Problem
Urban challenges

URBAN HEAT ISLANDS ANALYSIS

TOURISM & URBAN MOBILITY IMPACT ANALYSIS

IMPROVE AIR QUALITY & FIGHT AGAINST CLIMATE CHANGE

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Mobility and firecrackers, what most pollutes the air in the Fallas de València

• The Measura Association and València per l'aire carry out a study that shows that the PM of the big week are double the usual

• They suggest "checking the quality and quantity of the firecrackers that are burned"

87% of the Valencian territory, exposed to pollution levels that exceed what is allowed to protect crops

Valencia Plaza

SEA POLLUTION

Tourism generates 80% of the garbage on the beaches of the Mediterranean

"This environmental problem is threatening the good health of marine ecosystems and can lead to the loss of biodiversity. It can also have enormous economic impacts," says one of the researchers.

The most read   Zenithbr
The ROI agency

1 The expiration of the ATE of the Nou Mestalla threatens the 'ball' predicted by Valencia CF

2 The opposition exams for the 15,000 valencian health places will begin in 6 months

3 The 'Jaime Febrer papers': the businessman's documents uncovered the urban plot

4 The Center d'Idiomes de la UV welcomes former senior official José Villar as manager and several of his advisers

5 Works, exchanges and urban operations: the 'Azud case' raises the carpets of the PP in Valencia

Valencian beaches accumulate an average of 665 plastics per 100 meters

The Ministry of Ecological Transition concludes that this waste represents 71% of the garbage that affects t

IN THE NETWORKS

1. The controversial speech of the "Torquemada" by Vox: "Artificial fertilization replaces the natural act of procreating and introduces third parties into the male-female couple"

Tourism in Valencia, under examination

Limited public toilets, dirt in the streets or shortage of hours and contents in museums are the main complaints of tourists visiting the city

Valencian beaches accumulate an av

Violet Peralta Valencia | 10 · 05 · 21 | 04:01

O n the Valencian coast there is an average of 665 plastics per 100 meters of beach, which represents 64.3% of the total objects found on the coast in 2020. This is stated in the annual report corresponding to this period of the General Directorate de la Costa y el Mar, dependent on the Ministry for Economic Transition, which annually evaluates twenty-six

MOST VIEWED

VALENCIA
The Arena Va the water eq to irrigate the

Evidence-based Solution

- Decoding **HUMAN** dynamics.

- **GREEN DEAL** plans & impact.

- **MOBILITY** and **ENERGY**

  sustainable investments.

- Awaring Urban **HEALTH**.

- Quantifying cities **STRESS**.

- Contextual **ASSESSMENTS**.

A context-driven solution for real life needs
(Business Intelligence, data analytics and empiric-models driven forecast)

DATA MONITORING

OTHER DATA SOURCES

DATA SPACES - *Integration of harmonized data sources*
(Open data, IoT, private data, satellite data…)

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Architecture of the solution

