FindMyLost at glance:

FindMyLost ("FML") is the first Digital Lost Property tool for Business and Consumer, the only platform that, using a cutting-edge technology, allows your customers to get their lost items back wherever they are, at any time.

FML is a multi-tenant platform that targets the Business segment by providing, amongst others, municipalities, airports, airlines, cruises, trains, bus companies, hotels, taxis, cars sharing and car rentals, with an integrated digital platform capable of managing the whole Lost Property process. Businesses can therefore benefit from a private digital Lost Property database and from the value-added Customer Care services offered by FML, converting a cost centre into a revenue centre. The platform also includes a Consumer concept whereby, by posting a Lost Property, a Consumer object finder (i.e. a traveller) can get in direct contact with the rightful owner, return the item and potentially receive a reward.

Through FML in-cloud platform, businesses have the possibility to implement their own centralized digital database for the management of the lost property service. This comes in addition to value adding customer care services, shipping and online payments. Thanks to the digitalization of these services, FML enhances customers' experience and improves companies' operations.

FML generates from a still unsatisfied social need, recognized by CEO & Founder Elena Bellacicca. The idea was initially tested through a pilot at ExpoMilano2015, where its utility and effectiveness were confirmed. As a consequence, FindMyLost S.r.l. was established at the beginning of 2016, and it released its first MVP at the end of 2017.

FML Mission is to simplify the management of the Lost Property Service making it more efficient and thus offering an innovative customer care solution, completely integrated and digital.

FML Vision is to set a global standard for Lost Property Management.

The Platform:

The Platform is composed by a Content Management System (CMS) that manages the return requests for lost items and a WebApp, also available in white-label, to upload the items that have been found and to allow customers' searches.

Organizational Structure:

FML's team distinguishes for the flexibility and heterogeneity of its members' contribution. The experience in business and management brought by Elena Bellacicca is supported by the legal and technical knowledge of the other co-founders, Federico Pedinelli and Roberto Vergani. The team is enriched by the presence of three web developers, as well as different collaborators in the areas of marketing and business development.

Success Stories and Clients:

Napoli Airport, July 2018- Apr 2021: over 7 thousand objects uploaded, 19 thousand searches, return rate of 30% and average feedback of 4.3/5 https://aeroportodinapoli.findmylost.it/

Trenitalia, Dec 2018- Apr 2021: over 5 thousand items uploaded, 97 thousand searches, return rate of 36%, and average feedback of 4.5/5 https://trenitalia.findmylost.it/

National Express, Nov 2018-Apr 2020: 969 items uploaded, 6.3 thousand searches, return rate of 27%, and average feedback of 4.6/5 https://nationalexpress.findmylost.co.uk/

Ente Autonomo Volturno and Comune di Varese have also chosen FindMyLost for the management of their Lost Property Service.