

A nighttime photograph of a city skyline with several illuminated skyscrapers. A yellow line graph with square markers is overlaid on the image, showing an upward trend. The graph starts at the bottom left, moves up and down, and ends at the top right. The background is a dark sky with city lights reflecting on water in the foreground.

CIVITAS

ACCESSING THE POWER OF CITIES

Problem: The Data Does Not Exist



Companies



City Government



Academia

Using Data for Urban Transportation and Mobility

Companies



Identify best market to launch next fleet of shared cars, bikes, or scooters

City Government

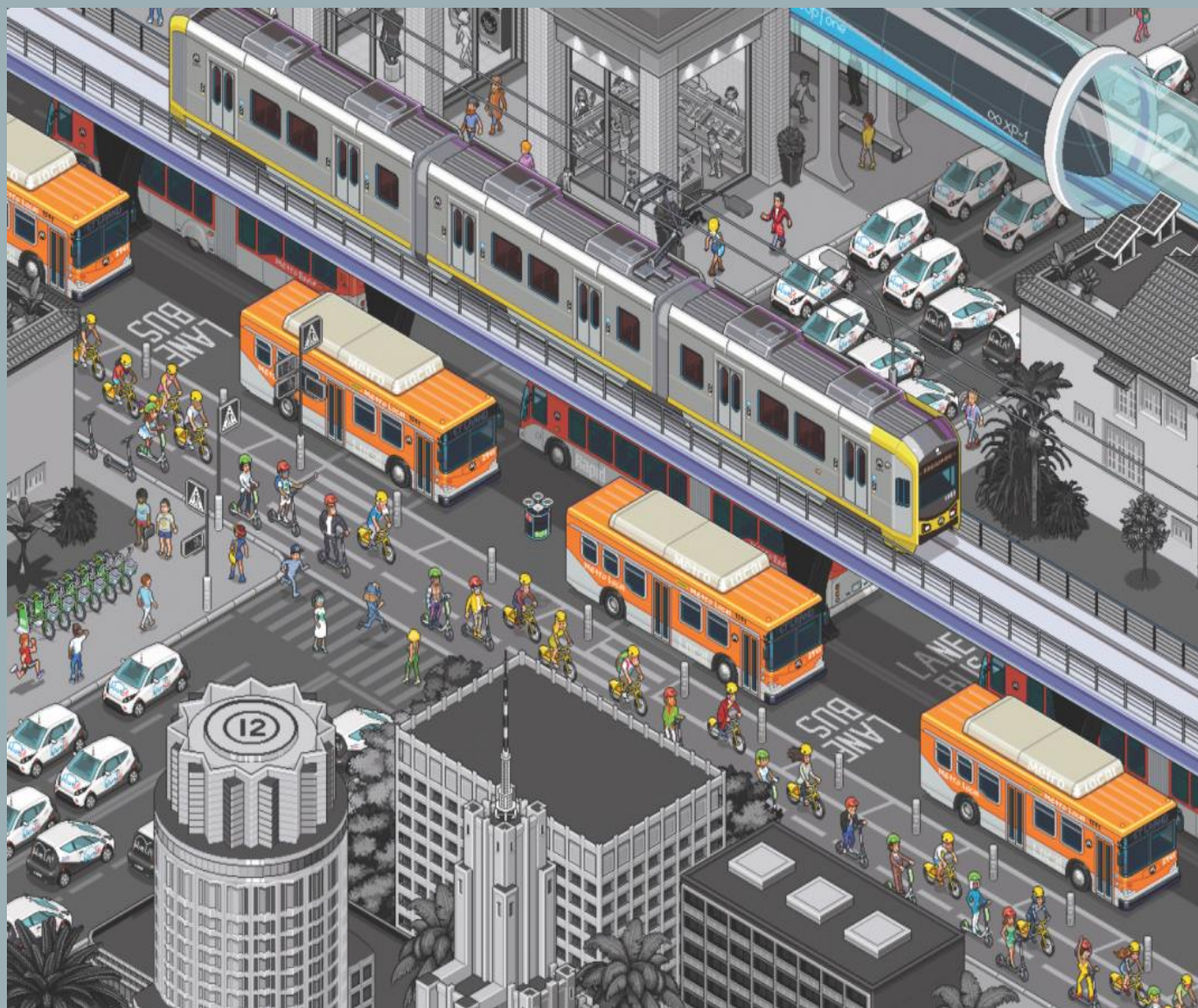


Evaluate impact of shared bike systems on reducing emissions

Academia



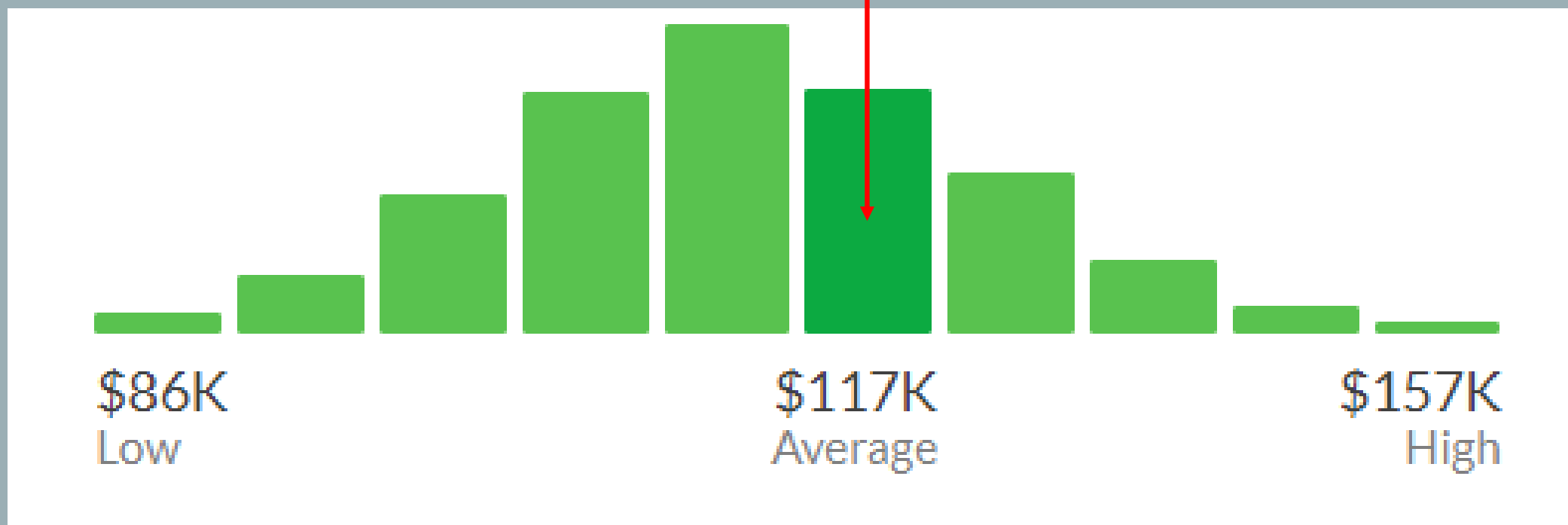
Study correlations between public transportation proximity and poverty rates



