Executive summary

CityCapstone is changing the way sostainable infrastructure is developed in the world.

The world is in constant change. The way in which the human being is transforming the reality has taken societies from a dilemma to another. What makes us face the old and unsolved paradigm of human development ... how to reduce poverty and social deprivation?

Social involvement has been gradually gaining space in areas with great exposure such as the media, social networks and sports, but even the society that increases its interconnection every day to a global degree, has lacked the genuine empowerment that promotes true global citizenship.

It is in this gap that CityCapstone finds its ideological motivation, in being able to empower the common citizen to transform its global society through the refinement of the increasingly used unitary human habitat ... the city.

Millions of people have a simple but powerful opportunity to make possible infrastructure projects that truly seek to avoid, first, collateral damage in nature, human activities and society itself, and second, to continue considering best sustainable practices: equity, productivity, empowerment and profitable but responsible economy

City Capstone collects through social listening tools the true feelings and needs of citizens. The platform does it from a natural recovery of the interactions in the digital life of people, so its range of action is really huge, we are talking about Big Data, Data Mining, Business Analytics and Business Intelligence. Additionally, proposals analyzed by interdisciplinary groups, experts, authorities and specialized organizations are added to complete the project portfolio. We call this curation.

The disruptive way in which we finance projects is by using social empowerment to democratize the entry of resources into projects previously analyzed and selected with the curation process. There are different financing instruments, but tokenization shows promising findings to take crowd funding one step further. Just imagine a USD $50bn mega project located in India being financed by 10 million common people around the world. We do the math for you but the scenario is simple, 10 million people supports the project with a token about USD $5k.

These three previous steps, social empowerment, curation and disruptive financing is what is called Infraconsciousness.

The transformation process starts by empowering citizens by making them planners of their cities infrastructure projects, it enhances the role of the common citizen as a key partner, giving voice to the ultimate end users of every public related investment. This turns out the common role of the citizen from a mere user into a decision maker that starts developing comprehensive solutions that fulfill expectations.

Social listening is the innovation core of CityCapstone, defines the main problems the society is talking about by analyzing big data from social media in order to develop business analysys and business intelligence used to give the capstone project for a city, going from data to facts and to insights, embracing online frameworks and achieving rapid remote projects.

Once it was established that Citycapstone's central innovation, social listening, is currently being implemented, the feasibility is frank in the other 2 main schemes of the business model, that is, interdisciplinary curation and inclusive financing