Power
Learn
Project

TYSON TECHNOLOGIES

INTELLIGENT IOT SOLUTIONS FOR URBAN EFFICIENCY

BUILDING SMARTER CITIES TOGETHER

01

PROBLEMS

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).

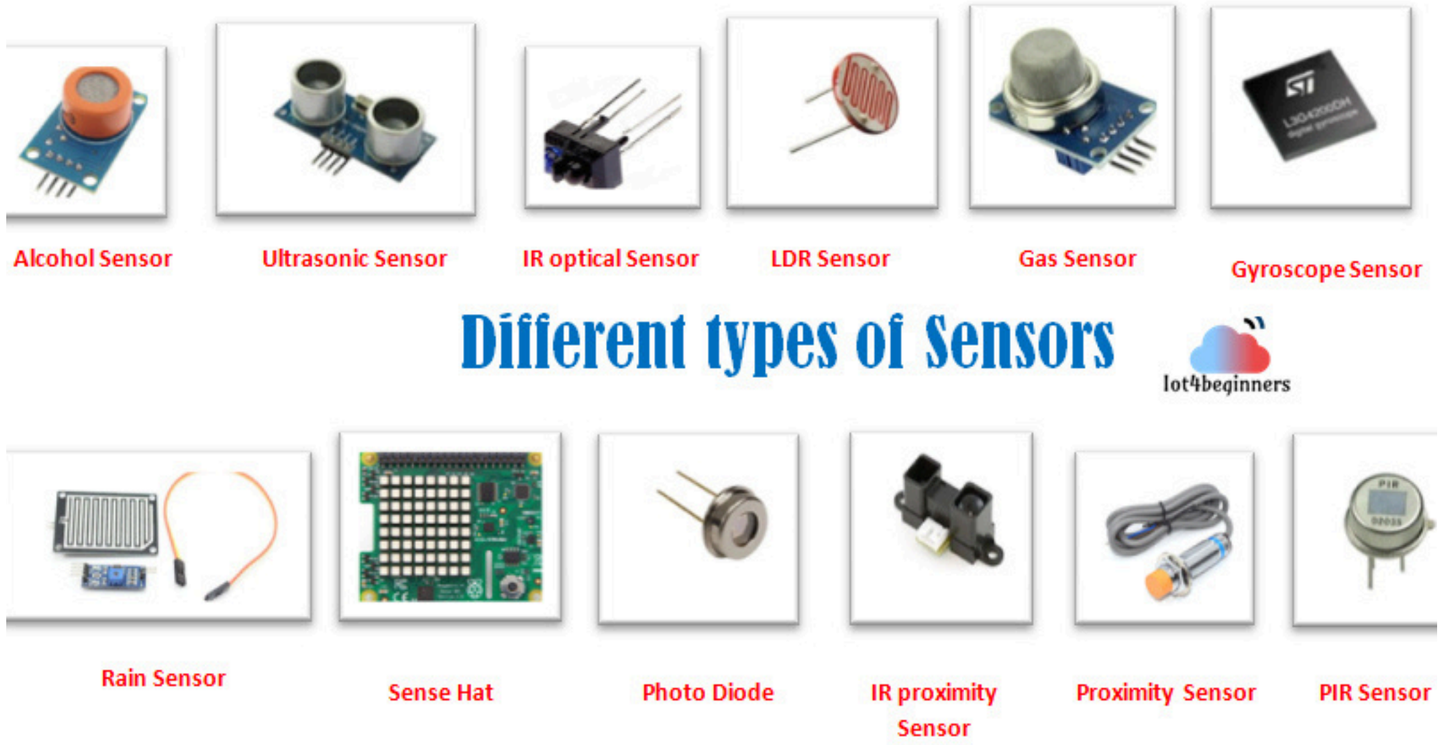
SOLUTIONS

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 (traffic, environmental, utility, waste) deployed across the urban landscape.
- 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 (e.g., traffic flow, waste generation), and automate responses.
- Control & Automation: Enables remote monitoring and control of connected city assets (e.g., traffic lights, streetlights).
- 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.

