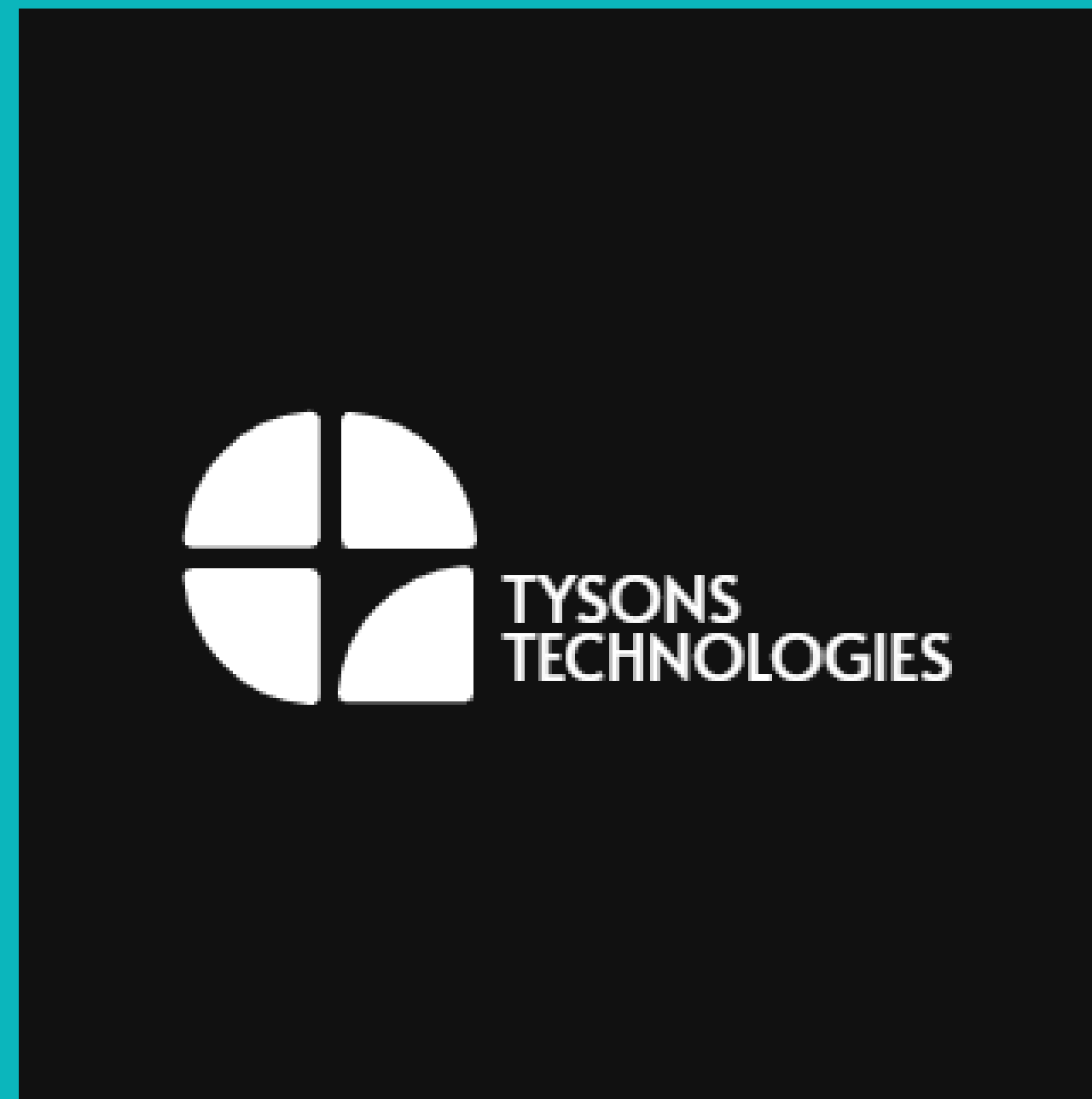


# TYSONS

INTELLIGENT IOT SOLUTIONS FOR URBAN EFFICIENCY

BUILDING SMARTER CITIES TOGETHER



# PROBLEM

## CITIES LACK REAL-TIME DATA AND AUTOMATION AND MANAGEMENT

- **Growing Urbanization:** Rapid population growth in cities strains existing infrastructure (traffic, waste, energy, water).
- **Resource Inefficiency:** Current urban systems often operate in silos, leading to wasted resources, increased operational costs, and environmental impact. (e.g., inefficient traffic light patterns, reactive waste collection, energy losses).
- **Lack of Real-time Data & Insights:** City managers often lack the timely, actionable data needed to make informed decisions and proactively address issues.
- **Siloed Systems:** Different city departments (transport, energy, waste) often use disparate systems that don't communicate, hindering a holistic approach to urban management.
- **Citizen Experience:** Inefficiencies directly impact citizens' quality of life (congestion, pollution, unreliable services).