Features

Scalability

Data Integration

Data Persistence

Flexibility

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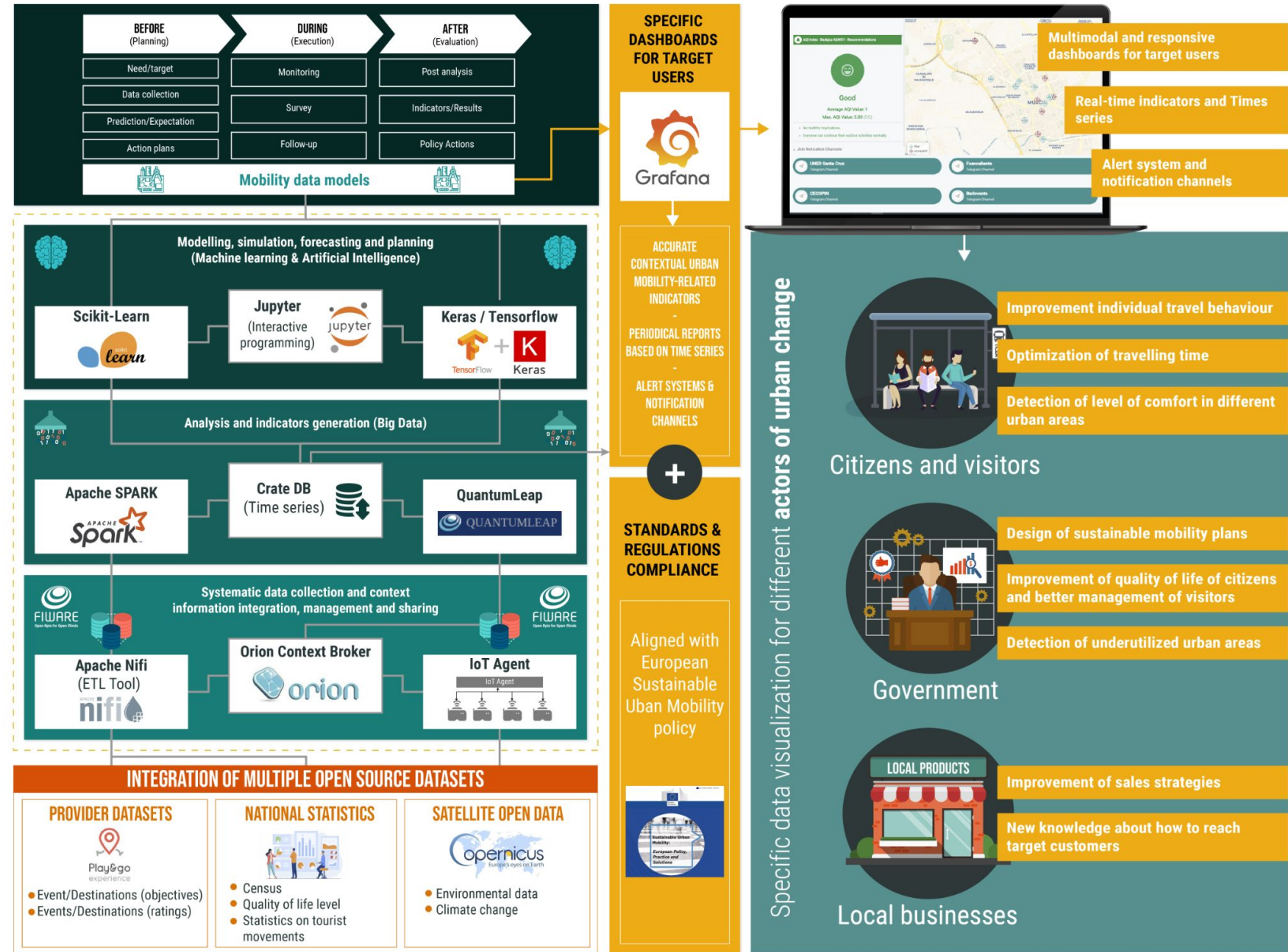
Evidence-based Solution

