



# Market introduction of Indico platform

*Preliminary market analysis*



14 / 8 / 2018



**CESP**  
CERN Entrepreneurship  
Student Programme

# Indico platform



Key features identified:

- Meeting/Lectures organization,, timetables.
- Room booking
- Conference management



Public Category

## Metal Lathe 101 (1/1)

📅 Saturday 4 Aug 2018, 17:00 → 19:00 US/Eastern

📍 Main Hall (Lincoln Smithy)

Home Create event My profile

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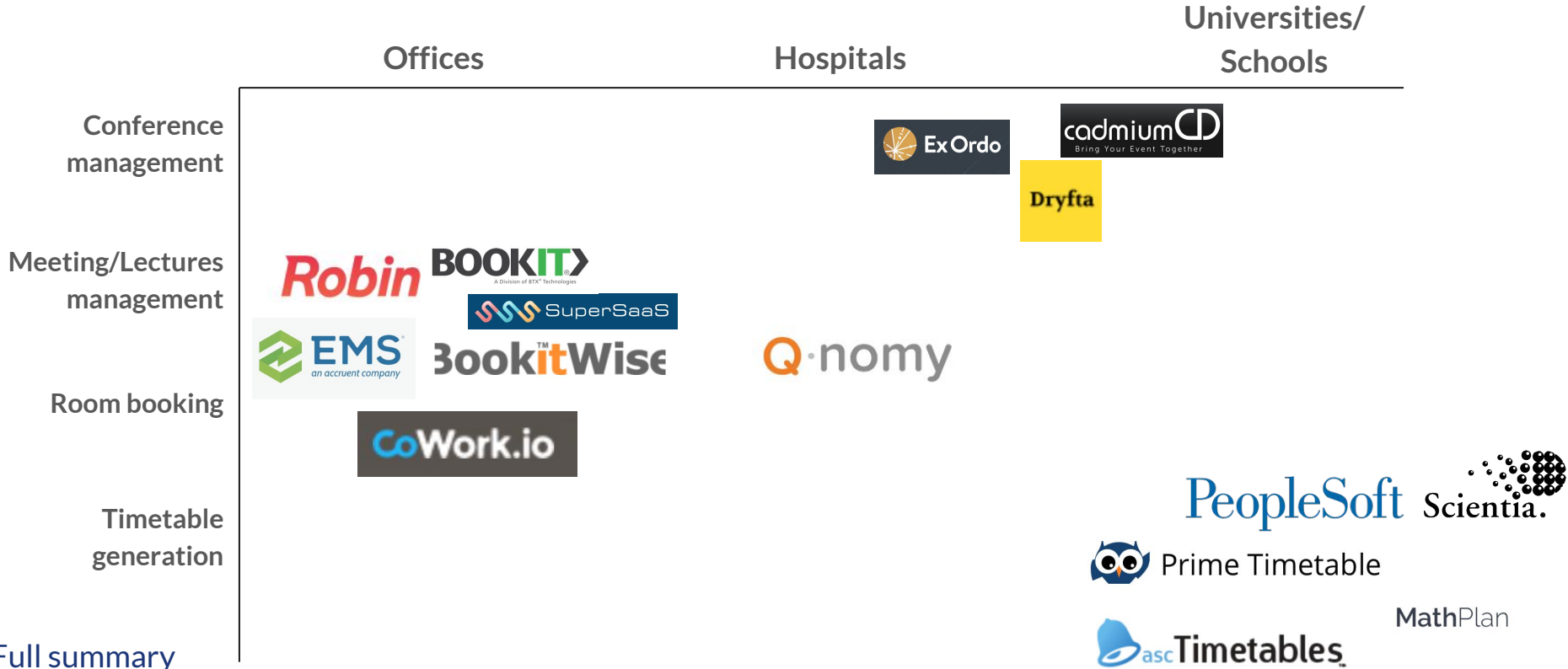
Switch to display view **AAA 14 Aug** Clone ⚙️

Created by Andrea Sottocornola (sottocornola.andrea@gmail.com)