# SOLUTIONS

## **Tyson Technologies: Connecting the City, Intelligently.**

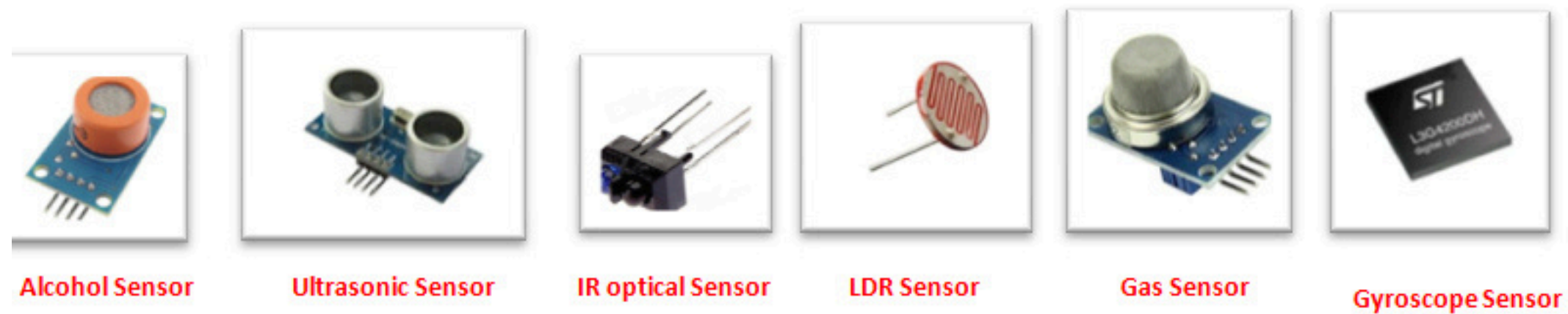
- **We provide a comprehensive suite of intelligent IoT solutions designed to optimize urban operations and enhance sustainability.**
- **Our Platform: A centralized IoT platform that integrates data from diverse sensors and city systems.**
- **Smart Modules: Offering specific solutions for:**
- **Intelligent Traffic Management: AI-powered traffic signal control, smart parking, congestion prediction.**
- **Smart Waste Management: Sensor-based bin fill-level monitoring, optimized collection routes.**
- **Smart Energy & Utilities: Real-time energy consumption monitoring, leak detection, predictive maintenance for utilities.**
- **Smart Public Safety (Optional - if relevant): Connected surveillance, emergency response optimization.**

# TYSONS TECH. PRODUCTS

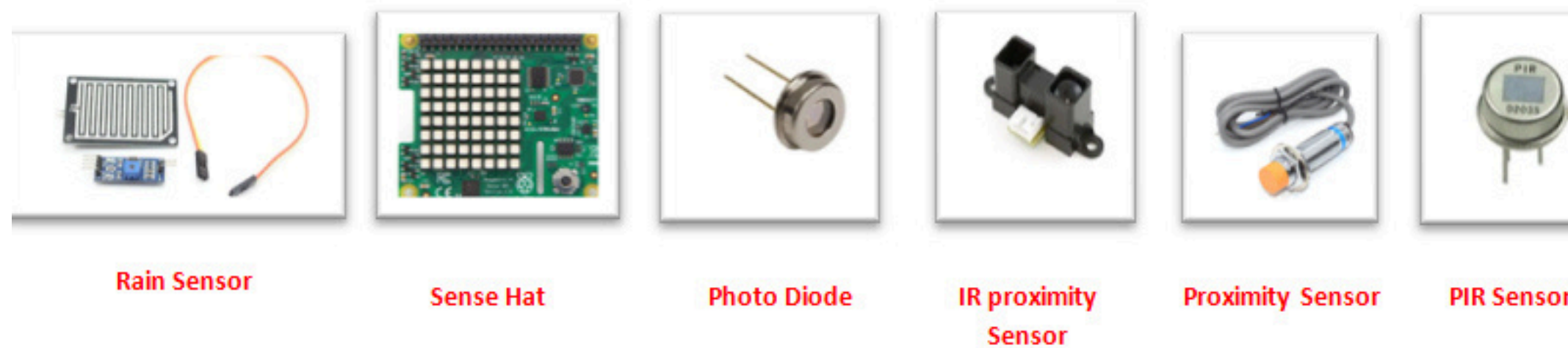
**Our core product is a cloud-based (or hybrid) IoT platform that acts as the central nervous system for a smarter city.**

