CAPITOLATO SPECIALE D'ONERI

Rinnovo servizi di registrazione alla Piattaforma di social community Goin' Connect

Responsabile Unico di Progetto

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Sommario

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1. PREMESSA

Il Piano Strategico 2018-2024 del Politecnico di Torino pone l'attenzione sulla crescente richiesta di formazione universitaria di qualità proveniente dai Paesi "ex-emergenti" e da altri Paesi occidentali e rinnova l'interesse e la necessità di proseguire nella strategia di Ateneo di reclutamento internazionale, in particolare a livello di laurea magistrale. Inoltre, la recente riorganizzazione dell'Ateneo ha assegnato alla Direzione STUDI la *mission* di gestire i servizi di supporto agli studenti, presidiare i processi di promozione, progettazione, sviluppo ed erogazione dell'offerta formativa di I e II Livello con riferimento alle dimensioni di internazionalizzazione, diritto allo studio, qualità e innovazione.

In questi ambiti, l'Ateneo si pone l'obiettivo di:
- attrarre studenti meritevoli da tutto il territorio nazionale e dal resto del mondo;
- migliorare il processo di selezione anche in relazione al potenziale impatto sul tessuto economico italiano e sulle relazioni con i Paesi di origine per quanto riguarda gli studenti internazionali;
- migliorare il tasso di conversione da studente ammesso a studente immatricolato;
- facilitare l'integrazione degli studenti internazionali nel nuovo contesto accademico e sociale dalla fase di reclutamento a quella dell'immatricolazione.

Nella strategia di promozione si intende privilegiare ulteriormente gli strumenti online, che garantiscono di fidelizzare i potenziali candidati nonché elevare anche il benessere sociale degli studenti.

A tal fine, si ritiene utile avvalersi dei servizi aggiuntivi offerti da Goin' Connect la cui *mission* consiste nel fornire una piattaforma di social community che consente agli studenti di connettersi tra loro prima dell'arrivo in Ateneo, con l'obiettivo di aumentare benessere, conversione e ritenzione degli studenti.

2. OGGETTO DELL'AFFIDAMENTO, IMPORTO E DURATA

La trattativa di cui alla presente lettera di invito ha per oggetto l'acquisizione di servizi e registrazione alla Piattaforma di social community Goin' Connect 2024.

L'importo posto a base dell'affidamento è pari a euro **76.608,00 IVA esclusa**.

Non sono previsti oneri per la sicurezza non soggetti a ribasso.

2.1. DURATA

Il contratto avrà durata di 4 anni (QUATTRO) decorrenti dalla data della sua sottoscrizione ovvero, nel caso di esecuzione anticipata, dalla data di presa in carica del servizio, risultante dal relativo verbale di avvio dell'esecuzione.

Ai sensi dell'art. 50 comma 6, dopo la verifica dei requisiti in capo dell'aggiudicatario la stazione appaltante può disporre l'esecuzione anticipata del contratto; nel caso di mancata stipulazione l'aggiudicatario ha diritto al rimborso delle spese sostenute per le prestazioni eseguite su ordine del direttore dell'esecuzione.

2.2. REVISIONE PREZZI

Qualora nel corso di esecuzione del contratto, al verificarsi di particolari condizioni di natura oggettiva, si determini una variazione, in aumento o in diminuzione, del costo del servizio [o in alternativa dei beni] superiore al cinque per cento, dell'importo complessivo, i prezzi sono aggiornati, nella misura dell'ottanta per cento della variazione, in relazione alle prestazioni da eseguire

2.3. MODIFICA DEL CONTRATTO IN FASE DI ESECUZIONE

In casi eccezionali, il contratto in corso di esecuzione può essere prorogato per il tempo strettamente necessario alla conclusione della procedura di individuazione del nuovo contraente se si verificano le

3. CARATTERISTICHE TECNICHE MINIME

Le seguenti tabelle riportano le specifiche tecniche di erogazione del servizio.

KEY DETAILS

Duration	4 years
Starting date contract	1st of March 2024
End date	This Agreement shall be renewed automatically for a period identical to one (1) year unless a party gives six months notice that the Agreement will terminate on the expiry of the then-current term.
Subscription Plan	Unlimited number of invites for offer holders / admitted students of the following categories: <table><tr><td>International degree students</td><td>Yes</td></tr><tr><td>Incoming exchange students</td><td>Yes</td></tr><tr><td>Domestic students at international degree programs</td><td>Yes</td></tr><tr><td>Domestic students at domestic programs</td><td>Yes</td></tr></table>
Product description	Social community platform that enables students to connect with each other before arrival aiming to increase student wellbeing, conversion and retention.