Multiple Datasets
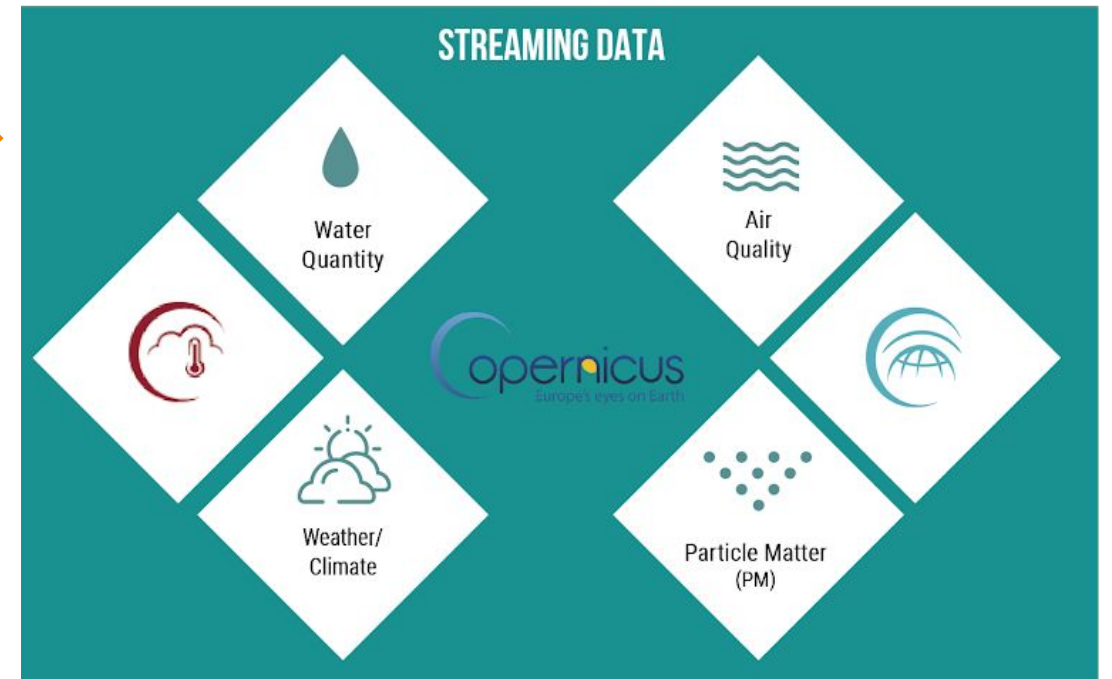
Play&Go Experience

- **Ratings** about Points of Interest from Valencia
- **Objectives** of people from Valencia

Copernicus

- **Climate Change Service: Weather data** service via **Sentinel 3** satellite (land surface temperature, humidity, etc.)