## OUR PRODUCTS

- **Sensor Network Integration:** Connects to a wide array of IoT sensors deployment
- **Data Ingestion & Processing:** Collects, processes, and analyzes vast amounts of real-time data from these sensors.
- **AI & Machine Learning:** Leverages AI/ML algorithms to identify patterns, predict future states and automate responses.
- **Control & Automation:** Enables remote monitoring and control of connected city assets.
- **Visualization & Reporting:** Offers intuitive dashboards and reporting tools for city managers and operators.
- **API Ecosystem:** Provides APIs for integration with third-party applications and city legacy systems.



## Different types of Sensors



# Target Market

## **Primary Target Market:**

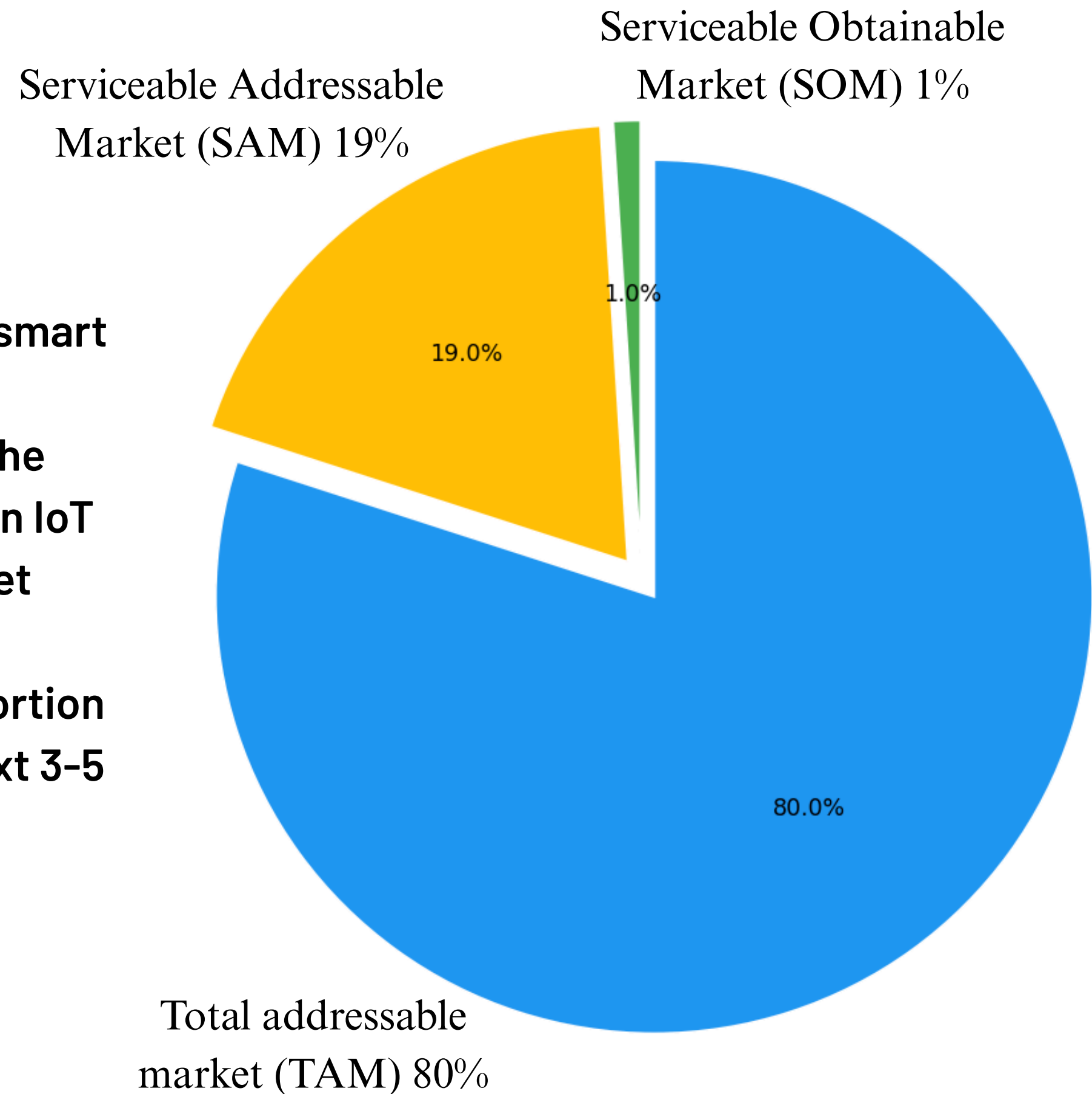
- **Municipalities & City Governments:** Departments of Transportation, Public Works, Waste Management, Energy/Utilities, Urban Planning.
- **Large Urban Developers:** For integrating smart solutions into new developments.
- **Public-Private Partnerships (PPPs):** Entities involved in managing urban infrastructure.

