust bidding strategies based on customer lifetime value (CLV) and invest more in potentially higher-value customers.

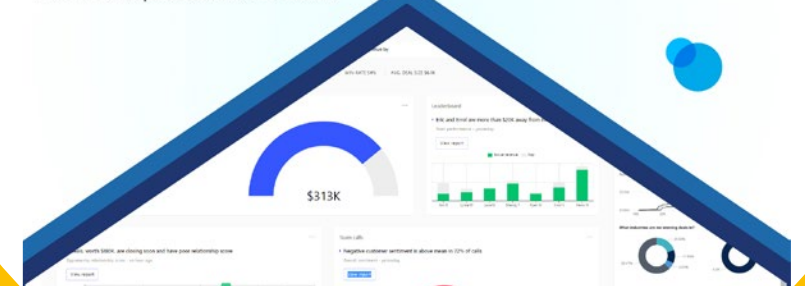


Sales Forecasting

Sales forecasting is another prediction-based application of AI - this time, for sales. Using past sales data, industry-wide comparisons and economic trends, artificial intelligence can forecast sales outcomes and help companies to inform business decisions and predict short and long-term performance.

Sales forecasts can also help to estimate product demand, although sales teams should be careful to take other factors into account as well: for example, a company experiencing manufacturing issues may only sell a certain number of units due to a lack of stock, not due to a lack of demand for the product. Thus, using only sales figures to predict demand would produce an inaccurate forecast.

Yachting Venture has now the right database tools to extract useful data from the past which will help to forecast the future.



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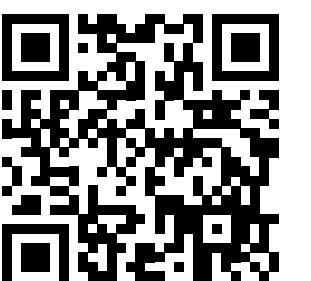


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UDYSSEA – U Define Your Sea, Sailing & Environmental Action

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Innovation
Voucher

Blue Growth
Innovation
Creative
Knowledge
exchange
Internationalization
Customer interaction

UDYSSEA is an innovative B2B & B2C platform, which adds value to the sailing experience and nautical tourism, as it provides ready-made solutions for sailing routes, but also offers the opportunity for tailor-made nautical routes combining elements from the local natural, cultural and human environment. The platform enables stakeholders to create an excursion on their own, by choosing among a variety of interactive and educational activities, thus, it provides a personalized interactive experience to travelers. Through 3 different levels of sailing experience, it addresses to all ages and tastes, as it offers customized destinations based on visitor's

needs and skills, with the help of the company's experienced crew. By choosing the best of every destination and with the spirit of bonding the crew - visitor as a solid team, UDYSSEA offers activities that bring everyone closer to the local culture, environment and people. The visitors join the daily life of the locals, hear their stories, share their passion and interact with them through a great variety of activities. In every trip UDYSSEA gives them the opportunity to participate through several environmental actions (beach and depth cleaning, animal-protection programs, etc.).

COMPANY

YAKO Sailing Maritime

Yacht Charter Company offering Experiential Traveling and Custom made cruises

Nea Potidea, Halkidiki, Greece

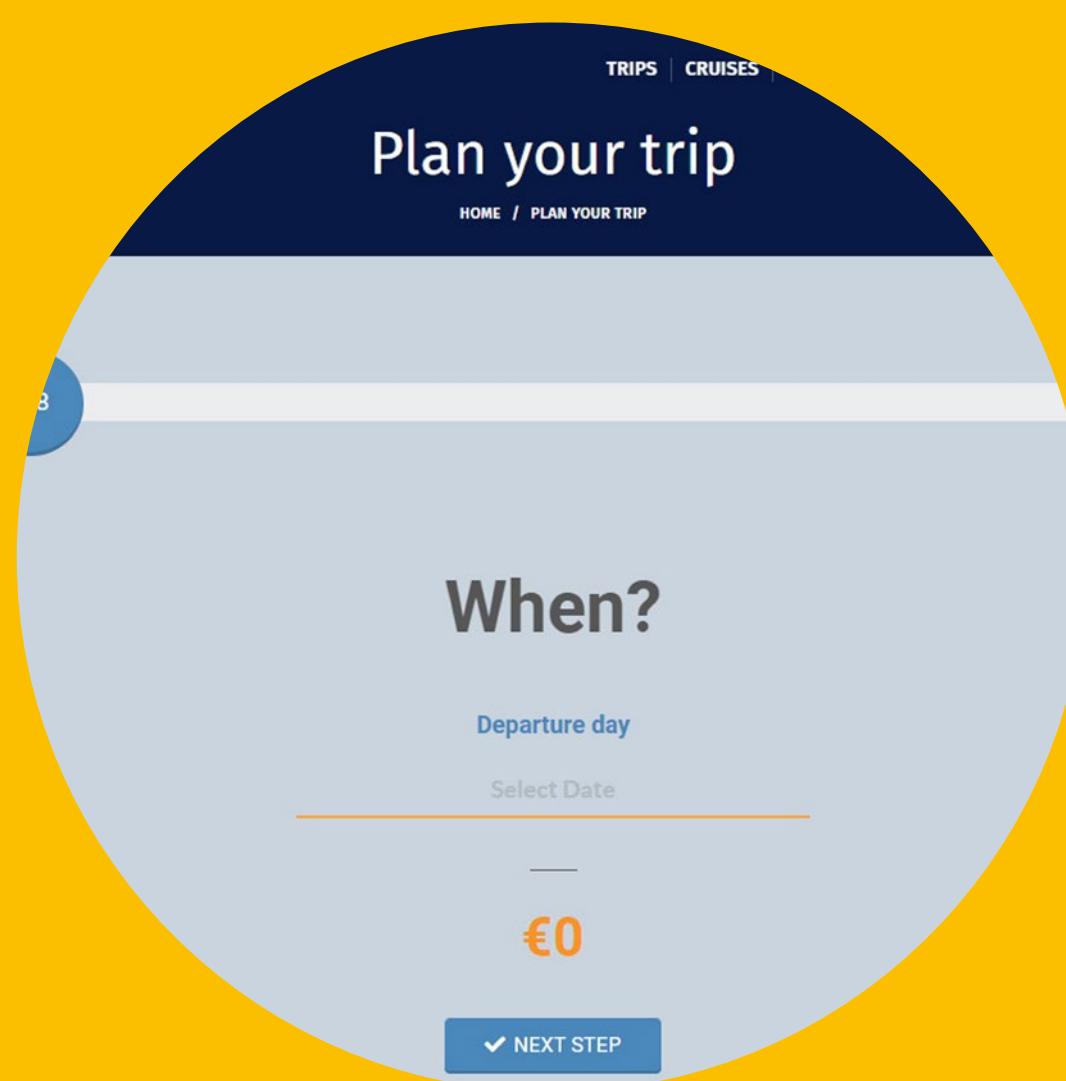
<https://www.yakosailing.com>

KNOWLEDGE PROVIDER

Tessera Multimedia S.A.

Thessaloniki, Greece

<https://www.tessera.gr>



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