bee smart city

SIMPLIFYING COMPLEXITY

SMART CITY
STRUCTURED
TRANSPARENT
FAST AND
CONNECTED

ACCESSING CITIES

AcceliCITY Semi-Finalists

Webinar - June 20, 2019

LeadingCities
Making Smart Cities Smarter

INTRODUCTION

WHO IS PRESENTING THE WEBINAR AND WHAT IS HIS BACKGROUND?

THOMAS MÜLLER, M.A. / MBA

bee smart city GmbH

- Co-Founder and Managing Partner of bee smart city
- 15 years of professional experience in state, regional and local economic development and investment promotion organizations.
- In 2016 represented the City of Mülheim an der Ruhr, who was awarded as one of the Top7 Intelligent Communities of the Year by the Intelligent Community Forum.
- MA in Economic Geography from Technical University Aachen (RWTH Aachen)
- MBA in International Strategy and Sales Management from University of Applied Sciences in Economics and Management Essen (FOM Essen).

AGENDA

ACCELICITY SEMI-FINALIST WEBINAR: ACCESSING CITIES

1. INTRODUCTION & INFORMATION ABOUT BEE SMART CITY
2. OUR PERSPECTIVE ON THE SMART CITY MARKET
3. CHALLENGES FOR CITIES vs. OPPORTUNITIES FOR STARTUPS
4. ONBOARDING ON BEE SMART CITY & SERVICES FOR STARTUPS

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SIMPLIFYING COMPLEXITY

SMART CITY
STRUCTURED
TRANSPARENT
FAST AND
CONNECTED

EMPOWERING INTELLIGENT CITIES

bee smart city is the leading global community, connecting all smart city stakeholders with proven solutions, and the preferred network of United Smart Cities, the global smart city initiative of the United Nations.

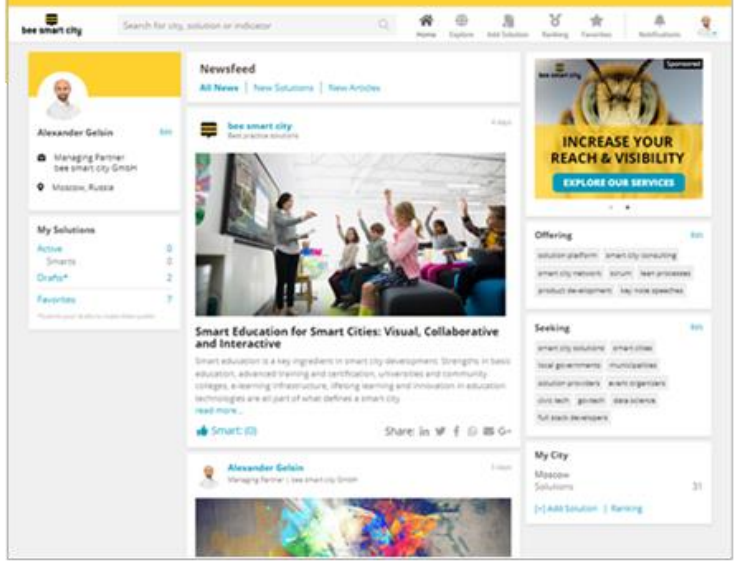
BEE SMART CITY

THE LEADING GLOBAL SMART CITY NETWORK & COMMUNITY

Platform
TRANSPARENT

Finding
EASY & EFFICIENT

Connecting
SOLUTION-/PRODUCT-BASED



365 DAYS • 24/7 • GLOBAL • INDEPENDENT • BASIC FUNCTIONS FREE-OF-CHARGE

Platform: www.beesmart.city **Insights:** hub.beesmart.city

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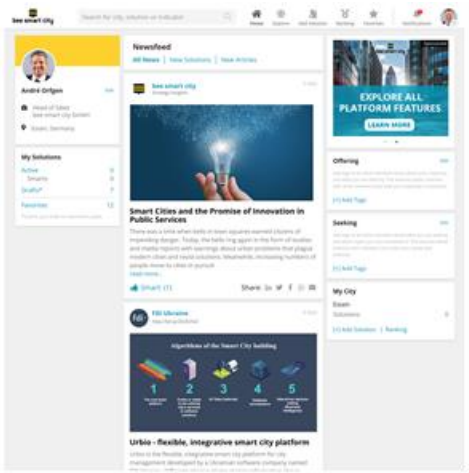
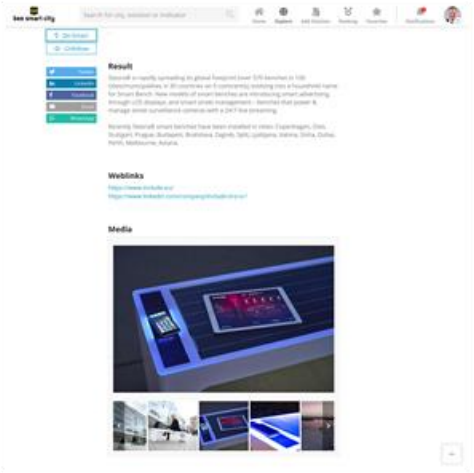
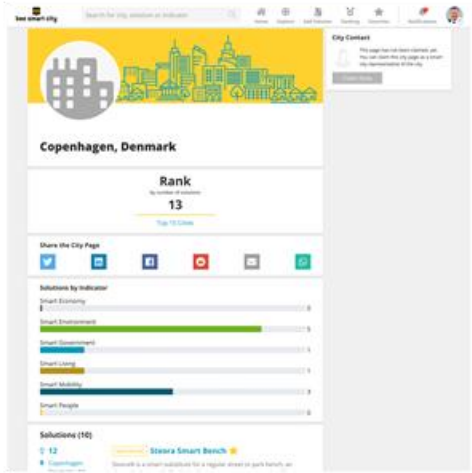
THE SOLUTION DATABASE & COMMUNITY