Target Market

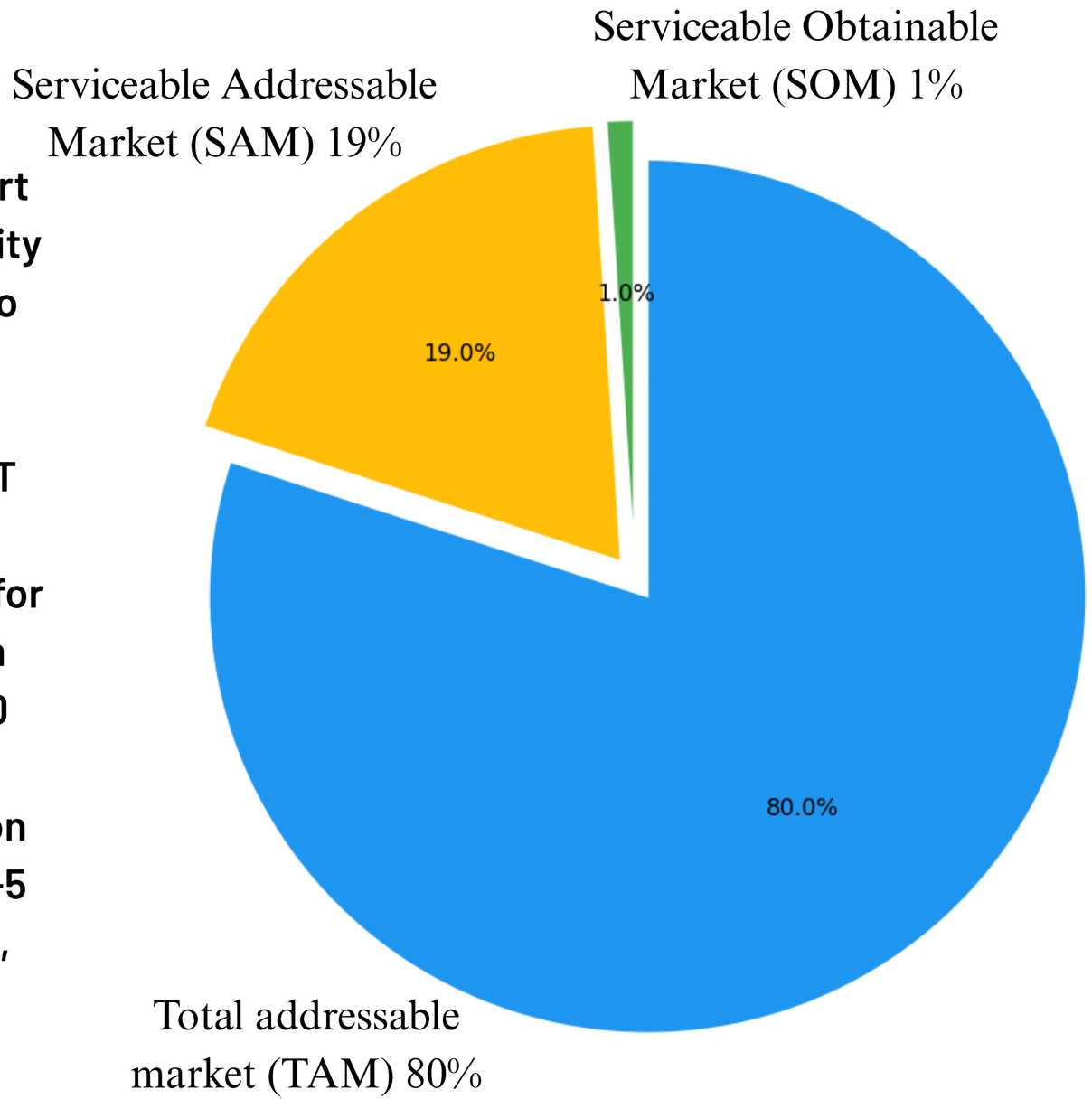
Primary Target Market:

- 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. (e.g., "The global smart city market is valued at $23 trillion and is expected to grow at a CAGR of 66%.")
- Serviceable Addressable Market (SAM): The segment of the smart city market focused on IoT solutions for urban efficiency in our target regions/city types. (e.g., "Within this, the market for IoT in traffic, waste, and energy management in North American & European cities over 500,000 population is estimated at $10 billion.")
- Serviceable Obtainable Market (SOM): The portion of SAM we can realistically capture in the next 3-5 years. (e.g., "We aim to capture 70% of this SAM, representing a $5 million opportunity for Tyson Technologies.")



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.

