



REACH - NEXT GENERATION DATA INCUBATOR

Movincity: Evidence-based mobility action plans to reach SDGs



Dr. Antonio Jara (CEO)
jara@hopu.eu
www.hopu.org



Problem Urban challenges



URBAN HEAT ISLANDS ANALYSIS



TOURISM & URBAN MOBILITY IMPACT ANALYSIS



IMPROVE AIR QUALITY & FIGHT AGAINST CLIMATE CHANGE

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 PM₁₀ 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.



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"

The most read Zenithbr

- 1 The expiration of the ATE of the Nou Mestalla threatens the 'ball' predicted by Valencia CF
- 2 The opposition exams for the 13,000 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 the



Valencian beaches accumulate an average of 665 plastics per 100 meters

Violet Peraita Valencia | 10 · 05 · 21 | 04101



On 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

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



Evidence-based Solution

- Decoding **HUMAN** dynamics.
- **GREEN DEAL** plans & impact.
- **MOBILITY** and **ENERGY** sustainable investments.
- Awaiting Urban **HEALTH**.
- Quantifying cities **STRESS**.
- Contextual **ASSESSMENTS**.

A context-driven solution for real life needs

(Business Intelligence, data analytics and empiric-models driven forecast)



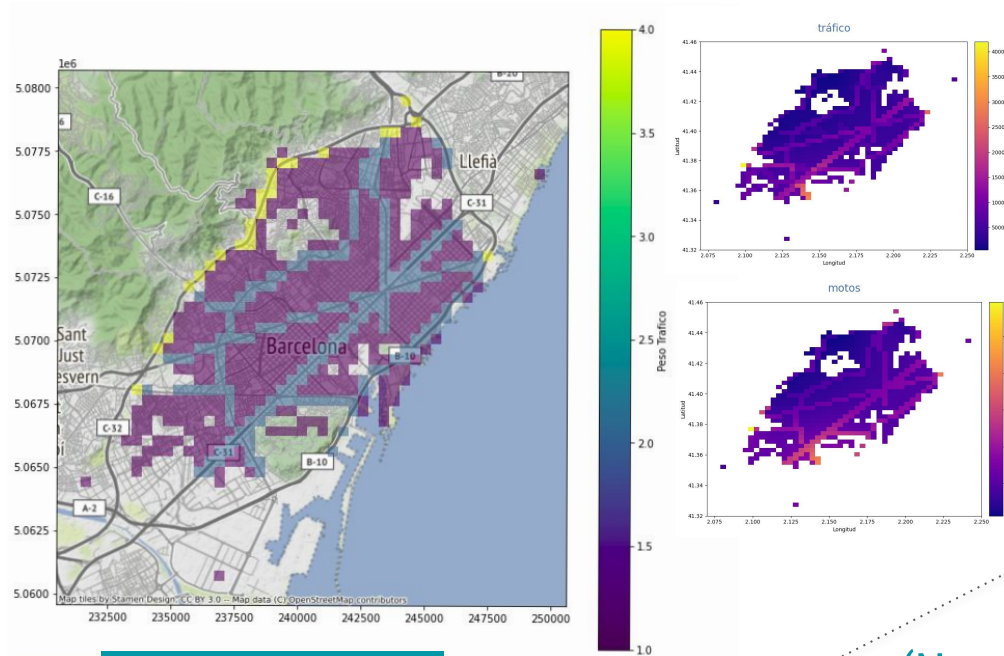
DATA SPACES - *Integration of harmonized data sources*

(Open data, IoT, private data, satellite data...)

