

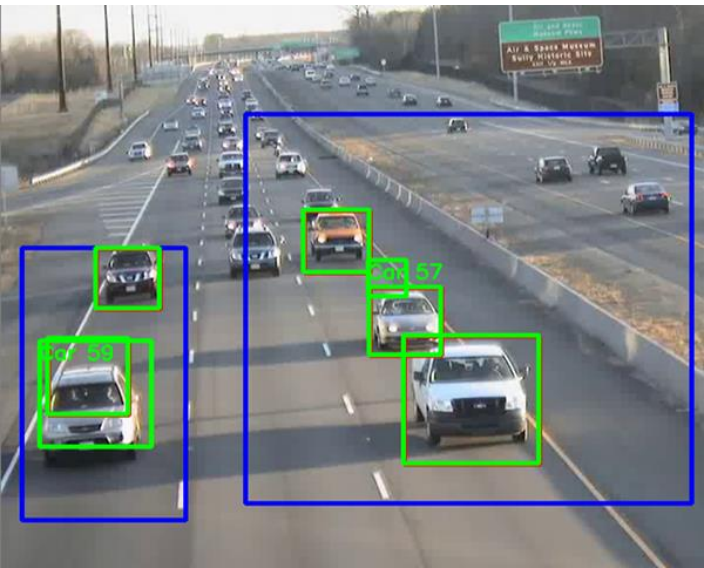
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URBAN LOGIQ

Analytics for Urban Planning

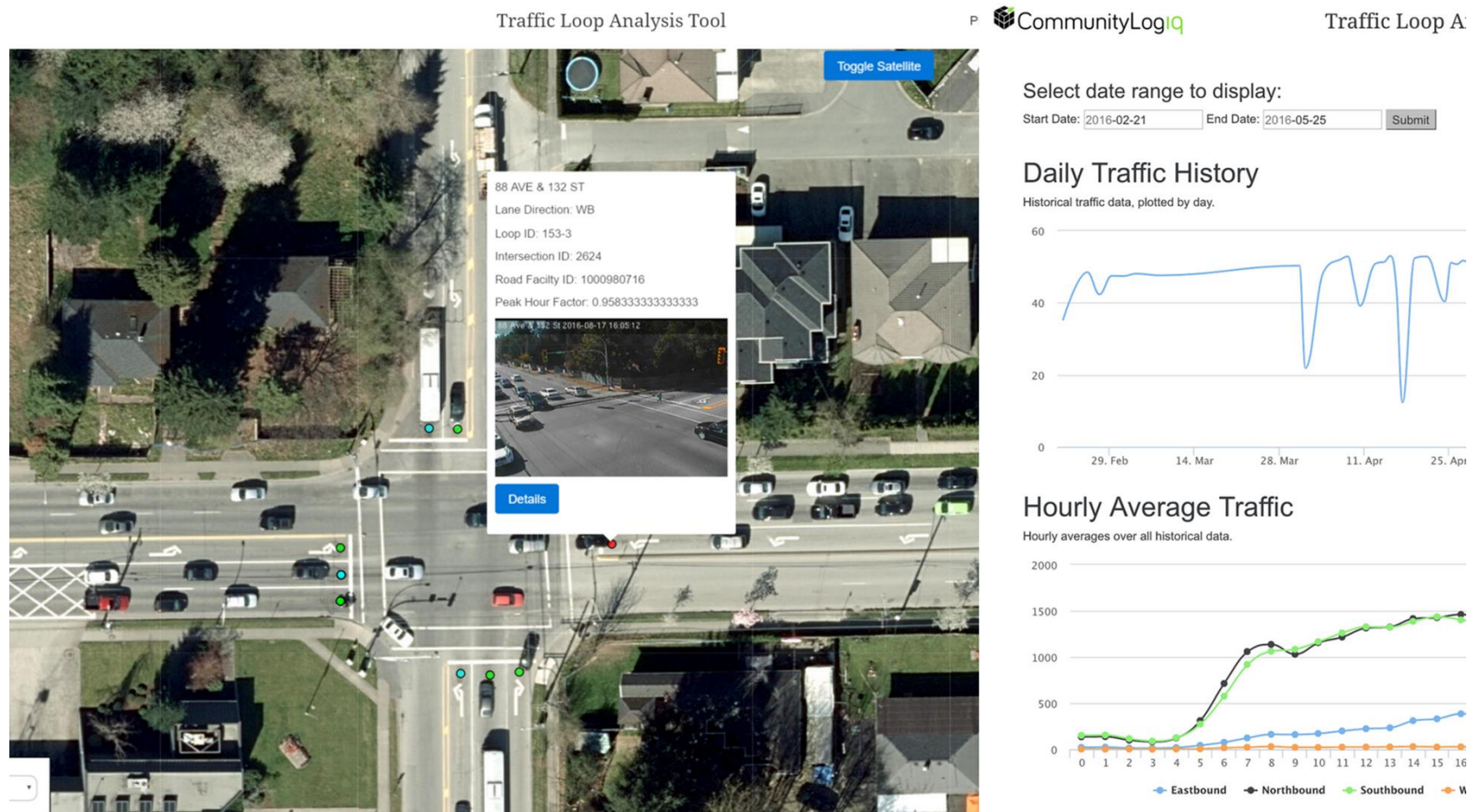
Traffic Data Trapped in Silos



Leads to Manual, Expensive & Time-Consuming Aggregation & Analytics



Aggregated All Sensor Data into One Cloud-Based Platform, with Automated Workflows & Analytics



One Year Later



G E N E R A L M O T O R S

Connected Vehicle Smart City Integration Pilot



Smart Cities Analytics Platform Partner



Lessons Learned

- Flexible scope
- Close contact
- Expansive reach, but narrow focus
- Sustainable model
- Agile development / light technology
- Contract vehicle
- Teething pains...and mutual patience

Potential Challenges

- Procurement
- Understanding and awareness
- Differing realities
- Data standardization
- New models of service

Nasdaq

Entrepreneurial Center

