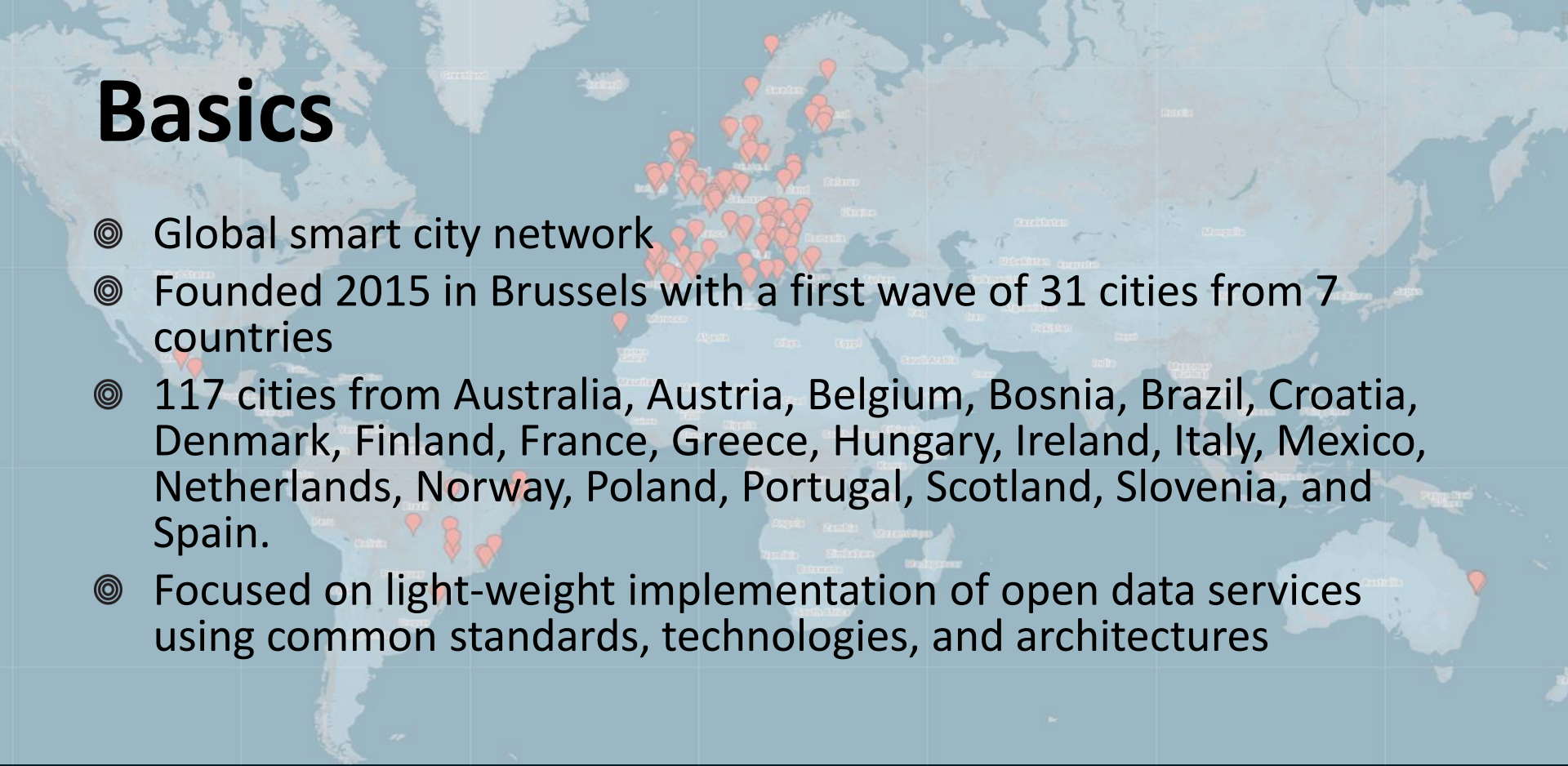
The Experimenting City

Demand-Side Business Models for the Current Stage of the IoT Hype Cycle

23/06/18

Basics

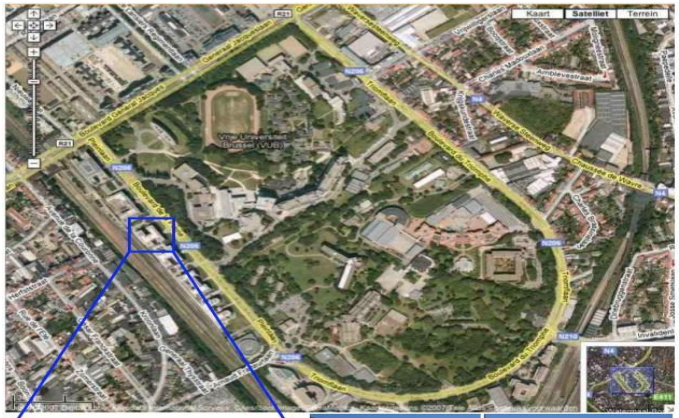


- Global smart city network
- Founded 2015 in Brussels with a first wave of 31 cities from 7 countries
- 117 cities from Australia, Austria, Belgium, Bosnia, Brazil, Croatia, Denmark, Finland, France, Greece, Hungary, Ireland, Italy, Mexico, Netherlands, Norway, Poland, Portugal, Scotland, Slovenia, and Spain.
- Focused on light-weight implementation of open data services using common standards, technologies, and architectures

