Ignite

WHAT DO WE DO?

We develop a platform that analyzes and visualizes urban mobility data to enable our customers to make better decisions in their sectors, be it public or private. We collect and process datasets from multiple publicly available and privately collected data and present meaningful insights tailored to our customers needs. We anticipate and present trends in real-time so that our customers are better informed ahead of time.

CURRENT PROBLEM

- City planners do not know how which people move from one point to another in the city

- Getting mobility data in real-time and with accuracy is difficult

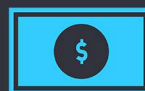- Conducting conventional study on mobility is lengthy and costly

OUR SOLUTION

By combining several data sources, such as mobile positioning data, public transportation data, traffic camera feeds, demographic data, and several other datasets, we can create a visualization tool that shows the flow of people around the city, the hotspots of movement, and mobility trends. Transportation planners are very much interested in such data as they need these crucial numbers to plug into their models. The private sector, such as real estate developers, is also interested in mobility data in order to identify the best locations. One of the advantages of our solution is that it can display real-time changes of urban mobility, thus providing insight based on the most current data.

MARKET

- Tallinn transportation department as entry market; connections already established

- Transportation department of local governments in neighbroing countries, e.g. Finland

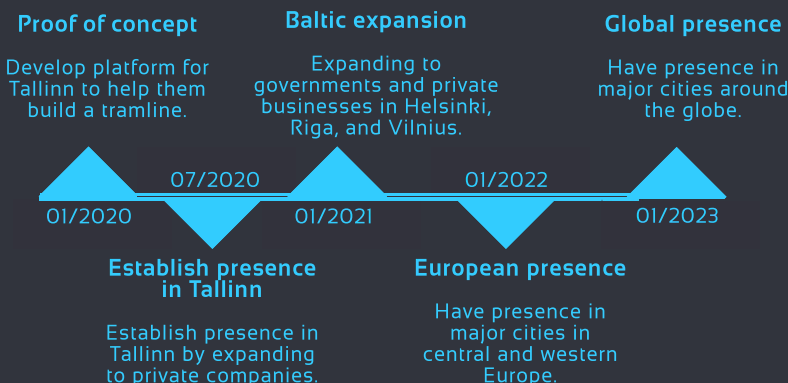- Private sector, especially real estate developers

BUSINESS MODEL

- Base monthly fee

- Usage-based fee

TIMELINE

Proof of concept
Develop platform for Tallinn to help them build a tramline.

Baltic expansion
Expanding to governments and private businesses in Helsinki, Riga, and Vilnius.

Global presence
Have presence in major cities around the globe.

07/2020

01/2020   01/2021   01/2022   01/2023

Establish presence in Tallinn
Establish presence in Tallinn by expanding to private companies.

European presence
Have presence in major cities in central and western Europe.

THE TEAM

Niels
Product manager

Nini
Experience designer

Aziz
Data scientist

Bálint
Data scientist

Michael
Business developer

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