- **Atmosphere Monitoring Service: Air quality data** service through **Sentinel 5P** satellite (SO2, O3, NO2, ...)

Both datasets **GDPR Compliance**
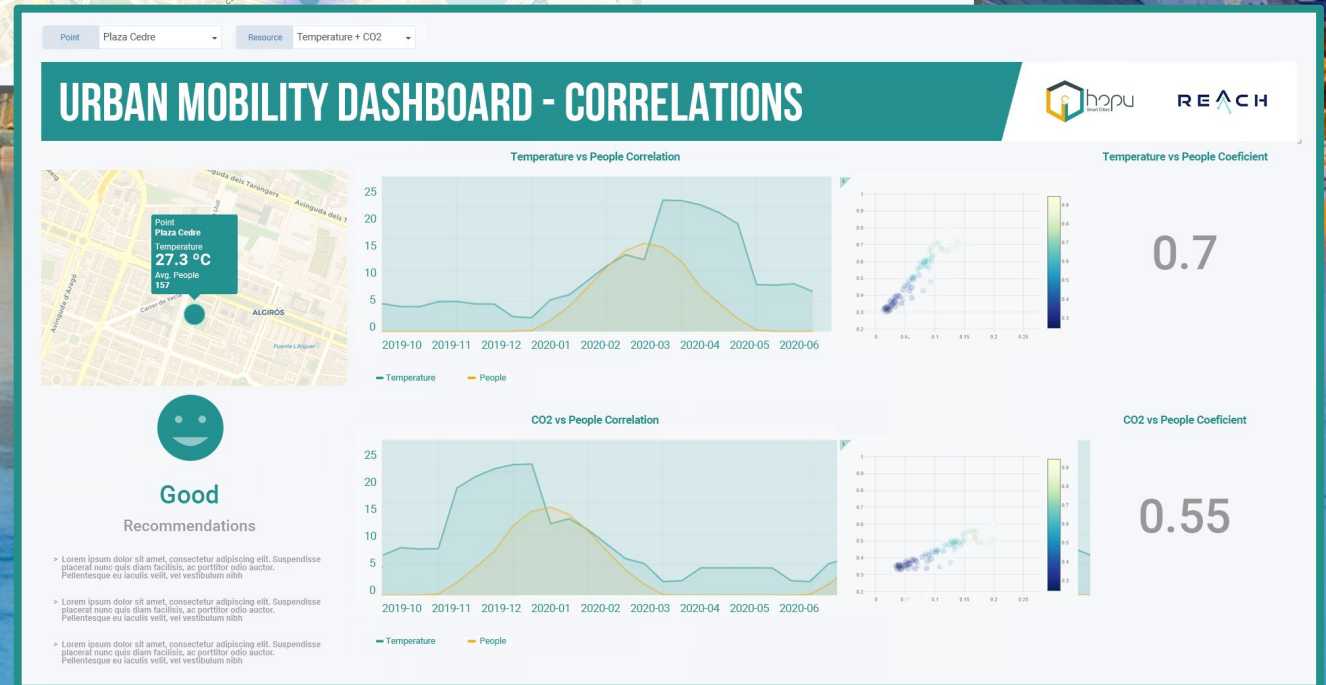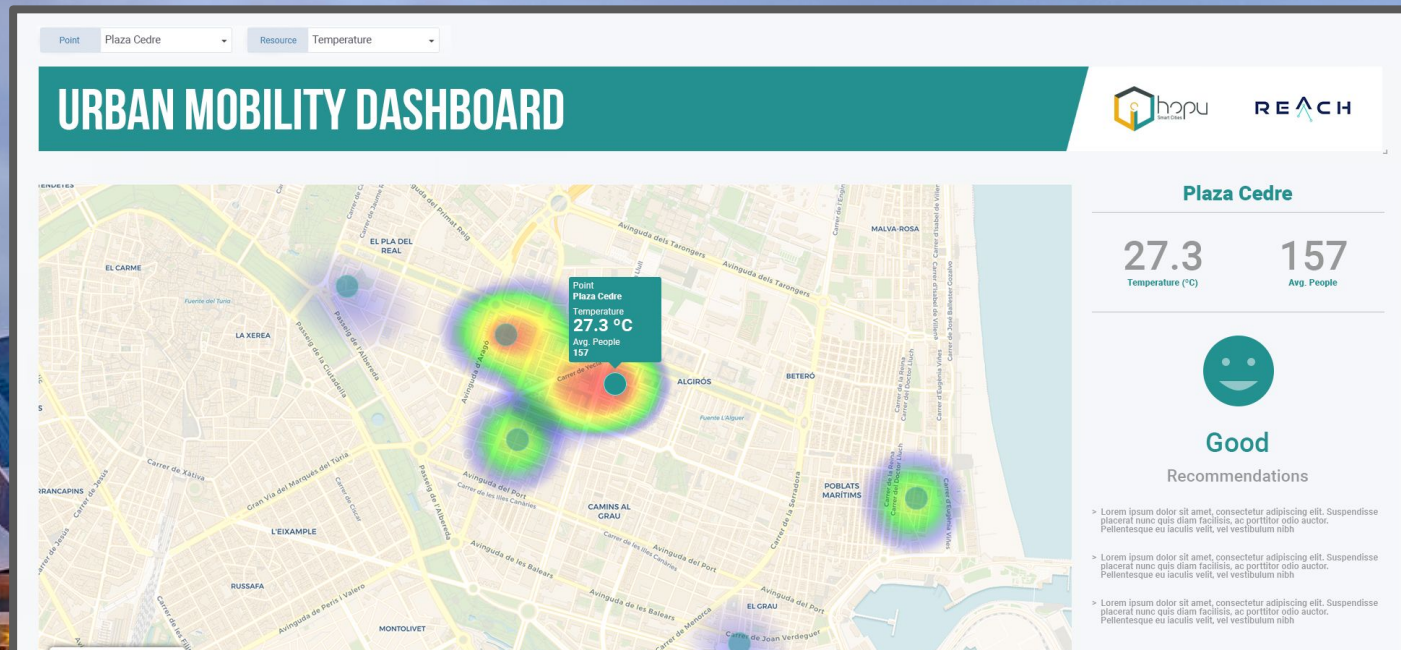
Unique Value Proposition

