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## CREATIVE INSIGHT

Following the tragic incident of March 17, 2017, Gudauri ski resort is completely renovated and totally safe for tourists. but skiing and snowboarding are extreme sports and skiing accidents on slopes are bound to happen.

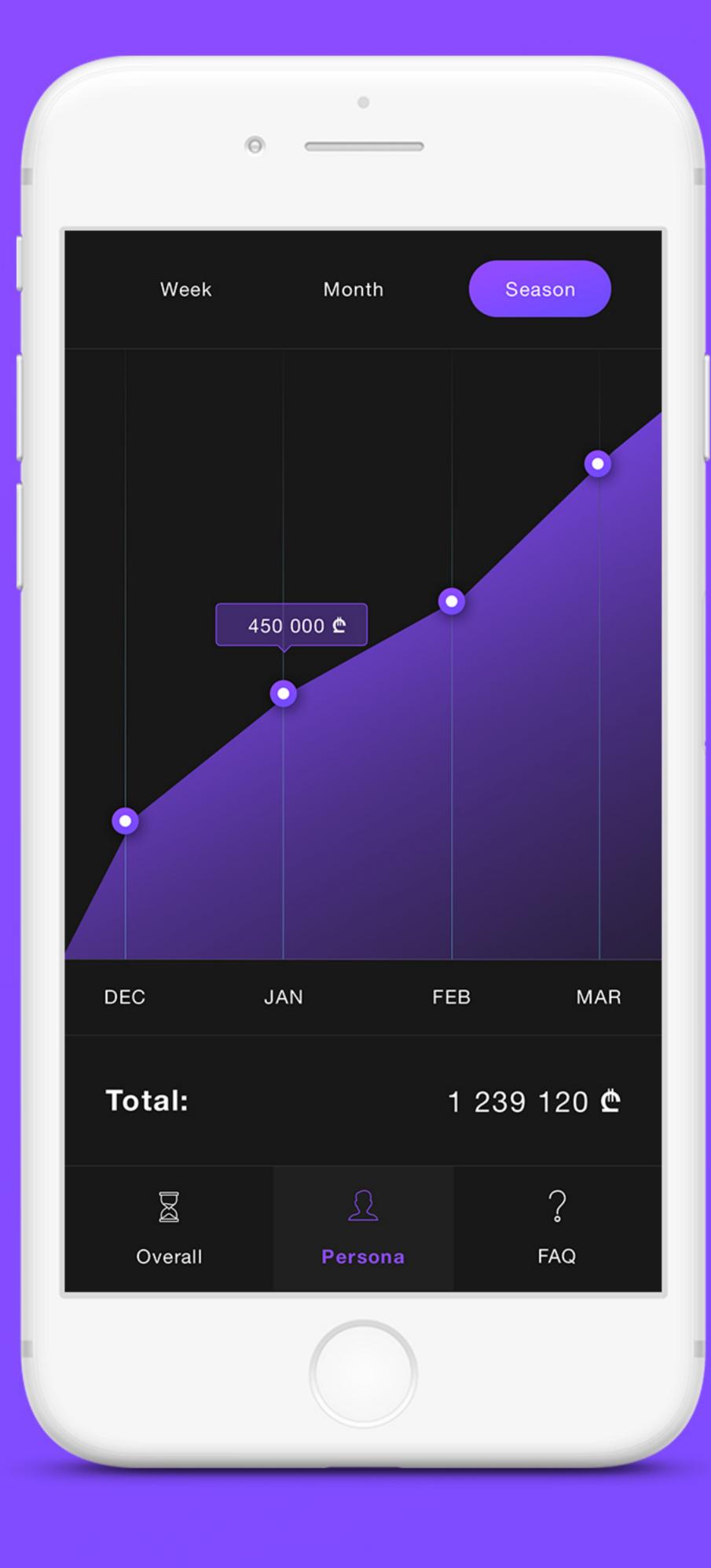
Researchers estimate that about two injuries occur per 1,000 skier visits, with 25% projected growth rate for the 2018-19 season, that means more than 800 tourists will be injured, some of them severely.

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## SOLUTION

Gudauri ski resort announces that it will donate 1<sup>th</sup> to the Gudauri
Restart Foundation each time a tourist uses one of it's 11 Ski lifts(once per each lift)

Gudauri Restart Foundation is designed to help victims of skiing accidents in Gudauri ski resort.