Unique value proposition

Data models co-created in key Eurocities
(+40 city models)

High quality environmental
(3TB of environmental data)



Data model of pollution
provided by traffic (Barcelona)



Unique value



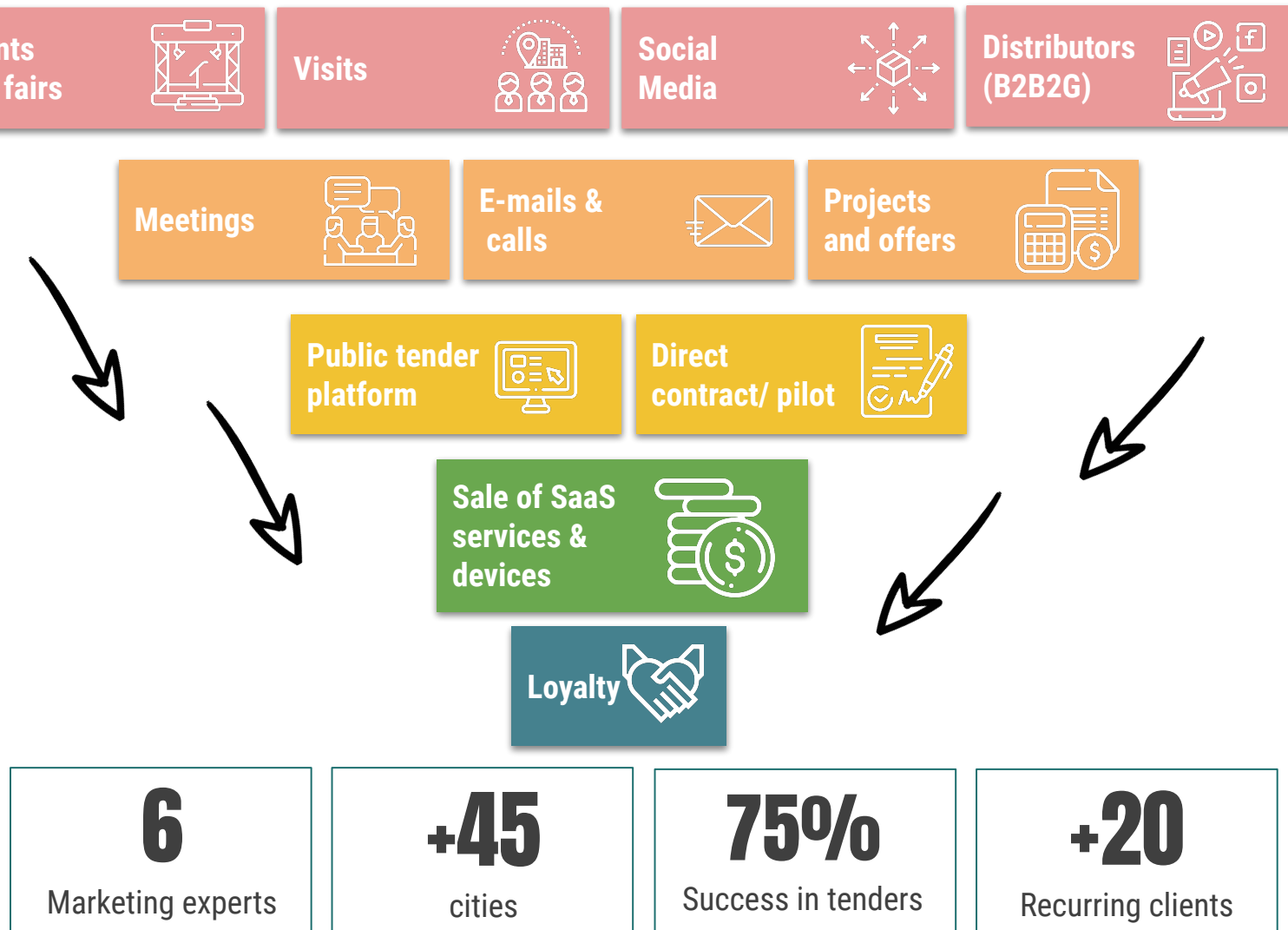
Traceability
certification of Smart
Spots

Public administration needs
(Need of action plans/KPI compliance)