OPEN & AGILE SMART CITIES

Organisation

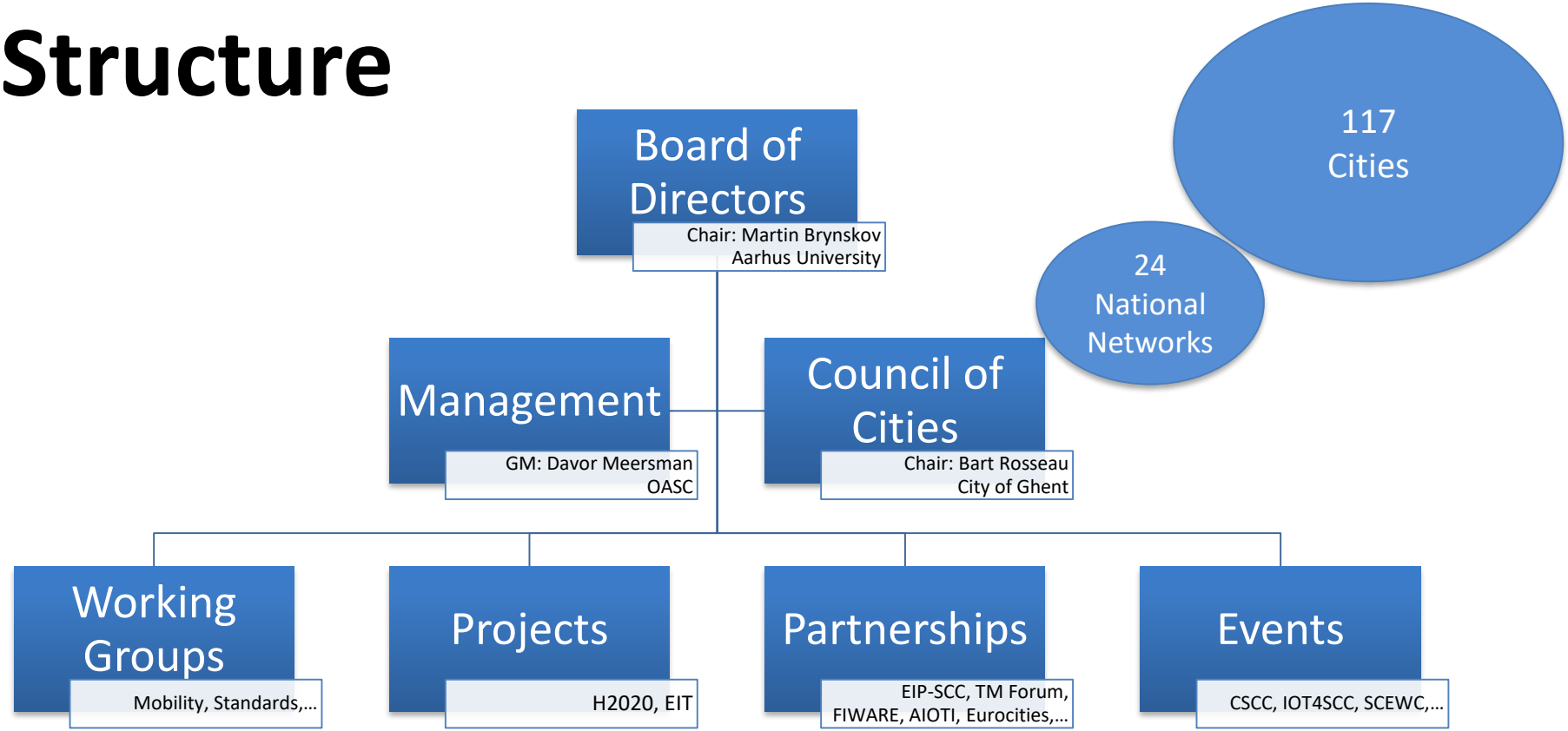
- Incorporated as not-for-profit in December 2017
- Based in Brussels, Belgium
- 4 founding partners:
  - IMEC (Belgium)
  - Future Cities Catapult (UK)
  - Aarhus University (Denmark)
  - Business Tampere (Finland)