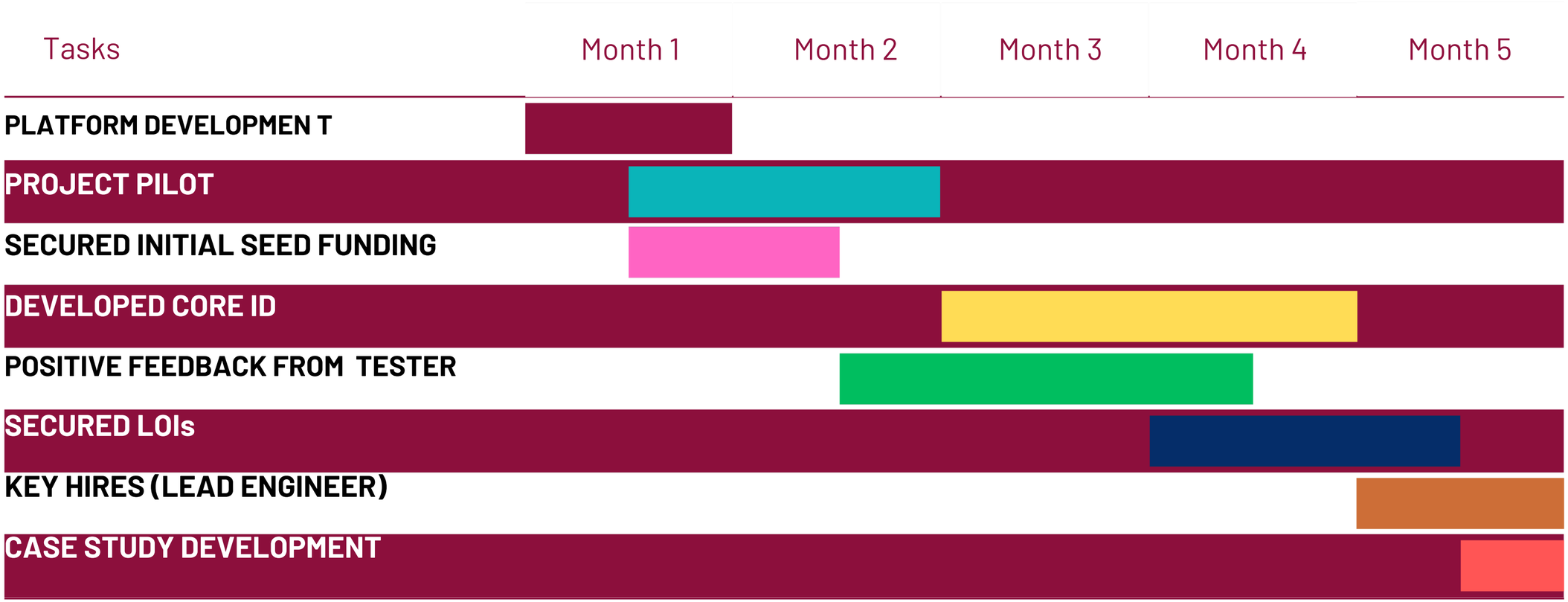
KEY DIFFERENTIATORS

- "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 (tiered based on city size, number of connected devices, or features).
- Deployment & Integration Fees: One-time fees for initial setup, sensor deployment (if applicable), and integration with existing city systems.
- 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 technology.
- Strategic Partnerships:
  - System integrators with existing relationships with municipalities.
  - Consulting firms specializing in urban development and public sector technology.
  - Hardware sensor manufacturers (for bundled solutions).
  - Telecommunication companies (for connectivity).
- Digital Marketing & Content:
  - Thought leadership articles, white papers, case studies on urban efficiency.
  - Targeted online advertising (LinkedIn, industry publications).
  - Webinars and online demos.
- 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

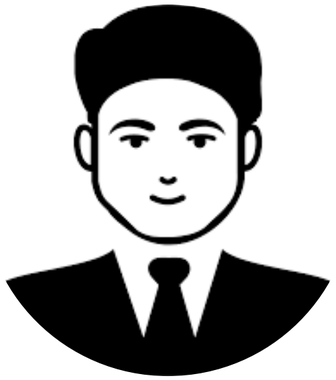
Add team members Names and tiles

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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Social Media Handles -

a. instagram @tysontechn
b. twitter @tysontechn

Let's Build Smarter Cities !