Data quality + **End-to-End** + **Added-value services**

IEEE Certified
P2510-2019
Quality of Sensor Data

+ Reliability

− Risks

+ Efficiency

− Isolation / lock-in

+ Customer experience

− Investment needed
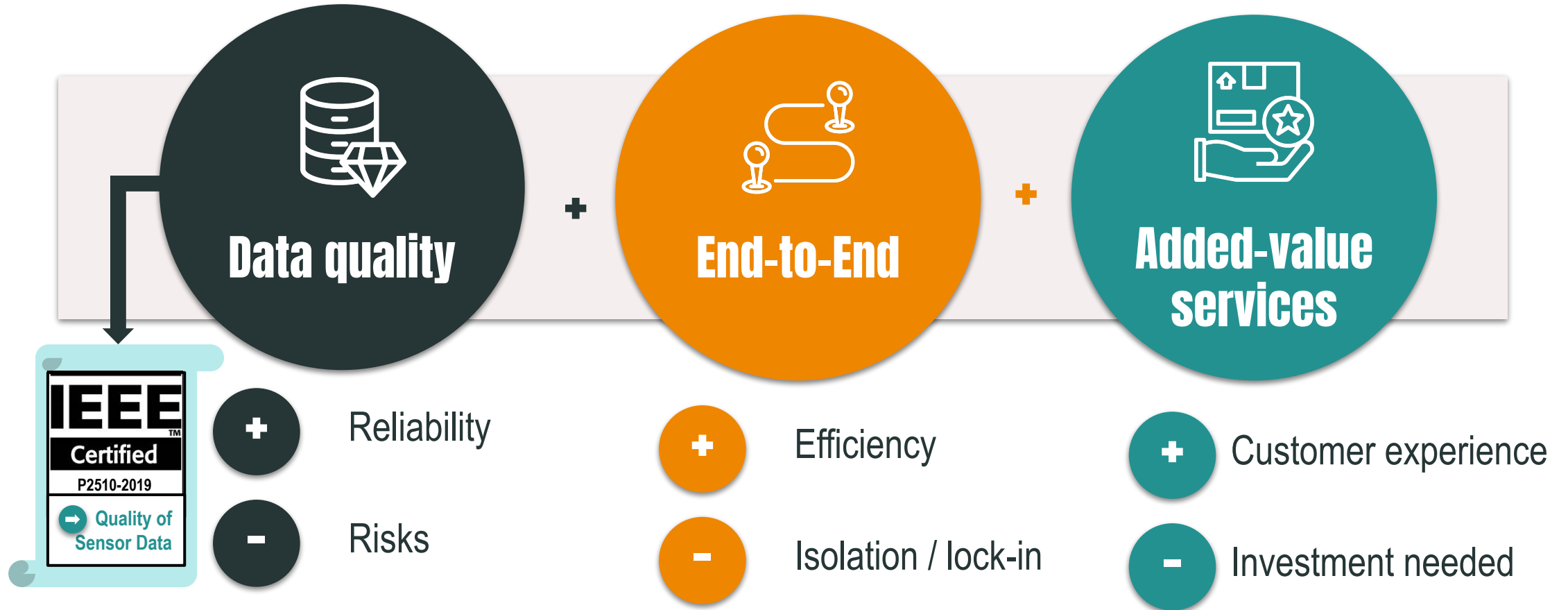
BUSINESS MODEL | Data & Added value services

YRR
15k€ per city

SaaS Fee

B2B / B2G

- Cloud platform
- Added-value services
- Indicator tools (dashboards)

Public tenders

B2G

- Spain (>20 cities already in the 3 companies portfolio)
- France (>10 cities already)
- EU cities (> 5 cities already)
  - Belgium, Germany, and Sweden

SAM
1,2B€

CAGR
19,2%

3rd Party distributors
(ambassadors / consultants)

B2B2G

- Corporations (Orange, Telefonica, NEC, etc.)
- Other European countries
- Latin American & other markets
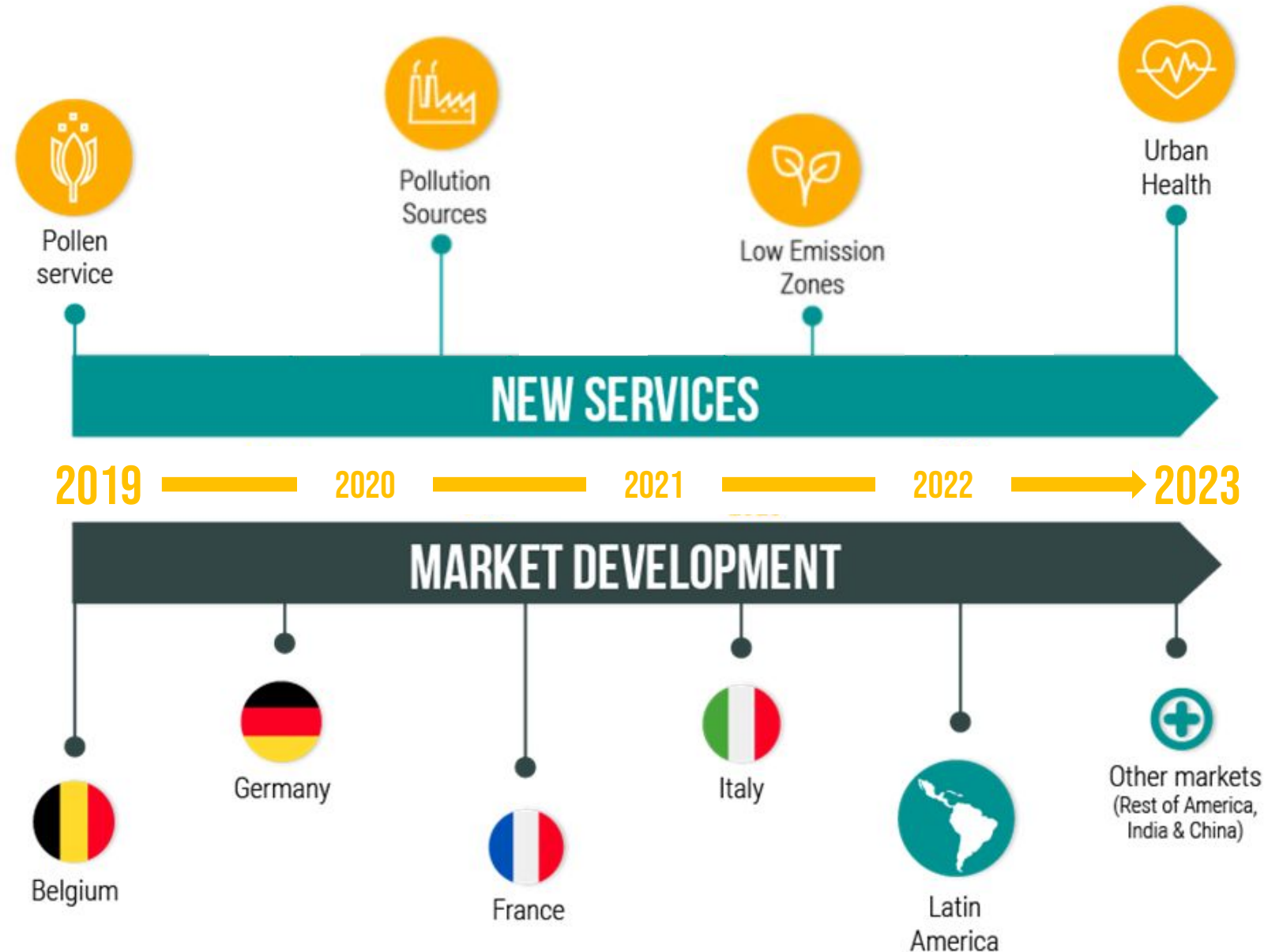
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Urban health & climate models