## **Featured Statistics :**

- **79% of cities globally are actively investing in smart city initiatives. (Source)**
- **The global smart cities market is projected to reach \$4 billion by 2024. (Source)**
- **Improved urban efficiency can lead to 12% reduction in operational costs for cities. (Source or internal estimate)**
- **Target City Profile:** Mid to large-sized cities experiencing growth, with a stated commitment to sustainability and innovation.

# Market Size

- **Total Addressable Market (TAM):** The global smart city technology market.
- **Serviceable Addressable Market (SAM):** The segment of the smart city market focused on IoT solutions for urban efficiency in our target regions/city types.
- **Serviceable Obtainable Market (SOM):** The portion of SAM we can realistically capture in the next 3-5 years.





# COMPETITORS



## SENSORFLOW TECHNOLOGIES

A company that often offers broad smart city platforms.



## INFINITY TECHNOLOGIES

Local or regional companies that piece together solutions from various vendors.

## KEY DIFFERENTIATORS

- "Unlike Sensorflow who only focuses on waste, we offer an integrated approach across multiple urban services, enabling synergistic benefits."
- "Our AI-driven predictive analytics are more advanced, leading to greater proactive management capabilities."
- "We offer a more flexible and cost-effective deployment model compared to legacy systems."
- "Our user interface is designed for non-technical city staff, making it easier to adopt and use."