Quadruple Helix QH HQ Headquarters

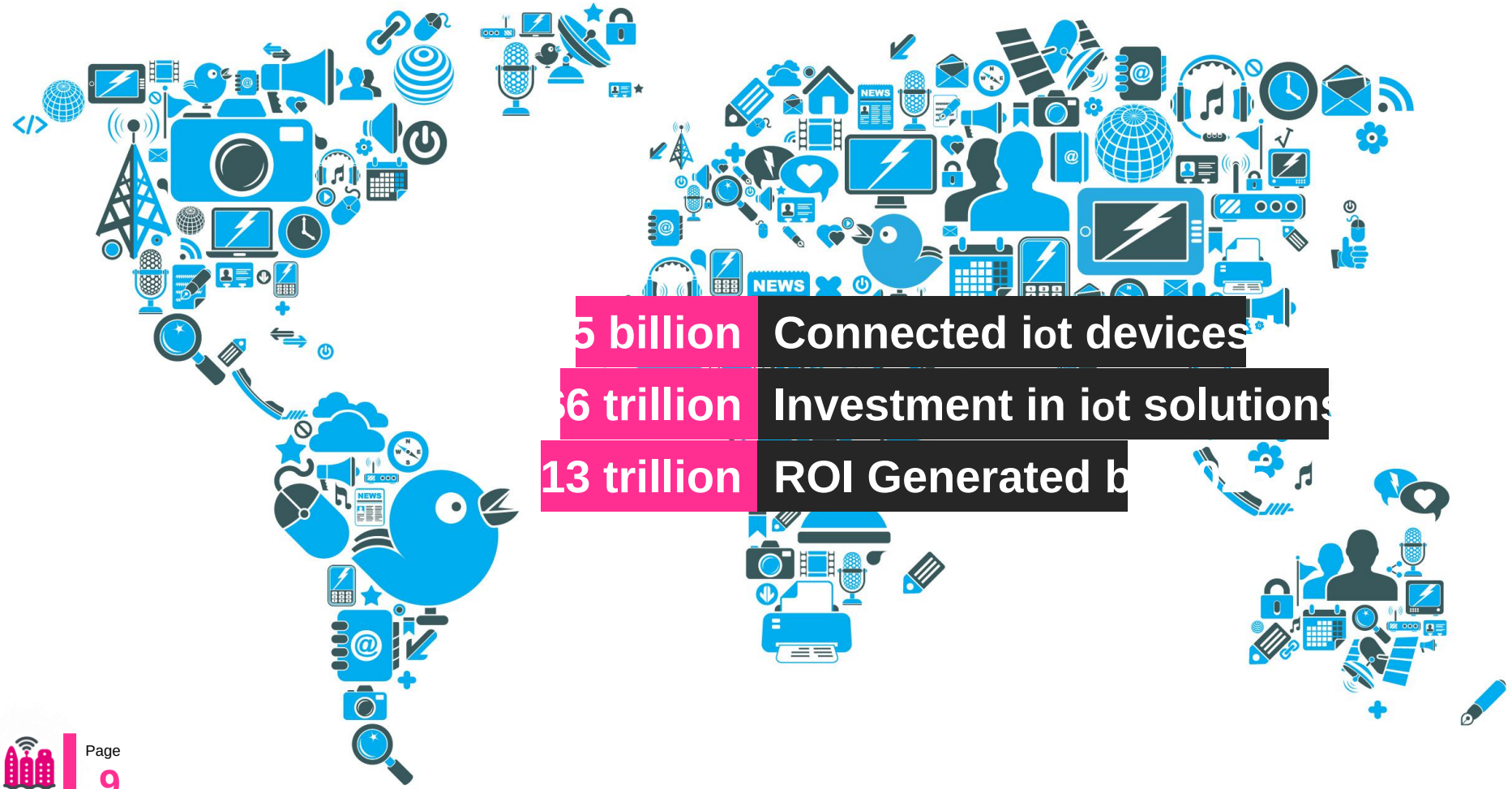
OPEN & AGILE SMART CITIES

Structure


Board of Directors
Chair: Martin Brynskov
Aarhus University
117 Cities
24 National Networks
Management
GM: Davor Meersman
OASC
Council of Cities
Chair: Bart Rosseau
City of Ghent
Working Groups
Mobility, Standards,…
Projects
H2020, EIT
Partnerships
EIP-SCC, TM Forum, FIWARE, AIOTI, Eurocities,…
Events
CSCC, IOT4SCC, SCEWC,…