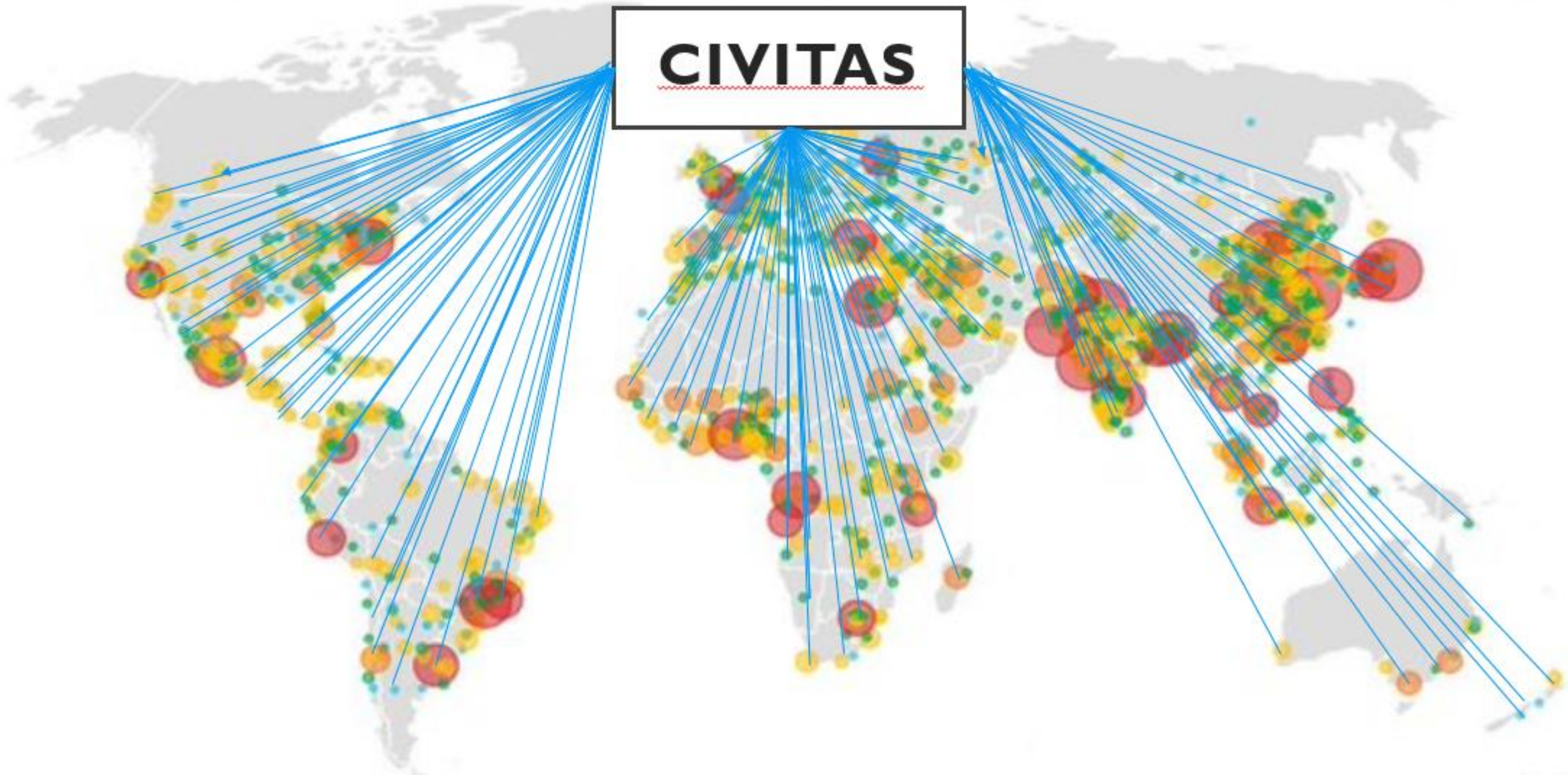
Problem: Cities Struggle to Collect and Use Data

Avg. local gov. payout for
similar title: \$78,000

Avg. Base Pay for Data
Scientists in the US: \$117,345



Solution: We'll Make the Data Exist



Business Model – Subscription Pricing

	Basic Plan	Business Plan	Premium Plan	Enterprise Plan
Public Indicator Data Collected on Cities at National/Federal Levels – Raw Data Access	✓	✓	✓	✓
Public Indicator Data Collected on Cities at National/Federal Levels – Portal Access		✓	✓	✓
Basic Analytics and Data Visualizations		✓	✓	✓
Indicator Data for Cities – Continuous Variables		✓	✓	✓
Indicator Data for Cities – Policy Variables			✓	✓
Advanced Analytics and Data Visualizations			✓	✓
Platform Customization and Technology Integration				✓
Consulting Services and Strategic Development				✓

Pricing and Revenue Generation

Companies and Investors

Top-line price starts at
\$10,000 for annual
subscription

Academic Institutions

- \$2,000 Base Price
- Variable based on number of users and Carenegie classification

Local Governments

- Access to data will be free or at a low price for most governments
- Data processing and analysis contracts range \$150,000-\$200,000



