



## **DigiEduHack Solution**

**Foggia - Hacking University for social innovation**

**Challenge: Find an innovative, sustainable and digital idea to promote our territory**

## **Perfetto Artisan**

### **Italian Artisans at home**

This project consists of creating a market place, which allows people to find hidden local artisans. It gives the possibility to buy online directly from them.

### **Team: Hand makers**

#### **Team members**

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#### **Contact details**

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## **Solution Details**

### **Solution description**

The solution consists of creating a market place which allows everybody to feel an Italian experience through local craftsmanship. It is possible to buy local Italian products thanks to our platform.

## **Solution context**

The problem is the difficulty in finding local artisans. The challenge that we are solving is to make the artisans visible online, giving them the chance to enjoy the benefits of digital communication.

## **Solution target group**

Artisans and lovers of Italian craft tradition.

Università di Foggia, companies aiming to get in touch with artisans, citizens and local communities.

They will benefit by creating new income and keeping tradition.

## **Solution impact**

Direct match between demand and offer, creation of new demand, global spread of local craftsmanship, recovery of craft traditions, innovation of the craft techniques and revenue creation.

## **Solution tweet text**

Let's bring digital into tradition and tradition into digital

## **Solution innovativeness**

Digitize craftsmanship to valorize skills of local artisans through technology.

## **Solution transferability**

The whole project can be exported and replicated using different excellences for each country.

## **Solution sustainability**

We will face the go-to-market through innovative channels (social, web, etc).

We will continue to increase the number of users (artisans) and we will grant our future revenue holding the 20% of transaction.

## **Solution team work**

We worked very well and we could continue to work as a team in the future because we own different and complementary skills in the field of informatics, marketing, law, foreign languages.