GO TO MARKET: (B2G & B2B2G)

FUNNEL OF SALES



PARTNERS & DISTRIBUTORS

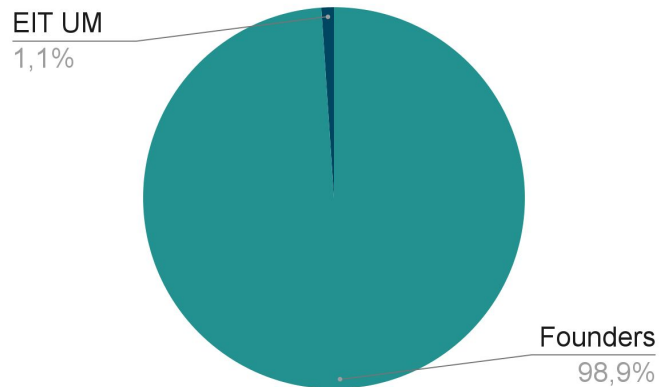


New Deployments - Contracts/Tenders



GROWTH PLAN

Shareholder structure



Fundraising activities and plan

Bootstrap investment: 1M€

Serie A

- **Round: 2.5M€**
- Wayra, Lanzadera, LeadBlock...



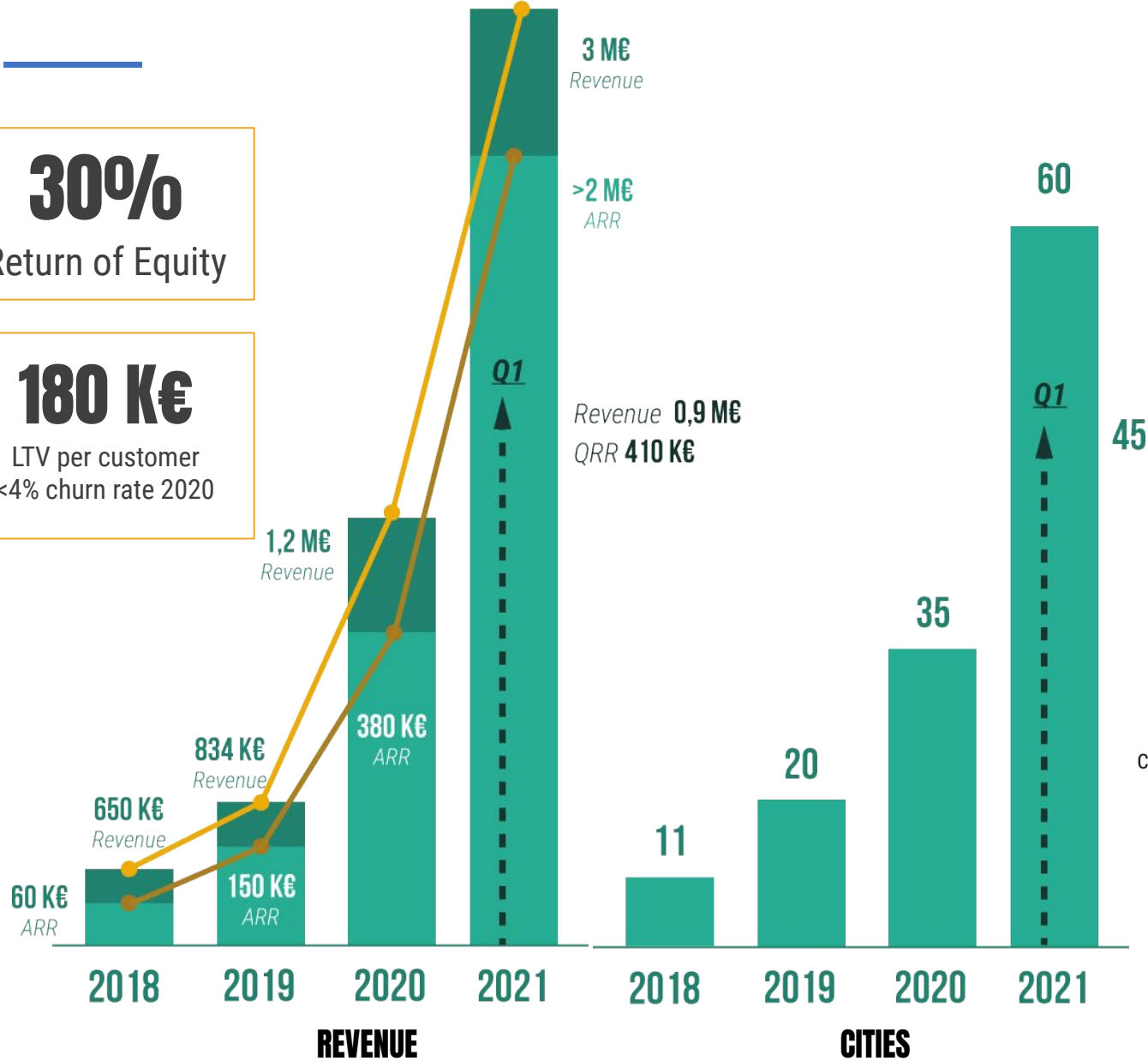
