

Summary of Agile Pilot

Company name	ExoTech Solutions s.r.o.
Company location	Czech Republic
Domain	Digital services, data and communication
Municipality	Statutory City of Ústí nad Labem, Czech Republic
Project period	October 2025 – March 2026
Solution	<p>The pilot tested a digital platform “Účka”, a gamified participation tool enabling citizens to engage in community and civic activities.</p> <p>Key features:</p> <ul style="list-style-type: none"> • Users complete community challenges • Earn points (“Účka”) • Exchange points for rewards provided by the city or partners <p>The solution functions as:</p> <ul style="list-style-type: none"> • a digital participation tool • a community engagement platform • a bridge between municipality, citizens, and local partners <p>It combines gamification, civic engagement, and Smart City principles.</p>
Stakeholders	<ul style="list-style-type: none"> • ExoTech Solutions s.r.o. • City of Ústí nad Labem • Citizens (users) • Local partners (e.g. zoo, museum, café, theatre)
Lessons learned	<ul style="list-style-type: none"> • Gamification works but needs continuous content: Users understand the concept, but long-term engagement requires regular updates of challenges. • Municipal capacity is critical: Administrative and human resources on the city side significantly influence success. • User activation is the key challenge: Registration alone is insufficient; active participation must be systematically supported. • Seasonality matters: Winter timing negatively affected engagement and campaign effectiveness. • Agile piloting is valuable for validation: It enables testing digital solutions in real municipal environments. • Need for clearer pilot framework: Companies benefit from clearer initial setup, financial flows, and shared best practices.
KPI 1 Quantitative engagement	<p>Status: Partially achieved</p> <ul style="list-style-type: none"> • 92 / 100 registered users (close to target) • Only 8 active users • 5 partners (target exceeded) • 13 completed challenges (target exceeded) • 2 / 3 community events realized

	<p>Key insight: Good initial traction, but low active engagement rate limits validation.</p>
KPI 2 User experience & partner impact	<p>Status: Partially achieved</p> <ul style="list-style-type: none"> • ~76% users find the platform clear • ~53% find it easy to navigate • Limited data on partner impact (low number of transactions) • Administrative burden for partners is low <p>Key insight: Positive user perception, but insufficient data for robust evaluation.</p>
KPI 3 Public response to communication	<p>Status: Not fully measurable</p> <ul style="list-style-type: none"> • Online campaign launched too late → insufficient data • Offline communication showed positive reception • Strong engagement during targeted presentations (students, seniors) <p>Key insight: Communication impact was positive but not systematically measured.</p>
Evaluation of the business model focusing on its viability and potential for growth	<p>Pre-pilot model</p> <ul style="list-style-type: none"> • SaaS platform (B2G – municipalities) • Revenue streams: <ul style="list-style-type: none"> ○ implementation fee ○ monthly subscription ○ additional services <p>Strengths</p> <ul style="list-style-type: none"> • Clear pricing structure for cities • Scalable modular model • Potential for partner ecosystem (local businesses) • Recurring revenue via SaaS <p>Weaknesses / barriers</p> <ul style="list-style-type: none"> • Dependence on municipal capacity • Need for strong marketing and engagement • Low user activation risk • Limited validation of willingness to pay <p>Key conclusion</p> <ul style="list-style-type: none"> • Technologically viable and scalable • Business model not yet fully validated in market conditions
Impacts	<p>On municipality</p> <ul style="list-style-type: none"> • Tested new approach to citizen participation • Increased understanding of gamification in public services • Provided insights for future participatory tools <p>On company</p> <ul style="list-style-type: none"> • Real-world validation of MVP • Improved product and business model assumptions • Established relationship with pilot city • Identified key barriers to scaling
Suggestions for future actions,	<ul style="list-style-type: none"> • Focus on user activation and retention strategies • Develop strong marketing and communication campaigns

especially focusing on sustainability and replication	<ul style="list-style-type: none"> ● Clearly define target user segments ● Strengthen partner value proposition ● Build data-driven KPI framework (MAU, retention, CAC) ● Expand pilot to additional cities for validation ● Create clear methodology for municipalities
Next steps	<ul style="list-style-type: none"> ● Product improvements (UX, motivation features, analytics) ● Development of implementation methodology for cities ● Expansion to 2–3 cities by 2027 and up to 30+ cities by 2030 ● Exploration of foreign markets (Slovakia, EU) ● Participation in Smart City events ● Securing funding (private capital, EU programmes)
Provider's Reflection	<ul style="list-style-type: none"> ● Strong value in real-life testing with municipalities ● Agile approach enabled iterative improvements ● Need for longer pilot duration (9–12 months recommended) ● Positive experience with mentoring and flexibility ● Need for clearer initial setup and processes
Municipality's Reflection	<ul style="list-style-type: none"> ● Pilot seen as valuable experiment in citizen engagement ● Platform tested new participatory approach ● Positive response from users ● City plans to continue and expand the solution ● Agile piloting enabled low-risk testing
Expert's Reflection	<ul style="list-style-type: none"> ● Solution is still at MVP / early pilot stage ● Insufficient user validation (low active users) ● Lack of robust data for business validation ● Marketing and communication not fully developed ● High risk of remaining in “pilot phase” <p>Key conclusion:</p> <ul style="list-style-type: none"> ● Technologically functional, but market viability not yet proven ● Main challenge is user activation, business model validation, and sustainability