Figures

- **Turnover:** ~1,5M€ (2020)
- **Team:** 34 people (FTE)
- **Cities:** >35 (Recurrent Revenue)
- **IPR:** Patents & own platform

Current market

- >30 cities in Spain
- 2 cities in UK + MET Office
- >5 cities in Belgium, Germany and partners in other EU states

Pollen service

Pollution Sources

Low Emission Zones

Urban Health

NEW SERVICES

2019 — 2020 — 2021 — 2022 → 2023

MARKET DEVELOPMENT

Belgium

Germany

France

Italy

Latin America

Other markets (Rest of America, India & China)

Business Development

Cities

Distributors ← Cities → **Public tenders**

Distributors

Wellness TechGroup

T··Systems· **NEC**

Telefónica

- Lisbon (PT)
- Valencia (SP)
- Badajoz (SP)
- Onda (SP)
- Utrera – Seville (SP)
- Lanzarote (SP)
- …

Public tenders

- **Madrid (SPA)**

Madrid Central / 360
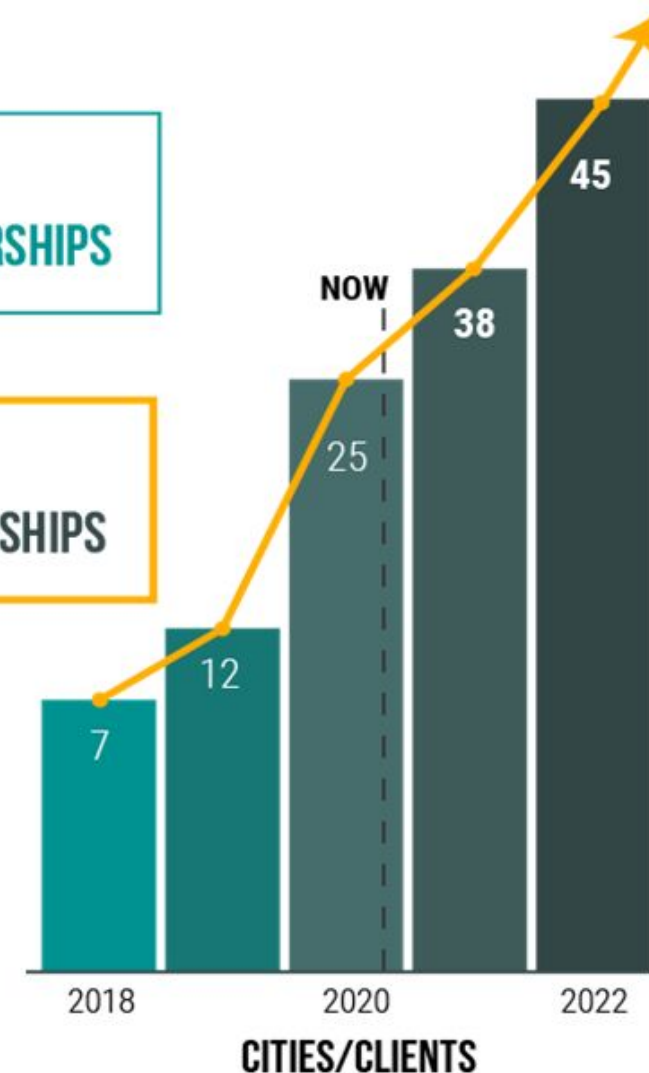Low Emision Zone (LZE)