The OASC Innovation Ecosystem

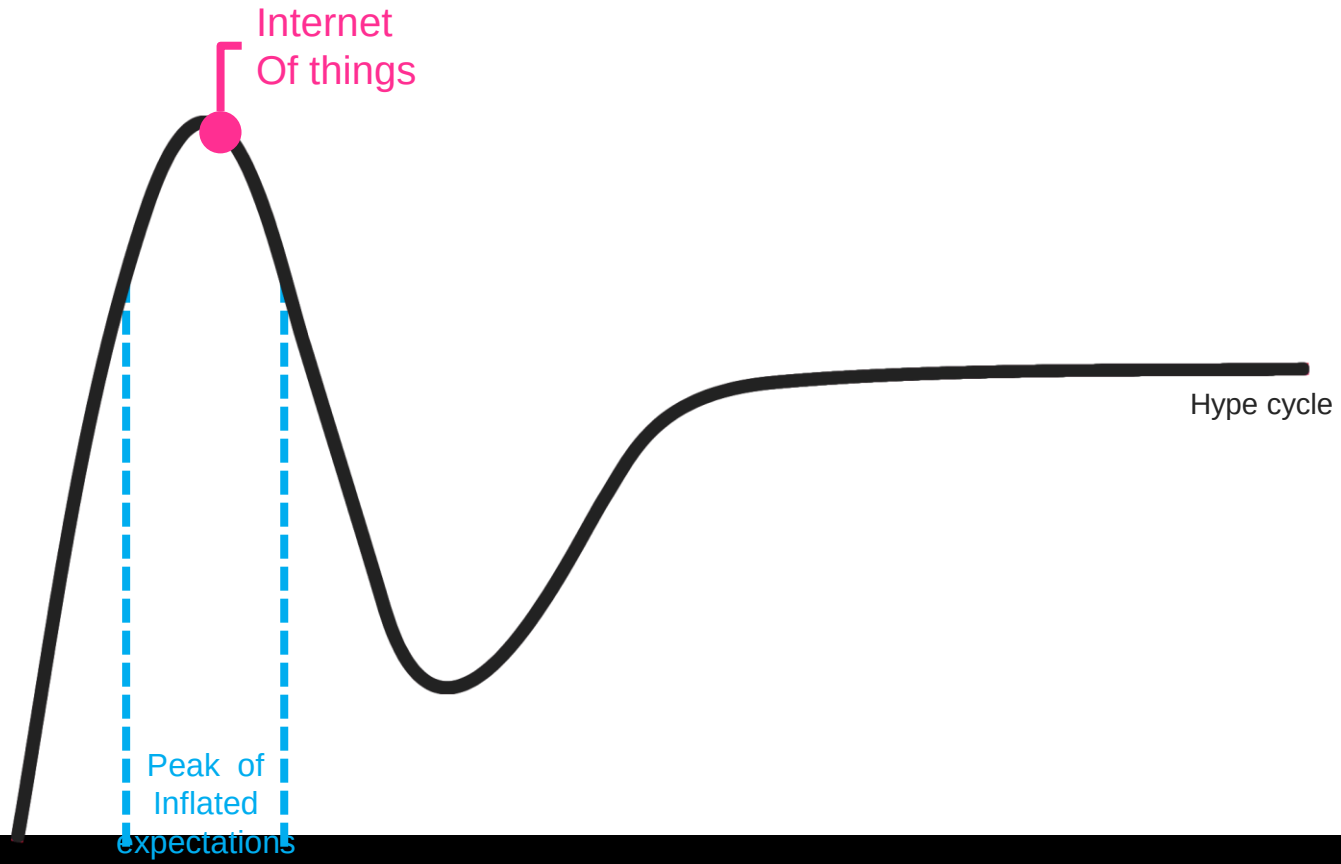
IOT BUSINESS MODELS FOR THE EXPERIMENTING CITY


5 billion
Connected iot devices
6 trillion
Investment in iot solutions
13 trillion
ROI Generated b

Reality check

VS

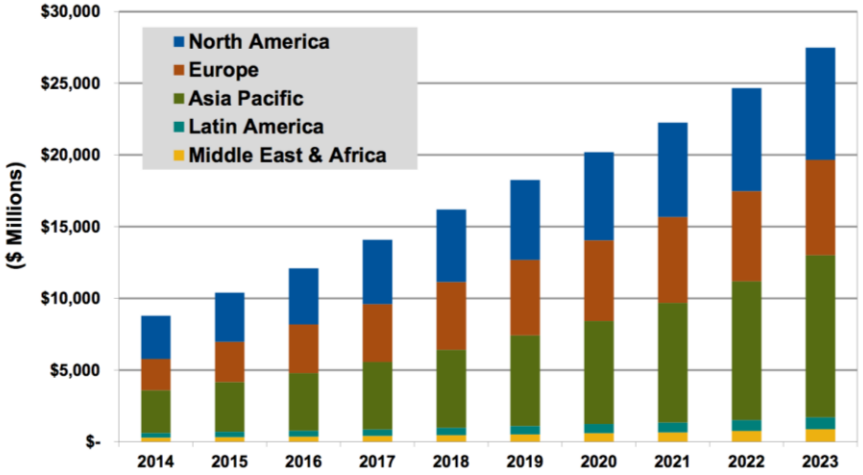
Reality check



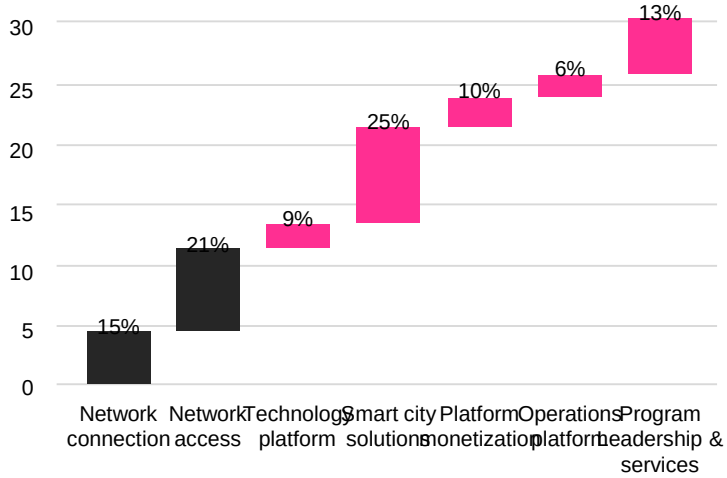
The smart city ‘to the rescue’

Smart economy	Smart environment	Smart government	Smart living	Smart mobility	Smart people

Smart city market opportunity



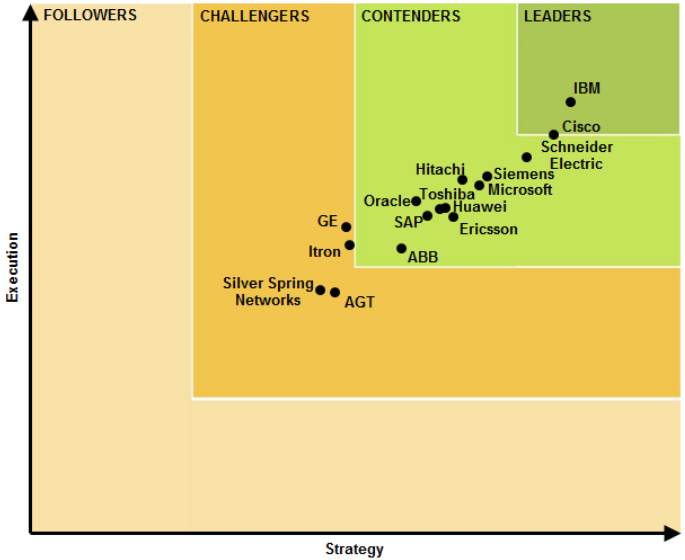
navigant research, leaderboard report smart city suppliers Q4 2014