LANZADERA



HOPU TRACTION

30%
Return of Equity

180 K€
LTV per customer
<4% churn rate 2020



>60
awarded
public tenders

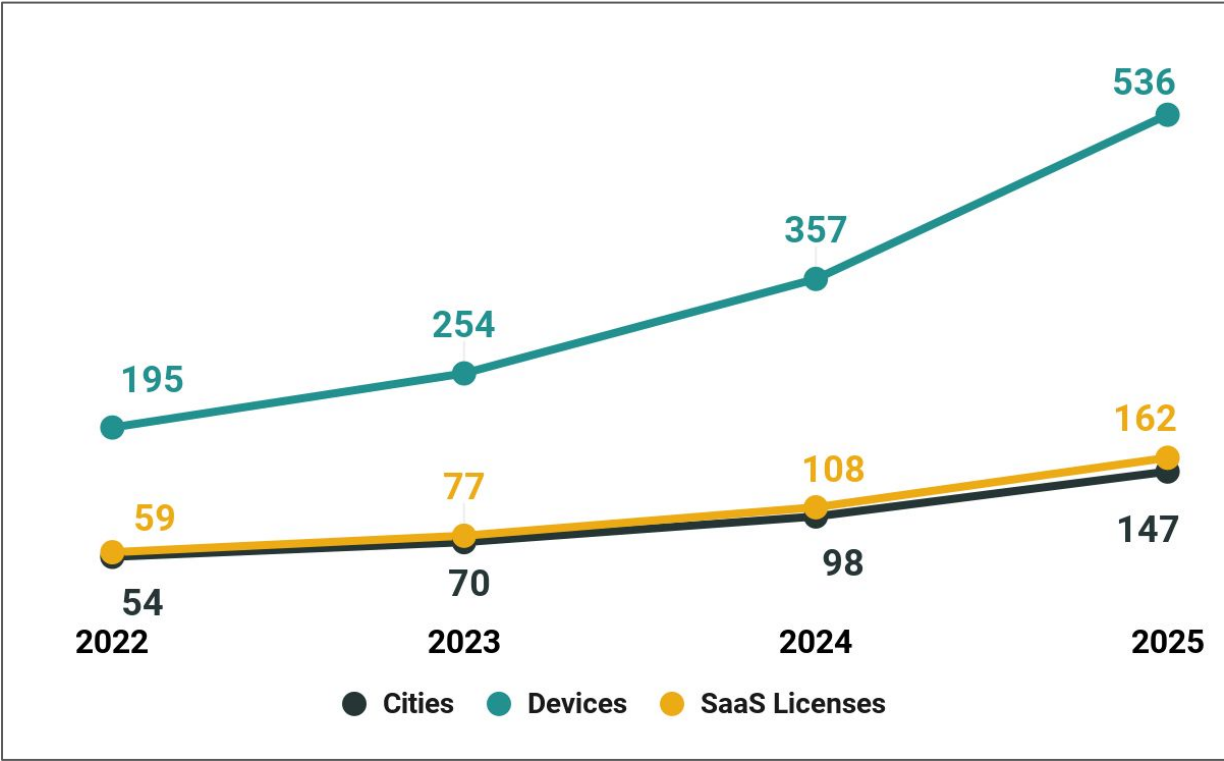
>500
sensors

45
SaaS services
deployed

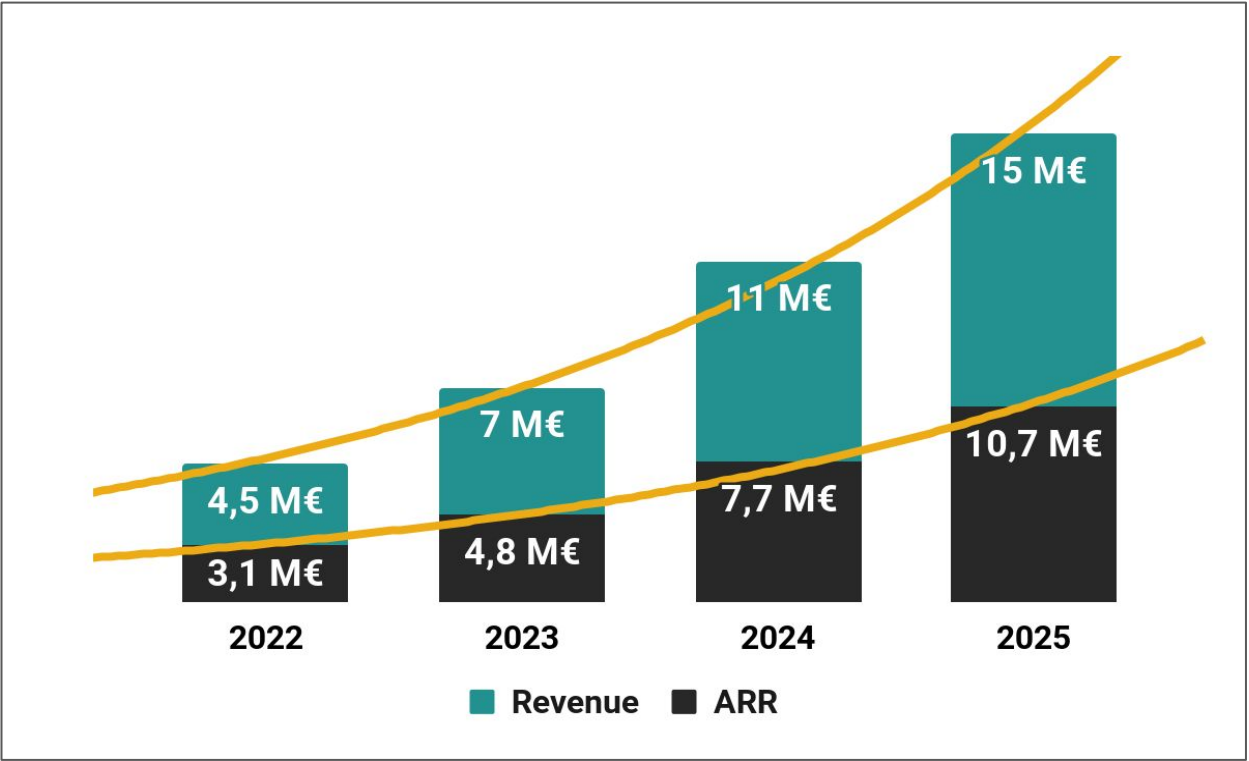


HOPU PROJECTION

PROJECTION TO 2025



REVENUES TO 2025



Collaboration with Play&Go

Multiple Datasets