## GUDAURI RESTART

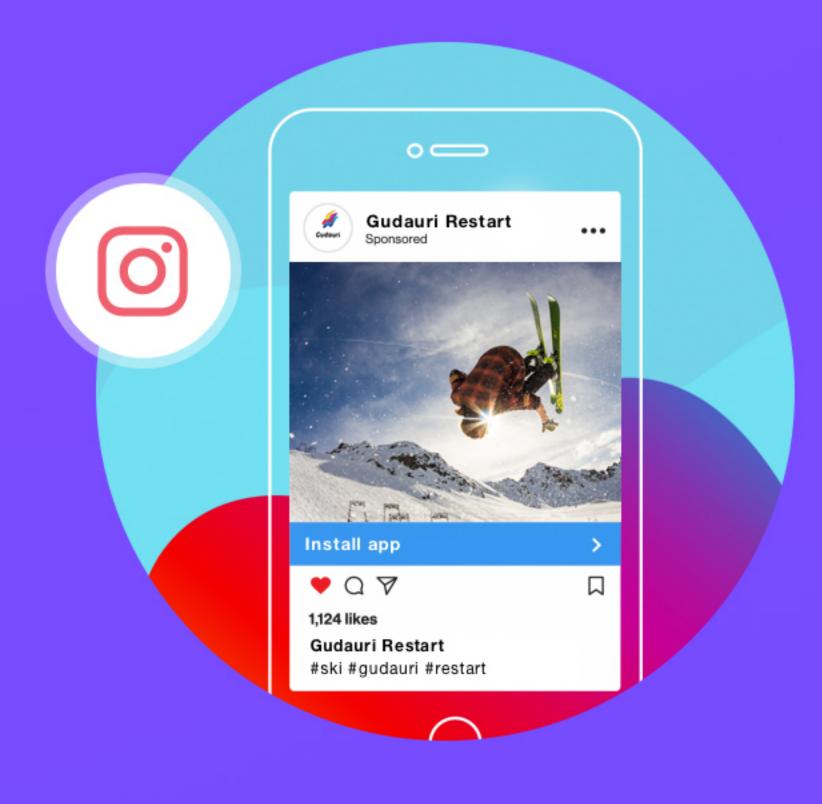
For 2018-2019 season Gudauri ski resort gives skiers and snowboarders the way to help victims of skiing & snowboarding accidents.



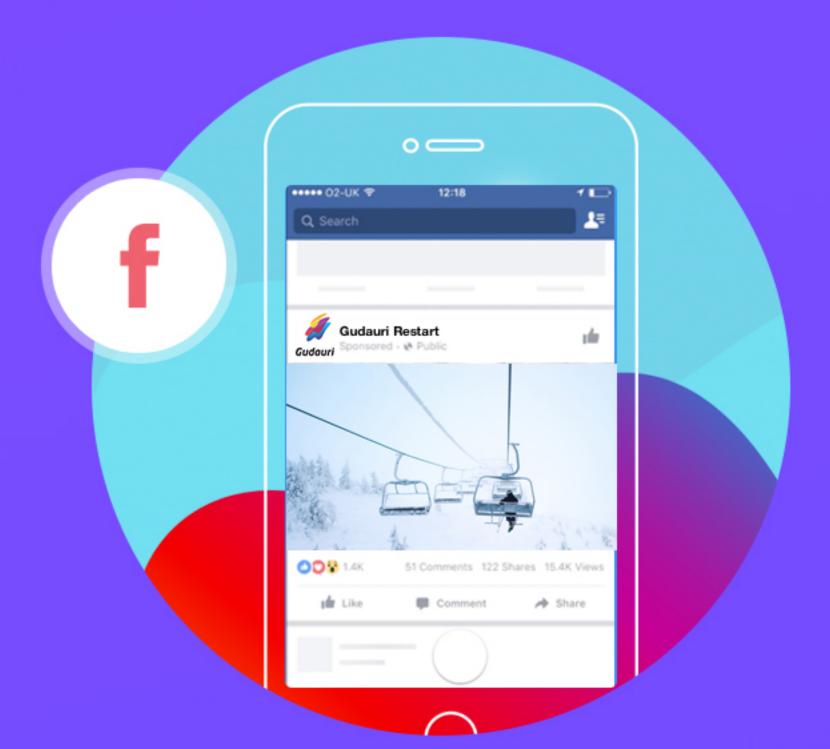
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## HOW DOES IT WORK?

- 1. Gudauri announces a new application which provides a unique way of helping people injured during skiing.
- 2. Users download the application and generate 1<sup>th</sup> each time they complete a successful ride on of Gudauris 11 ski lifts for the first time.
- 3. Users are able to track personal progress as well as the total sum of money generated.
- 4. Each time skier or snowboarder is seriously injured while skiing in Gudauri, Gudauri Restart Foundation will help them financially, funding their rehabilitation.



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