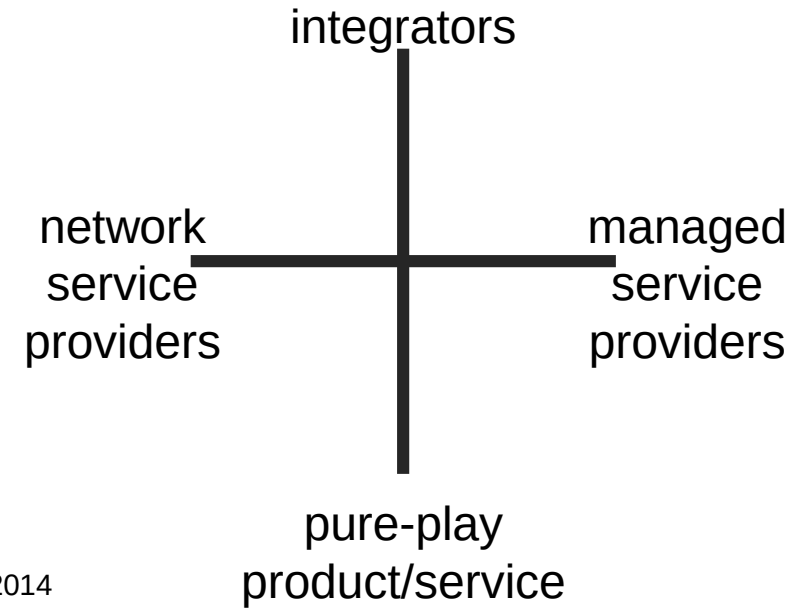


seattle SMART CITY ANNUAL BudGET (CISCO, In $mio) resulting in approximately + $11 / citizen