Bloomberg
Government



Bloomberg

\$1,200

\$5,700

\$12,000

\$13,000








\$22,000

\$25,000

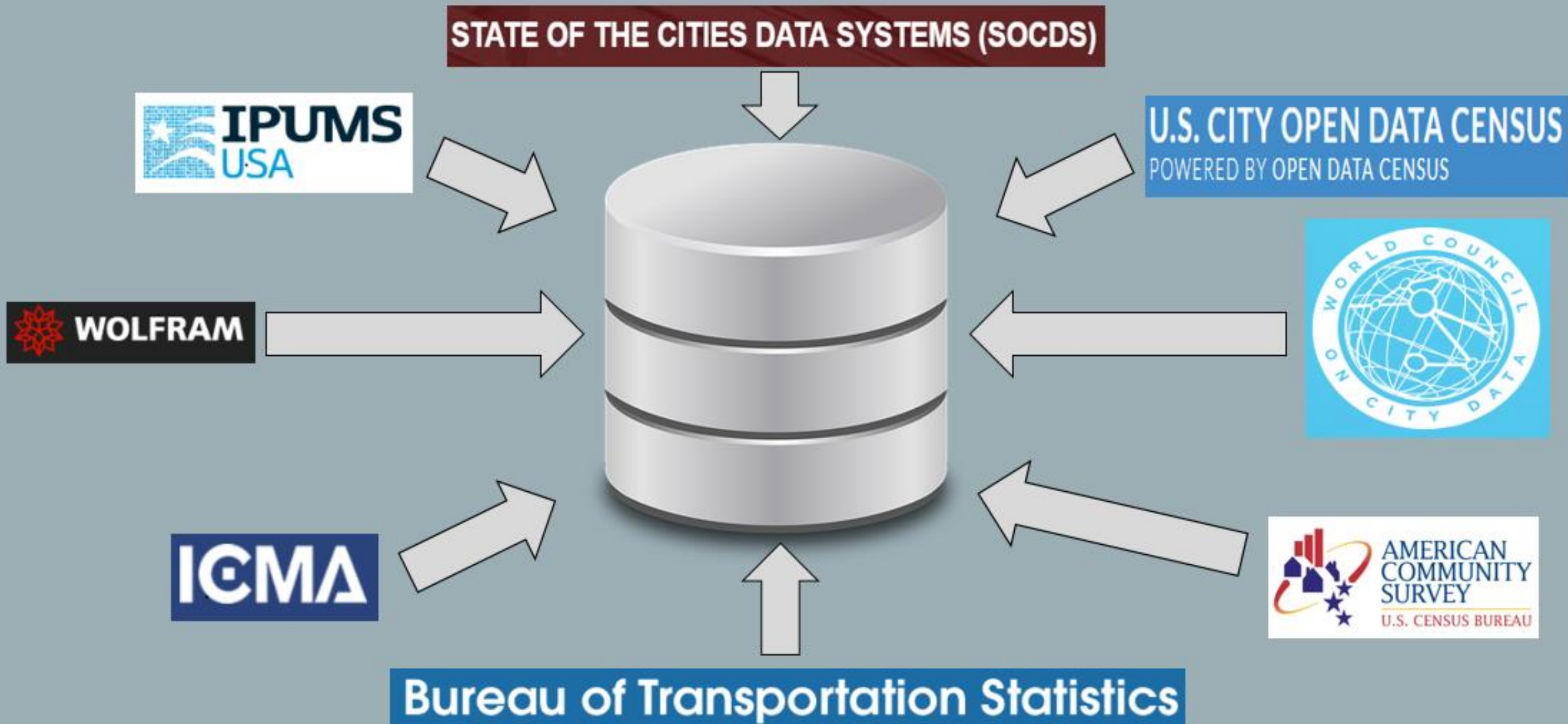
\$10,000

Civitas

Competitive Landscape

	Issue Coverage	Geo Coverage	Time Coverage	Real vs. Forecast	Comparison Tool Focus	Free Licensing
	✓	✓		✓	✓	✓
	✓	✓		✓	✓	✓
	✓	✓			✓	
		✓	✓		✓	
			✓	✓	✓	
	✓					
	✓					

Building out the Base Level: Transportation & Mobility MVP



Moving Forward: Why Now?



WCCD

ISO 37120

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