+

- Girona (SP)
- Santander (SP)
- Cartagena (SP)
- La Palma (SP)
- Mechelen (BE)
- Bruges (BE)
- Helsinki (FI)
- …

NOW
+ 25 CITIES
+ 14 PARTNERSHIPS

2022
+ 45 CITIES
+ 22 PARTNERSHIPS

CITIES/CLIENTS

2018 — 7, 12 | 2020 — 25 (NOW), 38 | 2022 — 45

At the intersection of 3 exploding markets:
Contextual intelligence market

DATA ANALYTICS (BUSINESS INTELLIGENCE) WITH MARKET IN CITIES
$16 Billion*

ARTIFICIAL INTELLIGENCE APPLIED FOR CITIES
$135 Billion*

NEW MARKET CREATION

CONTEXTUAL INTELLIGENCE
FOR INTERVENTION MANAGEMENT &
URBAN ACTION PLANS
$3,6 Billion* by 2025

GEOGRAPHICAL INFORMATION SYSTEMS
$2.5 Billion*

ADDRESSABLE MARKET

GLOBAL MARKET
98 B€

EUROPEAN MARKET
17,4 B€

SPANISH MARKET
878 M€

Source: Frost & Sullivan (2019)
Smart Cities - Frost & Sullivan Value Proposition

FIWARE FOUNDATION   OASC OPEN & AGILE SMART CITIES   WORLD ECONOMIC FORUM
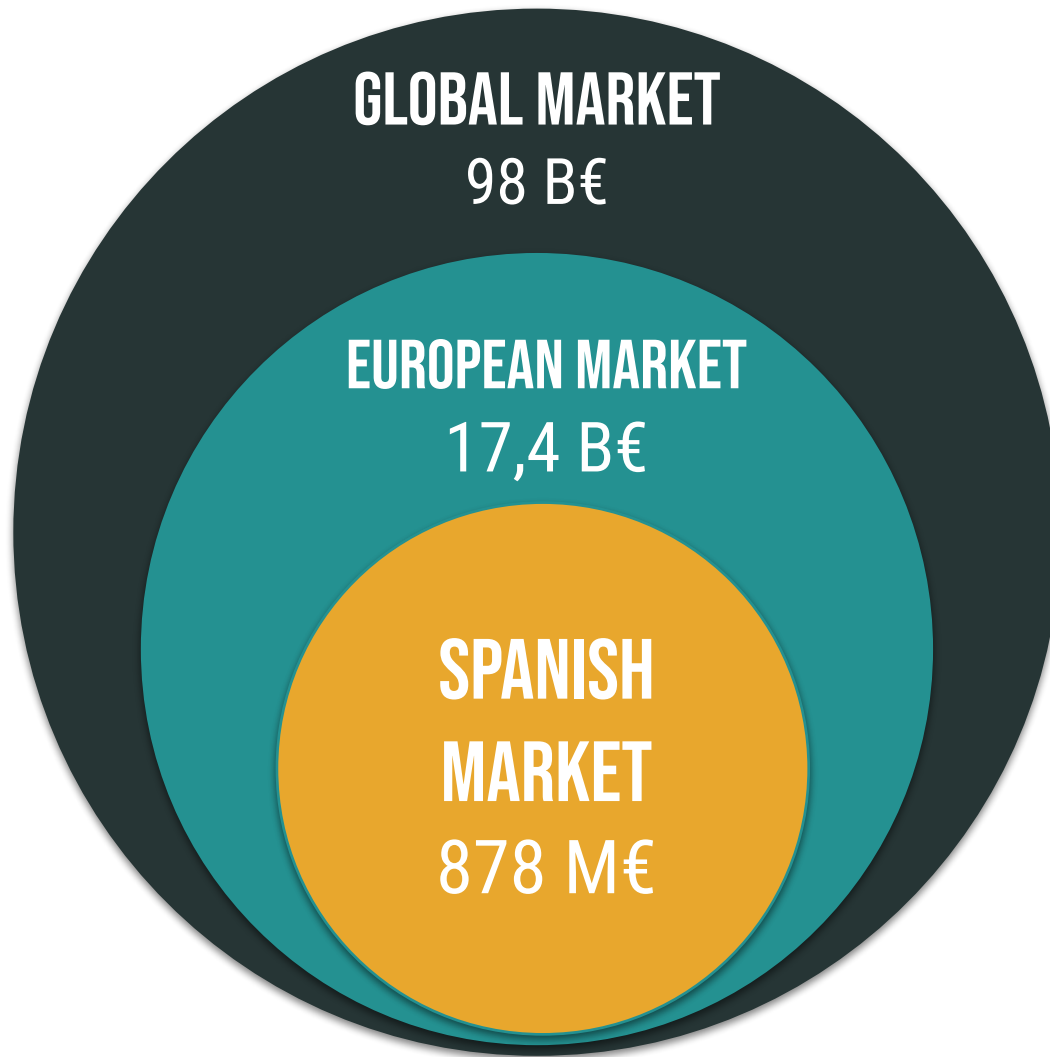
G20 Demo + 120 cities network
World Economic Forum

