UNWTO Online Innovation Hub

A collaboration project between UNWTO and Creativa / Auster
What is the Online Innovation Hub?

It is the convergence meeting platform for all the technological agents of the tourism industry, in a single online site, a hub: Startups, investors, organizations and states, all together sharing information.
What content will the UNWTO Online Innovation Hub have?

Specialized contents and useful applications for all the agents involved.

This platform will be a worldwide reference place to find top startups, investors and technologies curated by UNWTO.
Content

- Content by type (startups, states, etc.).
- Content by country.
- Reference contents (articles trends in technology).
- Content by verticals: gastronomy, sports, deep tech…
- UNWTO events agenda and each country calendar.
Online Applications

- Matchmaking
- Job Factory
- Reports
- Startups competitions.
Online Applications

Matchmaking

- Contact startups
- Invest in Startups
- Anywhere any registered investor could select a startup and invest directly online.
- Transparency.
- Connection between parties.
- State access to data.
Online Applications
Job Factory

- Worldwide applications.
- New jobs and opportunities.
- Economy growth.
- Remote and face-to-face work.
- Multi-lingual opportunities.
Online Applications

Reports

- Whitepapers publication.
- Buy online.
- Filtered by categories.
- Access worldwide.
- Multi-lingual.
Online Applications
Startups Competitions

- Through the swiss site.
- Calendar.
- Links directly to the competition.
- Results in news section.
- Promotion at the home section.
This project will be developed in partnership with:

Innovation Hub Network

Merge all the information that we have been collecting during this year of work to promote their services on the ground.
01 Branding

Using technological trends, the Online Innovation Hub logo, will maintain the UNWTO colors and font, but the world will be a connected one with peers.
Design

The website will be designed using the latest technologies, thinking in the User Experience and the User Interface as the most important keys to determine the success online.
The website will be designed using the latest technologies, thinking in the User Experience and the User Interface as the most important keys to determine the success online.
## Development

Experts with different backgrounds and knowledge, will share the development of the project as a team.

<table>
<thead>
<tr>
<th>01</th>
<th>Product Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Project Manager</td>
</tr>
<tr>
<td>02</td>
<td>Designers</td>
</tr>
<tr>
<td>04</td>
<td>Frontend Developers</td>
</tr>
<tr>
<td>02</td>
<td>Programmer Analysts</td>
</tr>
<tr>
<td>04</td>
<td>Programmers</td>
</tr>
<tr>
<td>02</td>
<td>Users</td>
</tr>
</tbody>
</table>

16 Development team

<table>
<thead>
<tr>
<th>01</th>
<th>Product Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Database</td>
</tr>
<tr>
<td>05</td>
<td>Translators</td>
</tr>
<tr>
<td>02</td>
<td>Assistants</td>
</tr>
</tbody>
</table>

10 UNWTO permanent team
04 Visit us soon

innovationhub.unwto.org