Play&Go Experience

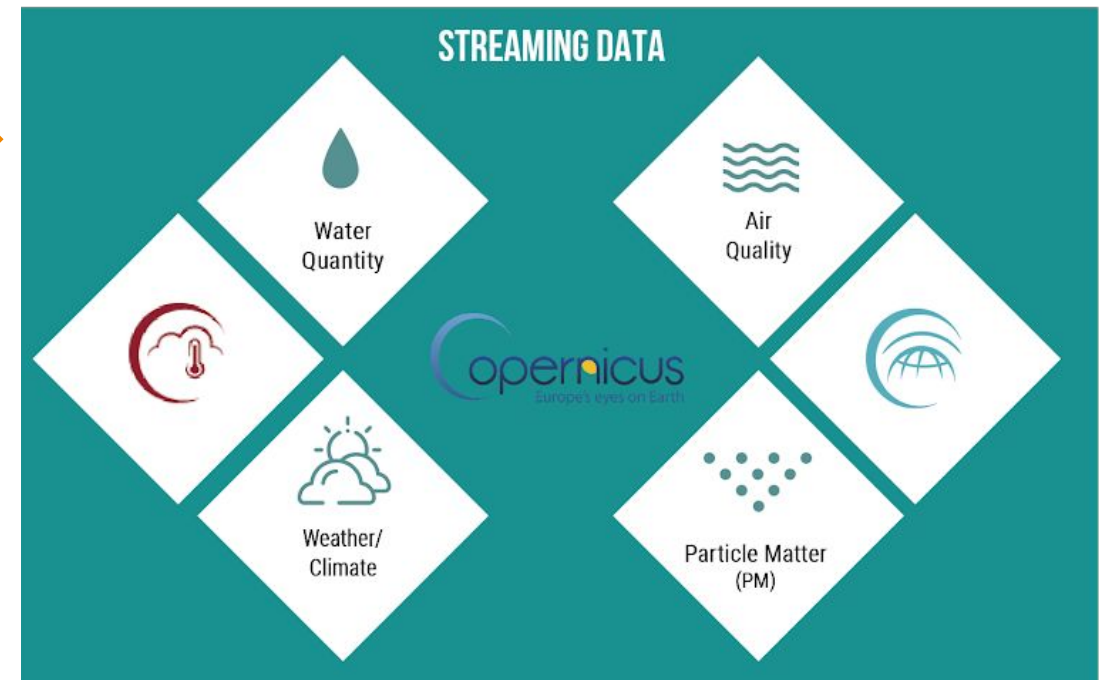
- **Ratings** about Points of Interest from Valencia
- **Objectives** of people from Valencia

Copernicus / HOPU

- **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**



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

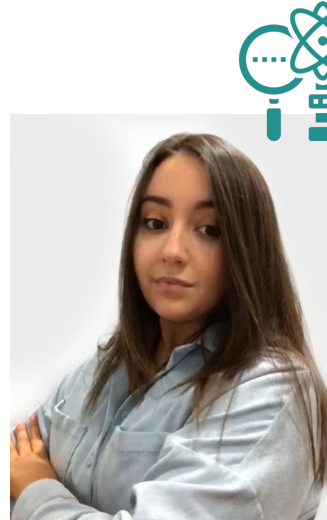


DR. ANTONIO J. JARA

CEO

 **PhD / MBA**
MBA & Computer engineer


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



EVA VALENCIANO

DATA ANALYST

 **MULTIMEDIA ENGINEERING**

 **+1 year**
Experience in data analyst and frontend development



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



THANK YOU

Dr. Antonio Jara

CEO & Founder

Email: jara@hopu.eu

Tlf: +34 627 228 126