Smart city market players

market leadership

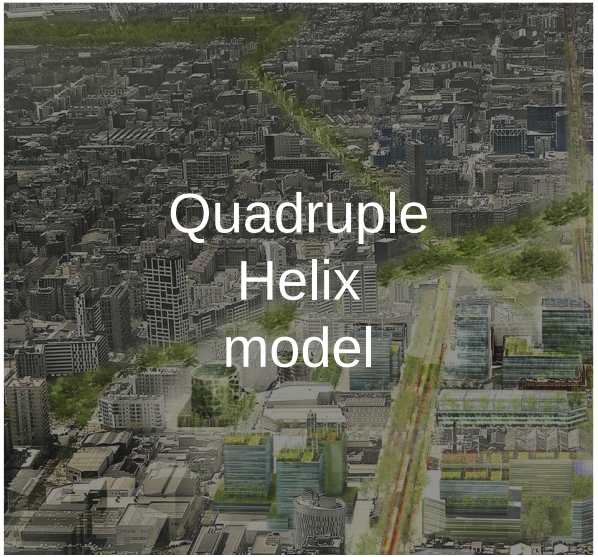


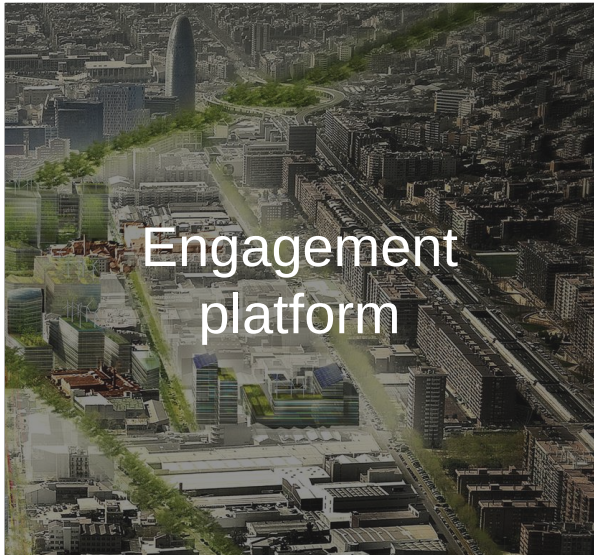


navigent research, leaderboard report smart city suppliers, Q4 2014

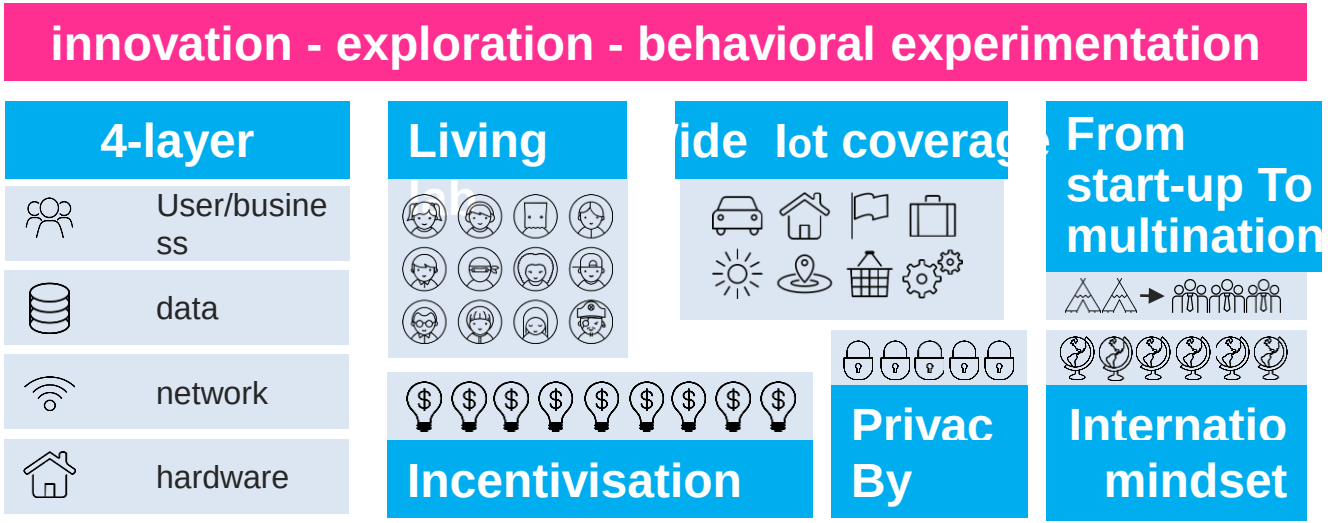
The smart city: a growing innovation market