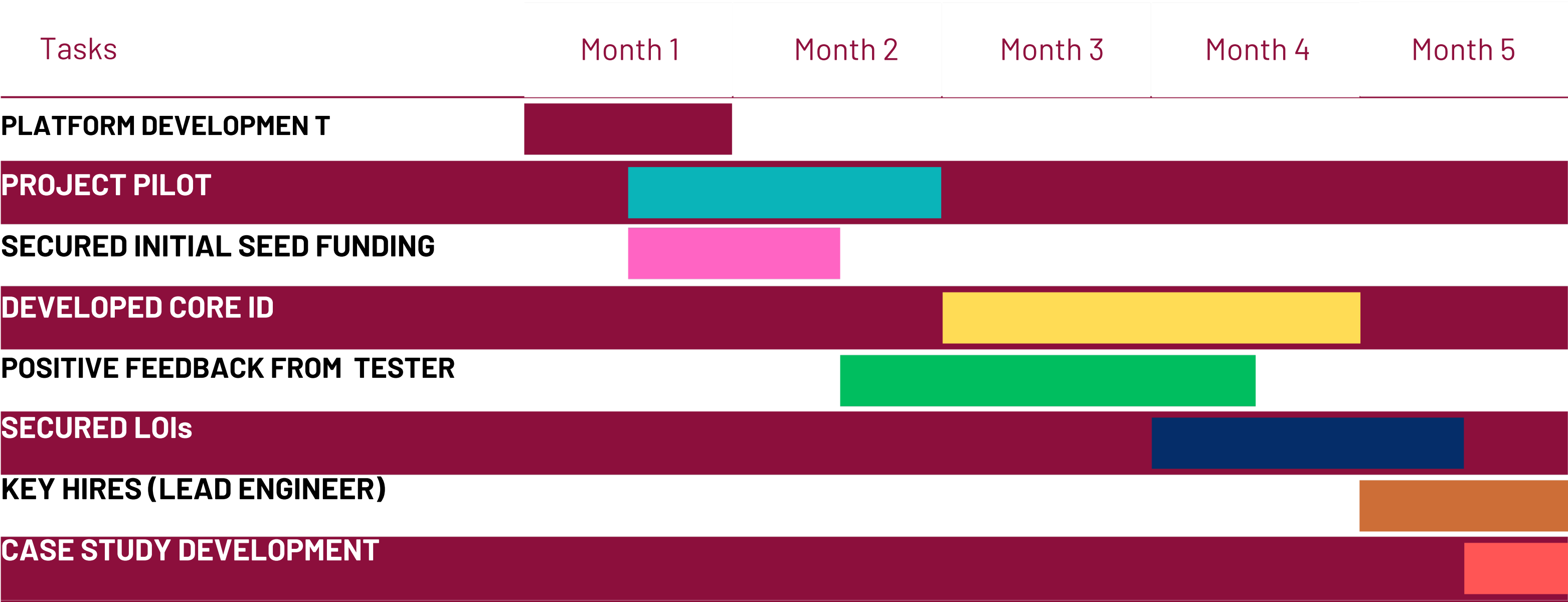


# Competitive Advantage

- Proprietary AI Algorithms: Our advanced machine learning models for predictive analysis and optimization (e.g., traffic flow prediction, route optimization) are a core IP.
- Integrated Multi-Service Platform: A holistic view and control over various city services (traffic, waste, energy) from a single pane of glass, breaking down data silos.
- Ease of Integration & Scalability: Designed for seamless integration with existing city infrastructure and future-proof scalability.
- Focus on User Experience (UX) for City Operators: Intuitive dashboards and tools that empower city staff without requiring extensive technical expertise.
- Strong Domain Expertise: Our team comprises experts in urban planning, IoT technology, and data science.



# Project Traction



# Business Model



- SaaS Model: Recurring subscription fees for access to our IoT platform and modules
- Deployment & Integration Fees: One-time fees for initial setup, sensor deployment (
- Customization & Consulting Services: For bespoke solutions or advanced analytics projects for specific city needs.

Target Gross Margin: 70-80% for SaaS revenue due to low marginal costs

# Go To Market

## Reaching and Partnering with Cities for a Smarter Future

- Direct Sales Team: Experienced sales professionals with a background in government sales or smart city technologies
- Strategic Partnerships: System integrators with existing relationships with municipalities.
- Digital Marketing & Content: Thought leadership articles, white papers, case studies on urban efficiency.
- Industry Events & Conferences: Exhibiting and speaking at smart city, IoT, and municipal government conferences.

Pilot Programs & Proof of Concepts (POCs): Offer attractive terms for initial deployments to showcase value and build case studies

# Social Impact

## Enhancing Urban Livability and Sustainability

SDG 9: Industry, Innovation, and Infrastructure: Building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation through smart city technologies.

SDG 11: Sustainable Cities and Communities: Making cities and human settlements inclusive, safe, resilient, and sustainable.

- Reduced traffic congestion and air pollution.
- More efficient waste management, leading to cleaner environments.
- Optimized energy and water usage.
- Improved public safety (if applicable).

SDG 13: Climate Action (Indirectly): By optimizing resource use (energy, fuel for transport/waste collection), our solutions contribute to reducing greenhouse gas emissions.

SDG 7: Affordable and Clean Energy (Indirectly): Through smart grid and utility management features.

### Other Social Impacts:

- a. Improved quality of life for citizens.
- b. Cost savings for municipalities, freeing up funds for other public services.
- c. Creation of new tech jobs.

# Our Ask

## Partner with Us to Build the Future of Urban Efficiency

- We are seeking \$12 million from Power learn funding

### WE INTEND TO USE THIS FUNDS TO:

- Product Development 40%: Further enhance platform features, develop new modules, scale AI capabilities.
- Sales & Marketing 30%: Expand sales team, invest in marketing campaigns, attend key industry events.
- Team Expansion 20%: Hire key engineering, sales, and support talent.
- Working Capital & Operations 10%: Cover operational expenses as we scale.

# Team Members

Add team members Names and tiles



SCARLET JOHNSON

CEO & Visionary  
10+ years in urban tech



ALEX NG'ANG'A

- CTO  
Expert in IoT and AI development



CHRIS WOODS

Head of Business  
Development/Sales



WILL SMITH

Advisor  
Former City Manager /  
Smart City Expert



# Thank you!

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Let's Build Smarter Cities !