

The logo consists of the word "SIGO" in a white, sans-serif font. The letter "O" is stylized as a circle with a small dot in the center. The entire logo is enclosed within a white square frame that has a small notch on its right side.

SIGO

Don't stop your mobility



# 120B €

## INVESTMENT IN SMART CITIES



**200K €**  
BUDGET



**< 4%**  
BUS STOPS  
EQUIPPED

**100**  
YEARS TO  
COMPLETE



NOW



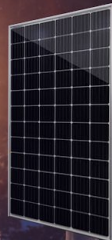
# ZERO-ENERGY



# REAL-TIME



# EASY INTEGRATION



FREEDOM SQUARE		14:28
LINE	DIRECTION	TIME
3	VEERENI	1 MIN 15 MIN 15 MIN
24	MUSTAMAE	3 MIN 17 MIN 35 MIN
71	KESKUSE	7 MIN 21 MIN 47 MIN
ATTENTION: LINE 42 IS SUSPENDED		



**FREE**

**80€**  
UNIT / MONTH

**15€**  
UNIT / MONTH

**INSTALLATION**

**SUBSCRIPTION**

**AFTER 3 YEARS**



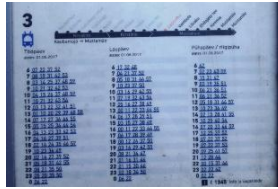


**Baltics**  
**4M€**

**Scandinavia**  
**40M€**

**Europe**  
**400M€**

COST-EFFECTIVE



3

Task	Start	End	Duration
1	2023-01-01	2023-01-05	5
2	2023-01-05	2023-01-10	5
3	2023-01-10	2023-01-15	5
4	2023-01-15	2023-01-20	5
5	2023-01-20	2023-01-25	5
6	2023-01-25	2023-01-30	5
7	2023-01-30	2023-02-05	6
8	2023-02-05	2023-02-10	5
9	2023-02-10	2023-02-15	5
10	2023-02-15	2023-02-20	5
11	2023-02-20	2023-02-25	5
12	2023-02-25	2023-03-01	6
13	2023-03-01	2023-03-05	4
14	2023-03-05	2023-03-10	5
15	2023-03-10	2023-03-15	5
16	2023-03-15	2023-03-20	5
17	2023-03-20	2023-03-25	5
18	2023-03-25	2023-03-30	5
19	2023-03-30	2023-04-05	6
20	2023-04-05	2023-04-10	5
21	2023-04-10	2023-04-15	5
22	2023-04-15	2023-04-20	5
23	2023-04-20	2023-04-25	5
24	2023-04-25	2023-04-30	5
25	2023-04-30	2023-05-05	6
26	2023-05-05	2023-05-10	5
27	2023-05-10	2023-05-15	5
28	2023-05-15	2023-05-20	5
29	2023-05-20	2023-05-25	5
30	2023-05-25	2023-05-30	5



AQUIS  
INNOVO

INNOSPARKS

AN ST ENGINEERING OPEN LAB

REAL-TIME SCHEDULE







**Olga Kornilova**

Marketing Expert



**Leire Litwin**

UI & UX Designer



**Damiano Sartori**

SW Engineer



**Baaska Erdenebat**

HW Engineer



**Charles Ferrari**

Cloud Engineer



**Tsegaye Misikir**

Data Scientist 10

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# BACK-UP SLIDES

<b>Problem</b> <ul style="list-style-type: none"> <li>• Only 4% of stops equipped with realtime schedule monitor</li> <li>• Only 5% of stops have access to electricity</li> <li>• Slow and expensive growth of innovation</li> </ul>	<b>Solution</b> <ul style="list-style-type: none"> <li>• SIGO solution is a real-time schedule and data monitors</li> <li>• Turn-key service (installation + maintenance + support)</li> <li>• Zero-energy and cost-efficient solution, portable</li> </ul>	<b>Unique Value Propositions</b> <p><b>CUSTOMERS:</b></p> <ul style="list-style-type: none"> <li>• Cost-efficient solution</li> <li>• Fast and easy deployment</li> <li>• Easily integrated with existing systems</li> </ul> <p><b>VISION:</b> Platform for smart city innovations</p> <p><b>USERS:</b></p> <ul style="list-style-type: none"> <li>• Improvement of experience of commuters</li> <li>• Bus stop accessibility</li> </ul>	<b>Unfair Advantage</b> <ul style="list-style-type: none"> <li>• SIGO deployment speed</li> <li>• Cost-efficient solution</li> <li>• Inhouse expertise and network of the team</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>• Tallinn Department of Transportation</li> <li>• <a href="#">Data Companies</a></li> </ul>
<b>Key Partners</b> <ul style="list-style-type: none"> <li>• Tallinn Transportation Department</li> <li>• <a href="#">IOT Companies</a></li> </ul>	<b>VISION:</b> Network of smart stops and public transport, which accumulate mobility data in platform, <b>Network of IOT HUBS</b>		<b>Channels</b> <ul style="list-style-type: none"> <li>• Face-to-face</li> <li>• Web page/phone</li> <li>• Personal connections (Pirko)</li> </ul>	<b>END-USERS:</b> Users of public transport 46% of Tallinners  <b>EARLY ADOPTERS:</b> Tallinn, remote stops
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>• SIGO unit production cost</li> <li>• Development of SIGO system</li> <li>• Installation/Maintenance</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• SIGO subscription fee</li> <li>• <b>80</b> euro/month (<b>15</b> euro/month after 3 years)</li> <li>• <a href="#">Data set</a></li> </ul>		<b>Key Metrics</b> <ul style="list-style-type: none"> <li>• Number of SIGO units installations a year</li> <li>• Amount of data recollectd</li> </ul>