Smart city living labs

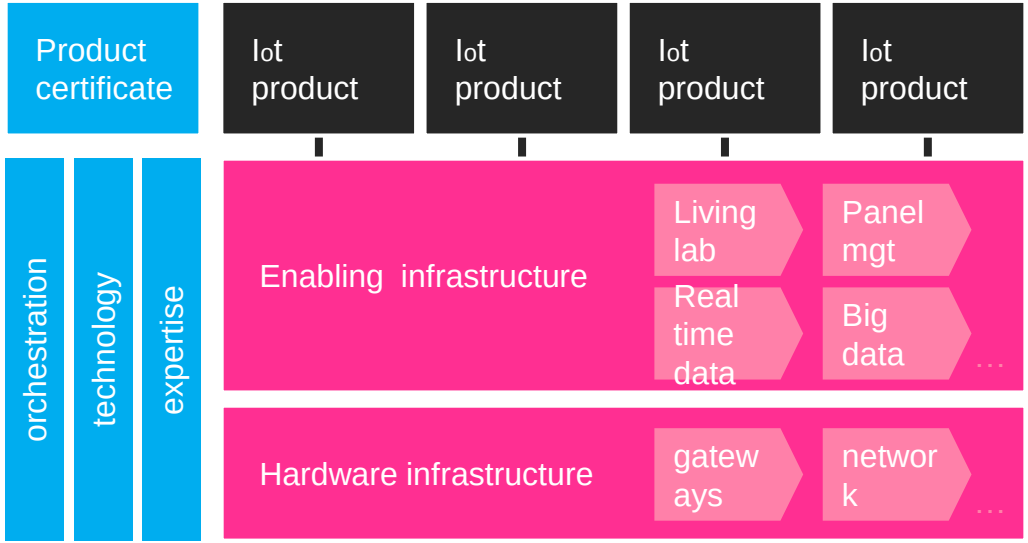




Smart city living labs

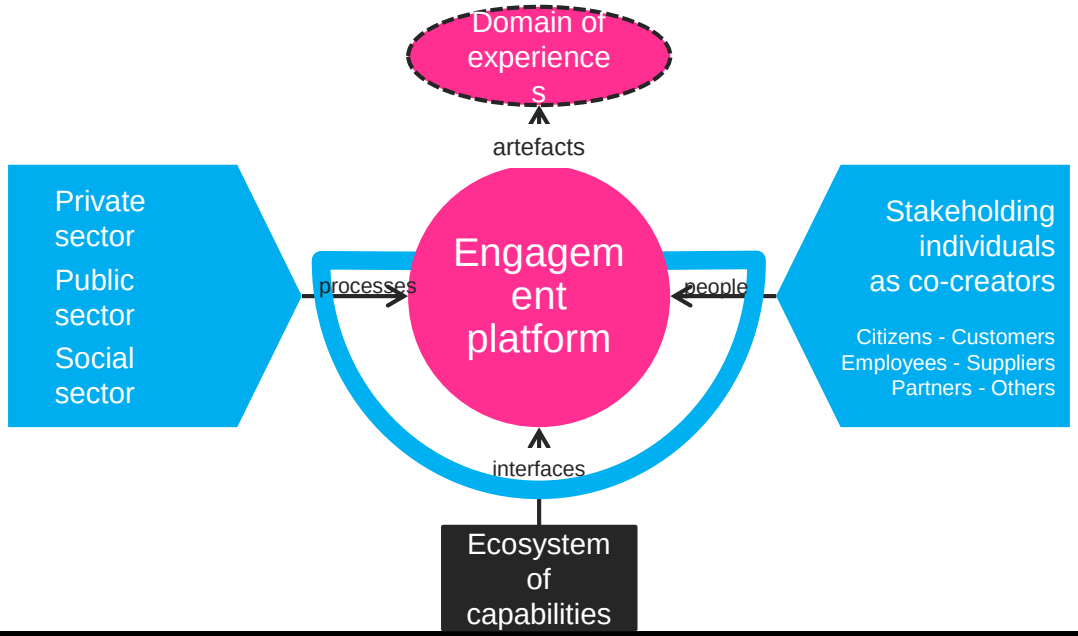


Smart city living labs



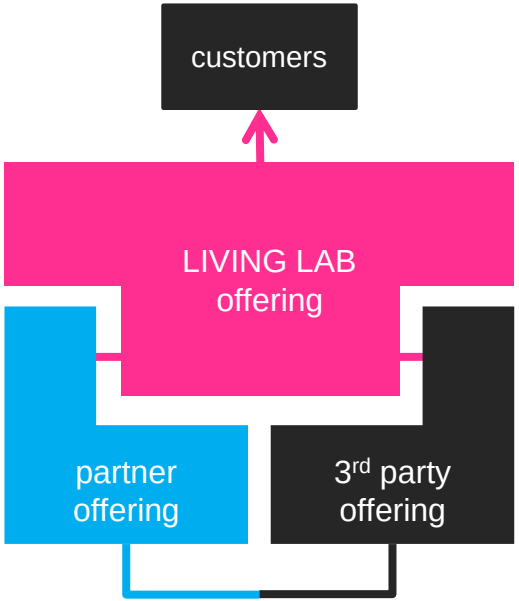
- user engagement platform
  - living lab
  - governance
- four layer approach
  - hardware
  - network
  - data
  - user/business
- open standards
  - support product ecosystem

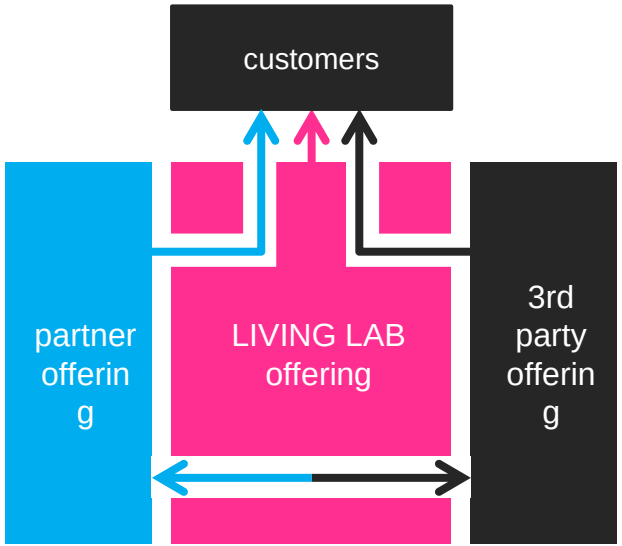
Smart city living labs



- offer expertise
  - quadruple helix models and processes
  - interfacing with ecosystem of capabilities
  - orchestration of platform
- strategic consulting
  - why/how to build a smart city
  - the development of the initiatives
- operational consulting
  - building and managing the platform
  - engaging the citizens and participants

Product ecosystem: various approaches

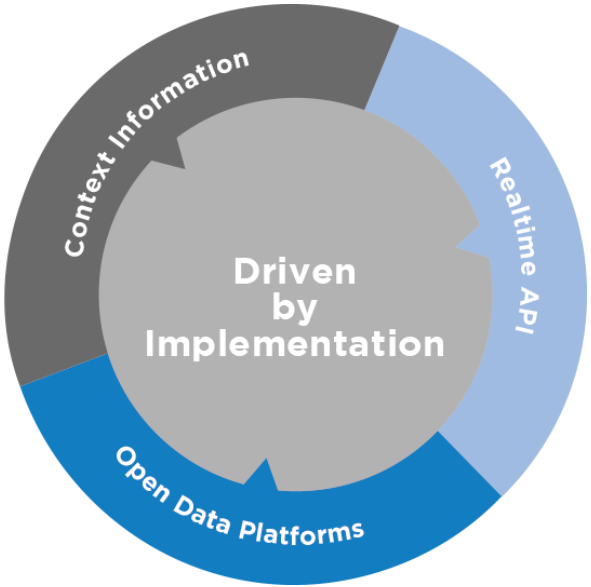




Minimal Interoperability Mechanisms

OASC cities commit to implementing Minimal Interoperability Mechanisms (MIMs):