Intervention management presents a
$98.17 billion market size
Added-value services over fine-grain data that supports the
urban design & actionable plans

CAGR
Market
18,23%

TAM
1,3B€
(2020-2030)

YRR
238k€

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WHO WE ARE:

Deciding with sustainability in mind, satisfying the Agenda 2030

Mission

Empowering urban authorities with contextual intelligence to support urban sustainable development

Vision

All the urban investments will be driven by sustainability by 2030

Acknowledgements

- **IEEE** chair of Data Quality Standard (P2510)
- **FIWARE Foundation** co-chair Smart Cities chapter
- **ETSI NGSI** data economy with ethics (data spaces)
- **IPSO Alliance** Award (Sponsored by Google)
- **MIT** Best Smart City Demonstration Award
- Urban innovation award by **Le Monde 2020**
- **EIT Urban Mobility** Scale-up GoGlobal 2020
- **GovTech scale-up 2021** IE Business School
- Catalyst Award 2019 **Green Electronic Council**
- **Solar Impulse Foundation** 100 solutions

Le Monde SMART CITIES Les prix de l'innovation   ETSI   iPSO Alliance   SOLARIMPULSE FOUNDATION

MIT Massachusetts Institute of Technology   ie BUSINESS SCHOOL   IEEE   GREEN ELECTRONICS COUNCIL   FIWARE FOUNDATION

Investors:

Telefónica   eit Urban Mobility   acciona

Acceleration programmes:

eit Climate-KIC   Wayra   LANZADERA   FIWARE Accelerate   Europe   EUROPEAN DATA INCUBATOR

Team

EXPERIENCE

A team committed to create a sustainable model for cities

JAVIER SÁNCHEZ
UX EXPERT

MASTER IN CREATION OF VIDEO GAMES
& graduate in graphic design

+4 years
Experience in UI / UX and frontend development

ARTURO HARO
SOFTWARE ENGINEER

COMPUTER ENGINEERING

+3 years
Experience about FIWARE as a smart city ecosystem.

IRIS CUEVAS
CTIO

INDUSTRIAL ENGINEERING
(Chemist) and expert in Quality Control

+4 years
Experience in quality and new materials

DR. ANTONIO J. JARA
CEO

PhD / MBA
MBA & Computer engineer

United Technologies

+10 Years
In entrepreneurship, in-situ data management & IoT

SONIA TOVAR
INFORMATION MANAGER

MASTER IN INFORMATION TECHNOLOGY
Information systems management and Business Technology.

+5 years
In data management.

EDUARDO ILLUECA
CIO

MASTER IN BIOINFORMATICS
& graduate in Biochemistry & Industrial PhD Student

Awarded
Prize for the Best academic record in Bioinformatics.

DIEGO POLLÁN
STRATEGIC MARKET ANALYSIS

MBA IN INTERNATIONAL MANAGEMENT
& graduate in Business Administration And Management

Excellence Program
Participant of Scholarships "Internationalisation" by ICEX

THANKS

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