

<p>Problem</p> <ul style="list-style-type: none"> <li>• Not having real time schedule of buses in most bus stops</li> <li>• No electricity (20.000€)</li> <li>• Slow growth of innovation (10-12 bus stops per year)</li> <li>• Lack of information in bus stops about the city</li> </ul>	<p>Solution</p> <ul style="list-style-type: none"> <li>• Network of stop monitors</li> <li>• Portable</li> <li>• Expandable</li> <li>• Independent of electricity system</li> <li>• Smart</li> </ul>	<p>Unique Value Propositions</p> <p><b>CUSTOMERS:</b></p> <ul style="list-style-type: none"> <li>• All in one expandable</li> <li>• Full service (installation + maintenance)</li> <li>• Sustainable</li> <li>• IOT HUB</li> </ul>	<p>Unfair Advantage</p> <ul style="list-style-type: none"> <li>• Existing solution is costly (20.000€ per stop)</li> <li>• Easy to install and maintain expand</li> </ul>	<p>Customer Segments</p> <ul style="list-style-type: none"> <li>• Tallinn Department of Transportation</li> <li>• Data Companies</li> </ul> <p><b>USERS:</b></p> <p>Users of public transport</p> <p>46% of Tallinners</p> <p><b>EARLY ADOPTERS:</b></p> <p>Tallinn, remote stops</p>
<p>Key Partners</p> <ul style="list-style-type: none"> <li>• Tallinn Department of transportation for Data (open data)</li> <li>• IOT Companies</li> </ul>	<p>Key Metrics</p> <ul style="list-style-type: none"> <li>• N° of SIGO units per year installed in bus stops</li> <li>• Amount of data recollected</li> </ul>	<p><b>USERS:</b></p> <ul style="list-style-type: none"> <li>• Real time TT</li> <li>• Bus stop accessibility</li> </ul>	<p>Channels</p> <ul style="list-style-type: none"> <li>• Personal connection (Pirko)</li> <li>• Face-to-face</li> </ul>	
<p>Cost Structure</p> <ul style="list-style-type: none"> <li>• HW cost (monitor + sensors)</li> <li>• Development of system</li> <li>• Installation</li> <li>• Maintenance</li> </ul>	<p>Revenue Streams</p> <ul style="list-style-type: none"> <li>• Installment per unit</li> <li>• Maintainance annual fee</li> <li>• Dataset (resell)</li> </ul>			