- **Open Data Platforms**
- **(Real-time) APIs**
- **Context Information**



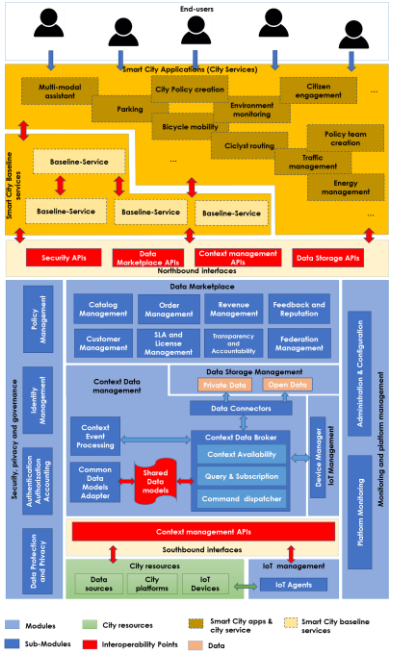
SYNCHRONICITY

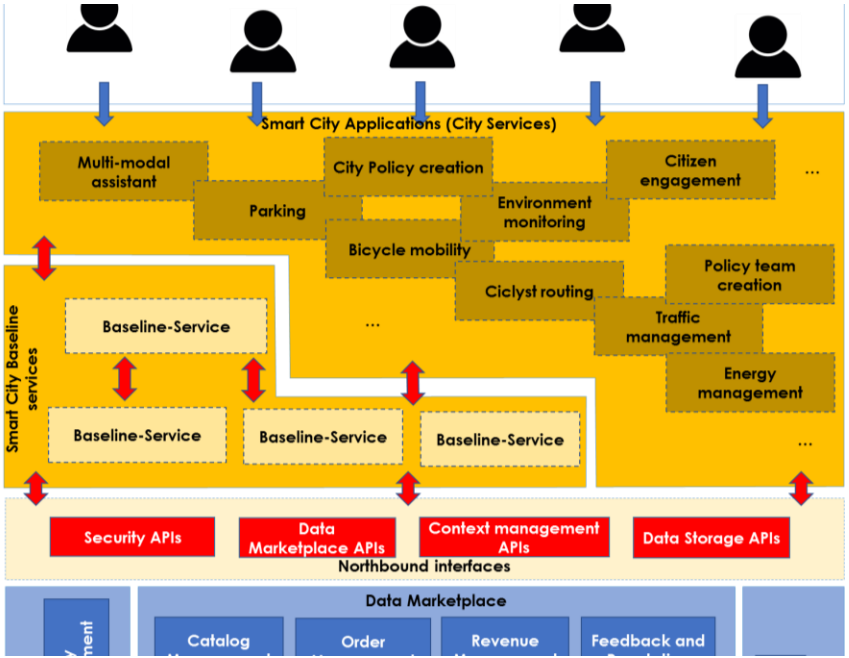
IoT Large Scale Pilot for Smart Cities aiming to create a global market for IoT-enabled urban services

Overview:

- Budget: €20m
- 39 Partners
- 8 Cities in Europe + 3 cities global + OASC cities
- Open Call: 1 June 2018

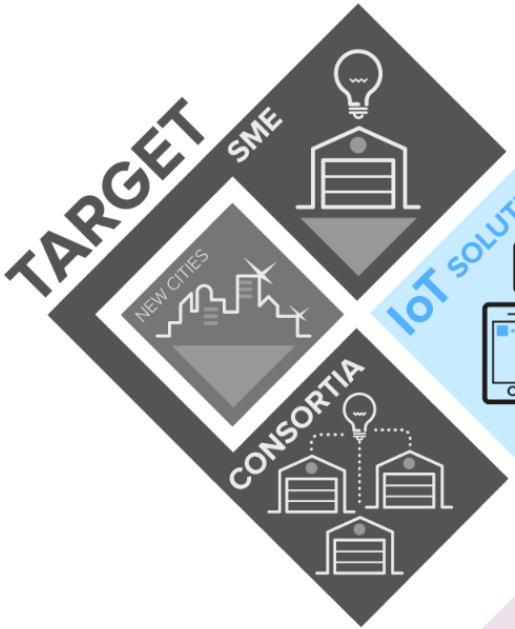
Interoperability points and MIMs

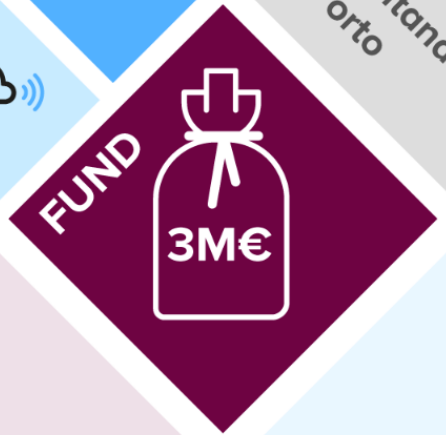


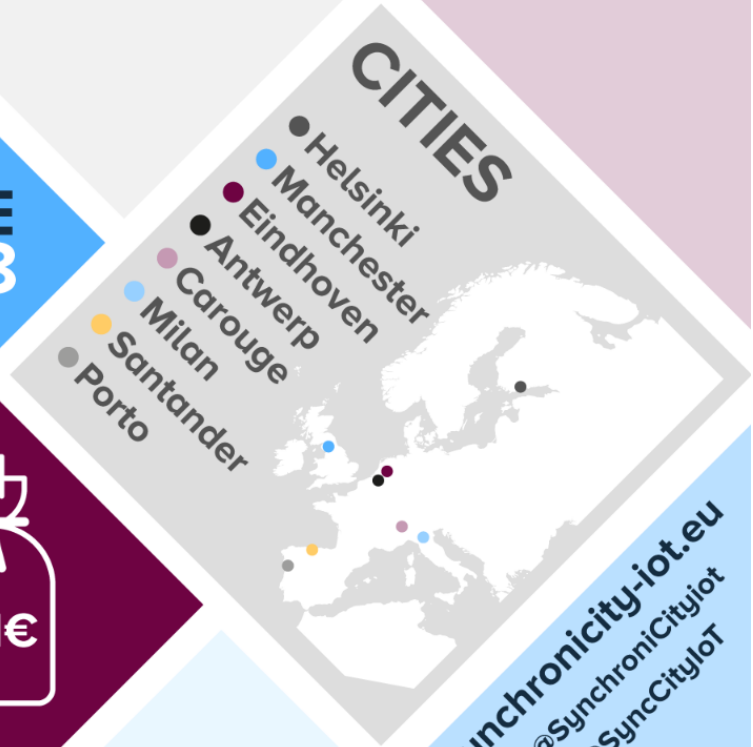


SYNCHRONICITY

Synchronicity opens up a global IoT market where cities and businesses develop shared digital services to improve the lives of citizens and grow local economies.







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OPEN & AGILE SMART CITIES

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