



Optimising Urban Mobility

REACH Incubator

Dr Ralf Kernchen, Founder & CEO
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Bilbobus

Bilbao

REACH
NEXT GENERATION DATA INCUBATOR



The Urban Mobility Challenge

Smart transportation is fundamental to enable efficiency, safety, and sustainability



Inefficiencies in urban mobility, in particular **road congestion**, cost the EU economy an estimated **€110 billion per year**



Main cause of **air pollution** and **CO2 emissions**



Encouragingly the **fraction of people driving decreases in direct proportion to the fraction of people with easy access to transport.**

Problem

Revenue loss in public transport



Passenger crowding

Negative effect on travel time, wait times, comfort, and service reliability



Personal safety concerns

Post-covid, negative perception of crowding magnified by up to 2.65 ⁽¹⁾



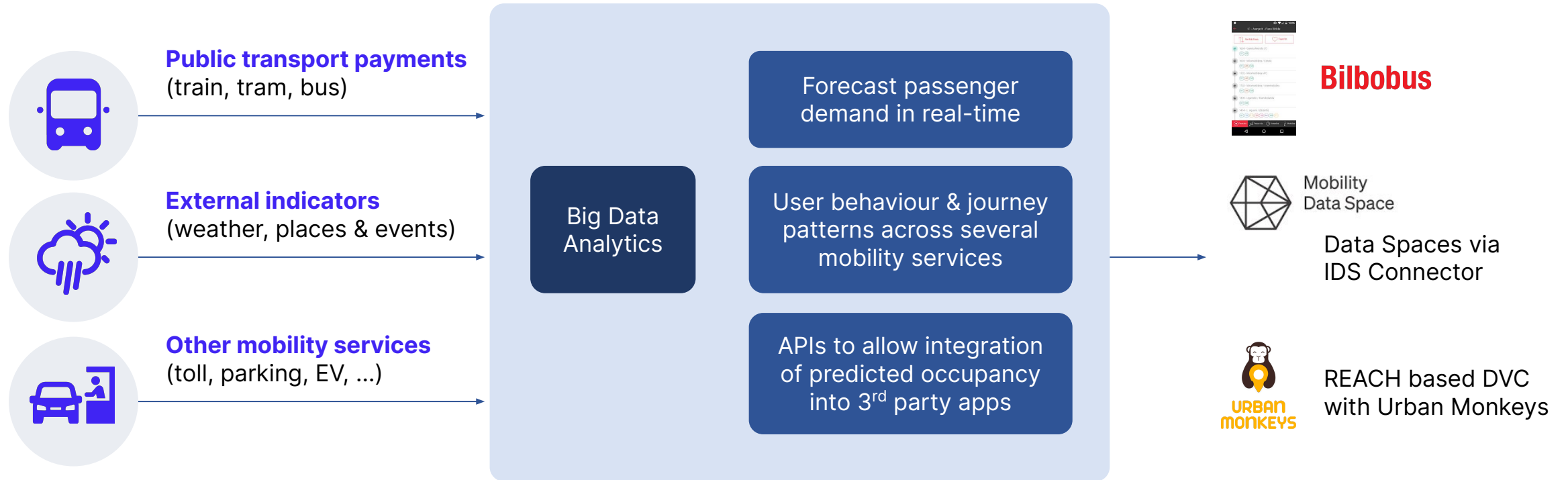
Lack of understanding of passenger groups

Suboptimal tailoring of transport offer

(1) K.W. Devasurendra, Saeid Saidi, S.C. Wirasinghe, Lina Kattan, March 2022

Solution: Save-a-Space

Data-driven transport services platform, optimising ease of access in urban mobility



Data Value Chain

Business Benefits

Shifts passengers to less busy services and attracts them back to public transport

Financial Benefits

- ✓ Higher revenue from more tickets sold
- ✓ Reduction of subsidies
- ✓ Better planning based on data

Other Benefits

- ✓ Improves ease of access
- ✓ Contribution to reduction of congestion, emissions
- ✓ Better citizen experience and quality of life

Traction



**Save-a-Space
parking reservations**



**Reserve & Charge
EV parking reservation**



Public transport reservations



User segmentation analytics

Market Opportunity



Global smart transportation market

Market to grow from \$ 121.36bn to \$285.12bn till 2030



Cities with 100k+ population

5,000+ globally



Within next 18 months

15 UK and 5 EU city transport organisations

Executive Team



Dr Ralf Kernchen

Founder & CEO

6+ years R&D in IoT and vehicular communication.
20+ years in software development.



Lorna Parris

Marketing & Content Lead

20+ years' experience in sales, marketing and business development.



Paul Seddon

Business Sales Lead

27+ years in SaaS, B2B sales & marketing, helping new customers use emerging technology constructively



Anthony Lilleyman

Interim CFO

25+ years senior finance experience, Chartered Accountant Portfolio CFO assisting start-ups and SMEs

Advisors



James MacFarlane

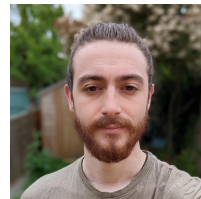
Advisor

Development Team



Dr Robert Brown

Lead Developer



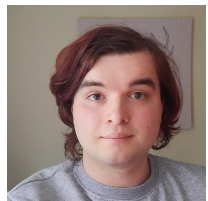
Dr Kyle Hutchings

Data Scientist and Backend Developer



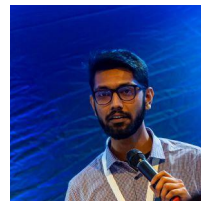
Dr Lewis Dunne

Data Scientist and Backend Developer



Sam Green

Full-stack web developer



Aniket Gore

Project Manager



Brett Whatmough

Senior UX/UI Consultant

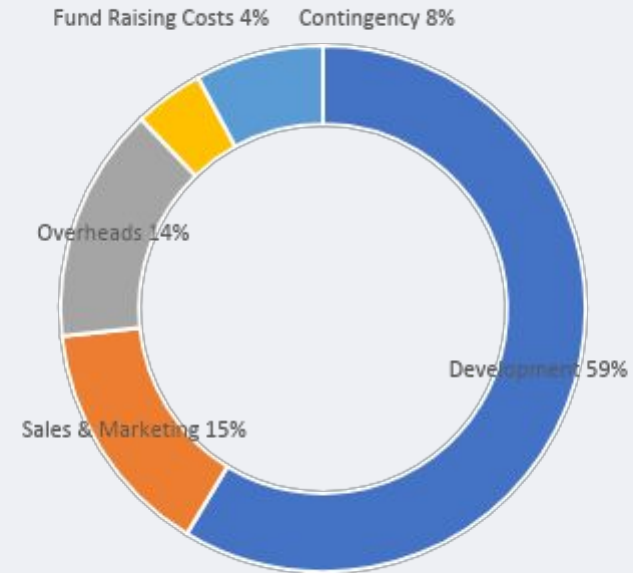
Use of funds

Require £250k pre-seed investment

Build the team and a beta platform with APIs and SDKs (6 months) and complete a pilot

<u>Function</u>	<u>£'000</u>
Development	147
Sales & Marketing	37
Overheads	36
Fund Raising Costs	11
Contingency	20
Total	250

Expenditure % by Function



Thank you



Transport for West Midlands



West Midlands Metro



Innovate UK



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