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Feature	Goin'	Other suppliers*
Student experiences Module	✓ Platform includes: Student experiences module (showing a world map/city map full of locations, bars and other student places to go to. Shared and pinned by other students, saved and updated for years)	✗ Do not have this world map full of student experiences, reviews, rating and direct chats to talk with the people who shared the tips and experience with.
World View Module	✓ In person meet-ups are an essential part of building meaningful connections. Our unique world-view is very effective in creating these meet-ups for students during their summer holiday and in their home country. Filters can easily be applied on this map view.	✗ Do not have this World-view mode that features where in the world other students are from. Neither filters to find other students in the world at your home, study or holiday location with a direct chat accordingly.
One to One connections	✓ A full module of the platform that stimulates 1 to 1 connections by many filters, a search bar and and even suggests students to each other based on similarities and activity on the platform.	✗ Do not have this 1 tot 1 connection mode including smart algorithms and software to stimulate and help students to connect 1 to 1 with filters, search bar and activity trackers.
Community module filled with social clubs	✓ Our technology is built for community and friendships. And that requires much more than just groups. The hard part is the glue that creates and connects 1-1 connections, the world view, various interests groups and student experiences together in a vibrant community!	? Have group chats, similar to whatsapp chats in an online space but they are missing the glue and the other features listed at Goin' that make groups into a community rather than just many seperate group chats.
Arrival Guide for students	✓ Emails don't get great open rates these days. This generation is way more focused on peers. An important element of our platform is the arrival guide, simply guiding students quickly where to find the right information and getting extra traction for your info and events with 0-effort.	✗ Do not have this arrival guide module as part of the platform.
Insights and analytics	✓ While using our platform we gather very interesting insights about your students, their desires, their well-being and their enrollment probability. This information comes your way through insightful reports, fun knowledge sessions and a handy dashboard.	✗ Because we have been running communities for 3 years now we can calculate such analytics and probabilities. For other suppliers this will be very hard..
Un-surpassed student experience	✓ We were students ourselves not that long ago and our focus has always been increasing the student experience, the fun, the integration, well-being and student success. Later we learned about the serious impact we make on conversion, a great bonus that happens automatically using Goin'	✗ Other platforms are often a conversion, a recruitment tool or a feature on top of an existing service. They lack the features needed for an continued student experience, also after arrival.

*Based on the knowledge we have about other suppliers. Of course, services could change over time or information asymmetry might exist.

	Goin'	Other suppliers
Time for moderation, set up and integration	✓ No integration effort for your uni, no set-up effort, no moderation effort. Nothing. We're a sophisticated AI powered platform: tech-led, student-led and goin'-led. So literally zero staff effort!	✗ Serious time from staff members or paid ambassadors involved for moderation. Also frequent time involved for set-up, implementation and integration.
Time to go live	✓ Timing is key to offer your students the best possible experience. We are very commited to work with UoA and therefore we commit ourselves to be able to go live 1 month after the confirmation to work with Goin'.	? Other suppliers often require integration, set-up and also still the development of certain features that you'll need for an effective social community. Therefore may not be able to go live within 1 month after confirmation.
Native application	✓ For the best student experience you will need a native application. Especially for a solution used as a community by the students with notifications, algoritms, 1-1 chats and world-map view features.	✗ Other suppliers lack certain features like the world map view and dedicated, encrypted 1-1 chats. Often their platform is in a Web-based or ReactNative app. Native apps are required to bring the best student experience for now and in future.
Charge for future innovations / features	✓ There will be no price changes during the agreed contract period, future innovations and features are included in this price. We will not try to upsell features in the future, future developments are included in the license fee resulting in transparent pricing.	✗ Other suppliers may come in at a lower price point but may increase those prices over time and price new features or innovations seperately with upsell discussions every year.
Alternative business model to make money on the data of your students	✓ We care about data ethics and privacy as much as your students do. They don't like the offering of their data to commercial providers or other types of advertisements on the platform. And we don't like that too. Our contract is clear, we can and will never do that.	✗ Other suppliers often have alternative business models or collaborations with other commercial parties that they use to make additional money with the data of your students. Something students definitely don't like.
Cooperative business model with 50% of revenue invested in technology	✓ From every agreement we make with universities, we invest 50% of it back into the product. This results into a constant flow of improvements for the products of our existing partner universities we work with. This model also works well in co-creating new features with universities.	✗ Other suppliers may not invest such an extensive amount in their product as they will have to meet set revenue goals of investors.
Most experienced party with social community software	✓ We were students ourselves not that long ago (4 years) and the focus has always been on student experience, fun, integration, well-being and student success. We have now for 3 years run effective social communities with top 100 universities and it's our core business, not just a feature.	✗ For other suppliers a community solution is often an extra feature and only focussed on conversion/applicants. Lacking the tools for continued engagement and still fresh in use, often 1 year opposed to 3 years with firstmover Goin'.
Proof with use cases at 10+ top 100 universities	✓ We have many references at top universities in Europe. All these topnotch universities deliver us new input on how we can improve. We can leverage this network in combination with our 50% cooperative model resulting in a topnotch solution.	✗ Other platforms are or were run as recruitment / conversion tools. They don't have student experience use-cases and may not have the experience at at >10 other top 100 universities.

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