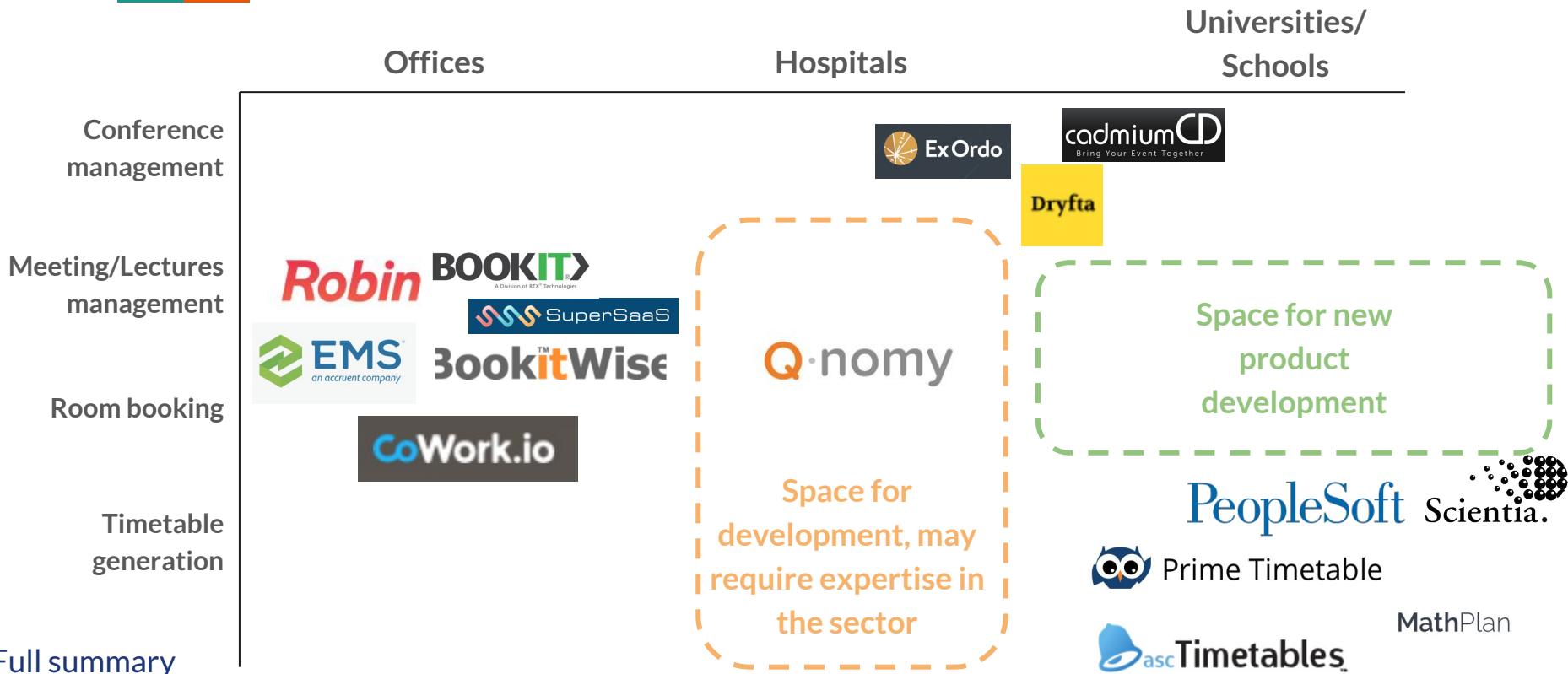
### Settings

🏠	<b>Title</b> AAA	🔗
	<b>Description</b> None	
	<b>Short URL</b> None	
📅	<b>Date</b> 14 August 2018	🔗
	<b>Time</b> 16:00 - 18:00	
	<b>Timezone</b> Europe/Zurich	
📍	<b>Room</b> None	🔗
	<b>Venue</b> None	
	<b>Address</b> None	
👤	<b>Chairpersons</b> None	🔗

# Market analysis



# Market analysis



# Key takeaways

- ❖ Many competitors BUT there are still opportunities:
  - Meeting/Lectures management in **universities**
  - **Hospital** appointment/surgery scheduling.
- ❖ A commercial consideration is that business to business sales can be complex and slow, especially when it comes to system-wide technological change



Meaningful to continue working  
on Indico