Vision
Become the data backbone for smart transport infrastructure

Mission
Enable users and cities to benefit from smarter transport now

Opportunity
Transport impacts are economical, environmental, health and societal

Data as Urban Knight – Manchester Dec2014
Problems

20-25% GDP (2013) is transport related
3.3/7bn (2012) in Cities – 6.3/9bn by 2050
Transport 30% (2013) of pollution + carbon
0.6-1.6% GDP impact of congestion
Commute is #2 Quality of Life Stressor

HM Govt, UN, EU
Data as Urban Knight

• Smartphone software that understands how people move around
• Studies the speed, location and pattern of movement
• One solution for multiple Operating Systems and use cases
• Automatic and background running
• Train, tube, car, bus, bike, foot and airplane
• Privacy is a core feature
What kind of transport problems might data help solve?

>> Reduce congestion, pollution and stress <<

• Better bus routes and stop placement
• Cycling routes to match their desire-lines
• Events - Music/Sports crowd management
• Running trains with more/less carriages
• More accommodating timetables
• Understanding how people deal with disruption
• Maximising station assets e.g for retail, car and bike facilities
All in the pursuit of data

$74bn on US Smart Infrastructure (2014)
$31bn on digital systems (2020)
Stakeholder benefits drive data

Apps for users:
- Automation
- Provides unique context
- Products to solve problems

Tools for developers:
- Saves development time
- One solution for all platforms
- Battery, memory, CPU optimised
- Maintenance free

Data for transport & municipalities:
- Save on hardware costs
- Save on people surveys
- More detail & data
- Greater accuracy
- Longer time series
Product Line

WeCycle
Crowdsourcing
Cycling safety

Catch!
Smart Cities
Journey Planner

MilesBetter
Smarter Mileage Expense

CarbonDiem
Carbon from travel
## TravelAI vs. Moves vs. Waze Vs. Moovit

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<tr>
<th>Feature</th>
<th>Move</th>
<th>Waze</th>
<th>Moovit</th>
<th>Wearables</th>
<th>Fitness Apps</th>
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The last 12 months

• £280k in contracts

• £215k Seed Investment

• Released new products and extra OS

• Expanded team and skill set, new R&D

• 1 of 15/830 selected for Smart Cities programme

• Made shortlist of 4 for £1m Smart Cities Contract
Reflection on the InnovateUK Process

Application
• Expect stiff competition and great proposals
• Application form requires tight formulation
• Plenty of online resources
• Helpline staff really do try – so be patient
• Process is established, fair and collegiate

Once live
• InnovateUK monitoring officers – on your side and font of knowledge
• Honest and timely dialogue – good/bad
• Independent accountants report for R&D
History – credit to ESA and Innovate UK

European Space Agency (ESA)
2007 Galileo Masters – CarbonDiem 1st mobile app to be recognised

2009 TSB (InnovateUK) back microSME to develop enterprise carbon footprinting tool

2012 launched at Mobile World Congress, Barcelona
Please contact us for partnering on InnovateUK, SBRI and H2020 projects.