

Don't stop your mobility!

SIGO is a company that provides an economic, simple, maintainable and energy-efficient smart device to improve the user's experience while using public transportation. The device will be installed in public transportation stops to display reliable information to the commuters.



PROBLEM

Limited Information for the Public Transport users

Less than 4% of the total number of bus stops have real-time information

Slow and costly growth of bus stops modernization (only around 10-12 bus stops per year)



SOLUTION

More accurate real-time schedule on buses, traffic congestion, the number of people using the bus...

Reduce the costs of installation and energy-efficient

Collect data from stops to provide better experience

What is our business model?



Product as a Service (turn-key solution)



Monthly subscription 80€ / device during 3 years. After 15€ / month



Collection and monetization of data as a secondary revenue stream

Go-to-market strategy



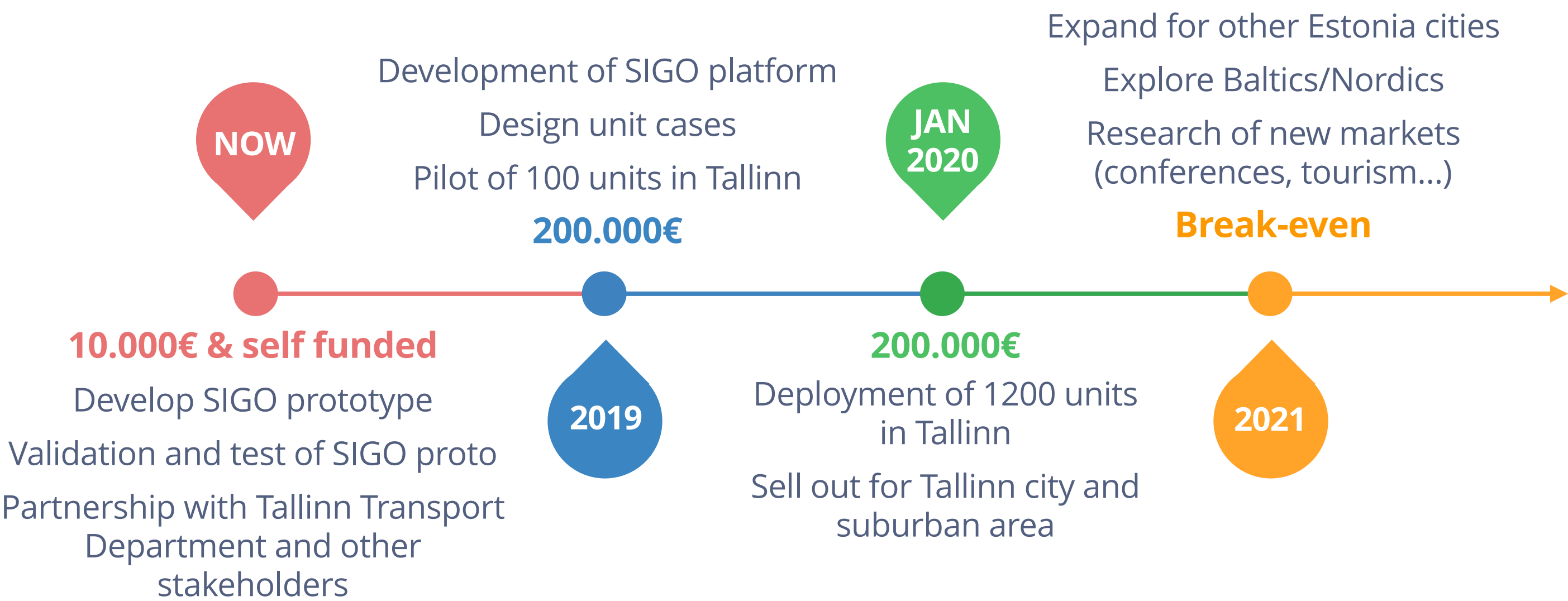
Partnership with Tallinn's Transport Department to test and pilot SIGO's units in the bus stops.

What is the market size?

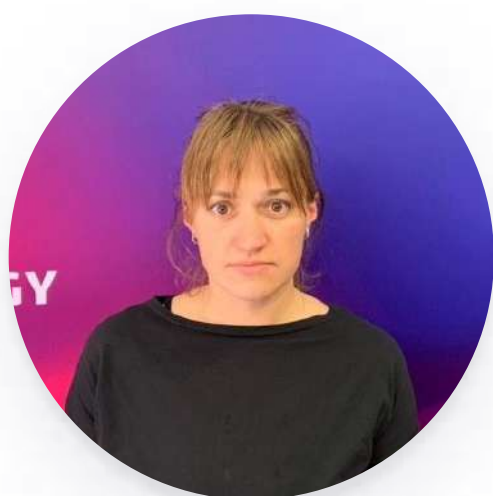
Over 90.000 stops in Baltics & Scandinavia

Only 50 / 1340 equipped in Tallinn

200K€ / year for bus stops in Tallinn



The SIGO Team



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