WWW.BEESMART.CITY







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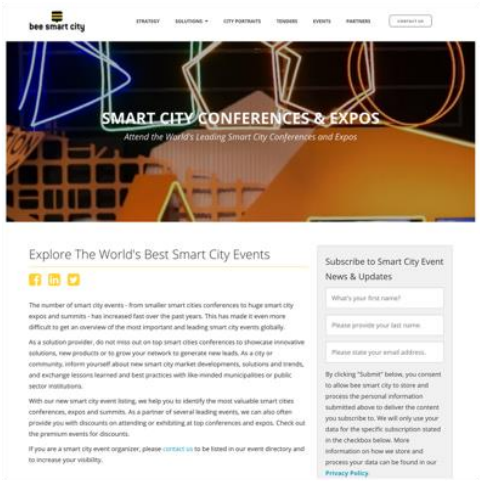
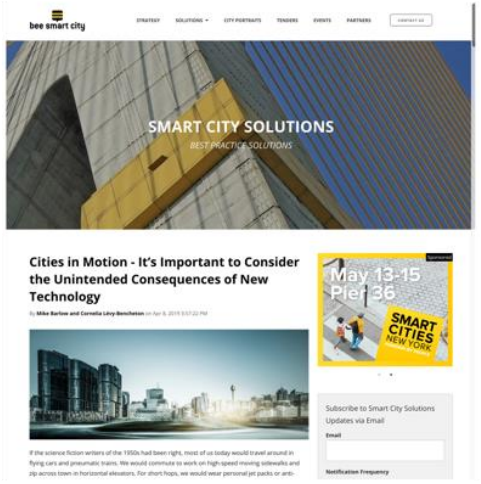
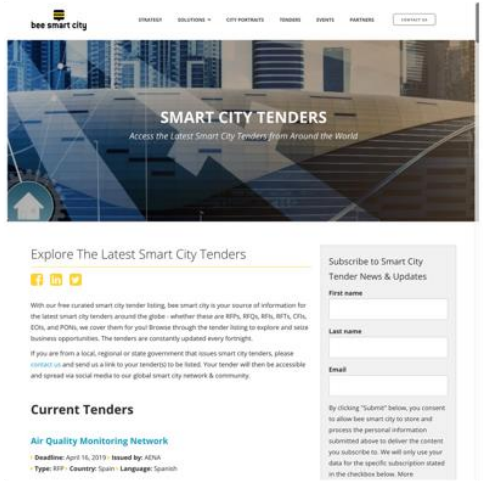
THE SMART CITY KNOWLEDGE CENTER

HUB.BEESMART.CITY







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BEE SMART CITY

THE LEADING GLOBAL SMART CITY NETWORK & COMMUNITY

REASONS TO JOIN BEE SMART CITY

615 verified solutions
to implement in your city

941 cities to learn from
and to get in contact with

12,467 registered users
to connect and network with

Get your high quality
solutions implemented

Stay up to date with
the smart city market

Promote yourself, your city,
company, and your solutions

BEE SMART CITY

MEMBER DISTRIBUTION BY SECTOR & REGION

BEE SMART CITY/ PAVES THE WAY FOR DIRECT CONTACT WITH CITIES, MUNICIPALITIES, UTILITY PROVIDERS, REAL ESTATE DEVELOPERS, AND OTHER PUBLIC AND PRIVATE COMPANIES.

60 %
COMPANIES

35 %
PUBLIC SECTOR

5 %
SMARTIVISTS

EUROPE
45 %

AMERICAS (NORTH / SOUTH)
23 %

ASIA AND MIDDLE EAST
28 %

4 % REST OF THE WORLD

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OUR GLOBAL PARTNER NETWORK

WELL-CONNECTED, TRUSTED & INDEPENDENT

SMARTCITY EXPO WORLD CONGRESS

LeadingCities Making Smart Cities Smarter

tmforum

SCSE

BLOCKCHAIN CITIES ALLIANCE

UNITED SMART CITIES

SMART CITIES NEW YORK POWERED BY PEOPLE

ICF Intelligent Community Forum

Smart Cities India

SMART CITY SOLUTIONS

SMART CITIES SUMMIT ASIA 2018

SMART ECOSYSTEMS

ZIGURAT | GLOBAL INSTITUTE OF TECHNOLOGY

SMART CITIES GLOBAL TECHNOLOGY AND INVESTMENT SUMMIT June 27-28, CIC, Algiers, Algeria

EBZ Business School University of Applied Sciences

IRE|BS Immobilienakademie International Real Estate Business School Universität Regensburg

Tublin CITY OF INSPIRATION

theother capital alba iulia smart city

METROPOLE RUHR CITY OF CITIES

Gelsenkirchen Connected City

ZENIT

enterprise europe network Business Support on Your Doorstep NRW.Europa

IPWCA Int'l Pneumatic Waste Collection Assoc.

greentech.ruhr

startupcon

BVDW Wir sind das Netz

OPEXFORUM

RUHRSUMMIT BOCHUM, 11•12 OCTOBER, 2018

#DWNRW

ruhr:HUB

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SIMPLIFYING COMPLEXITY

SMART CITY
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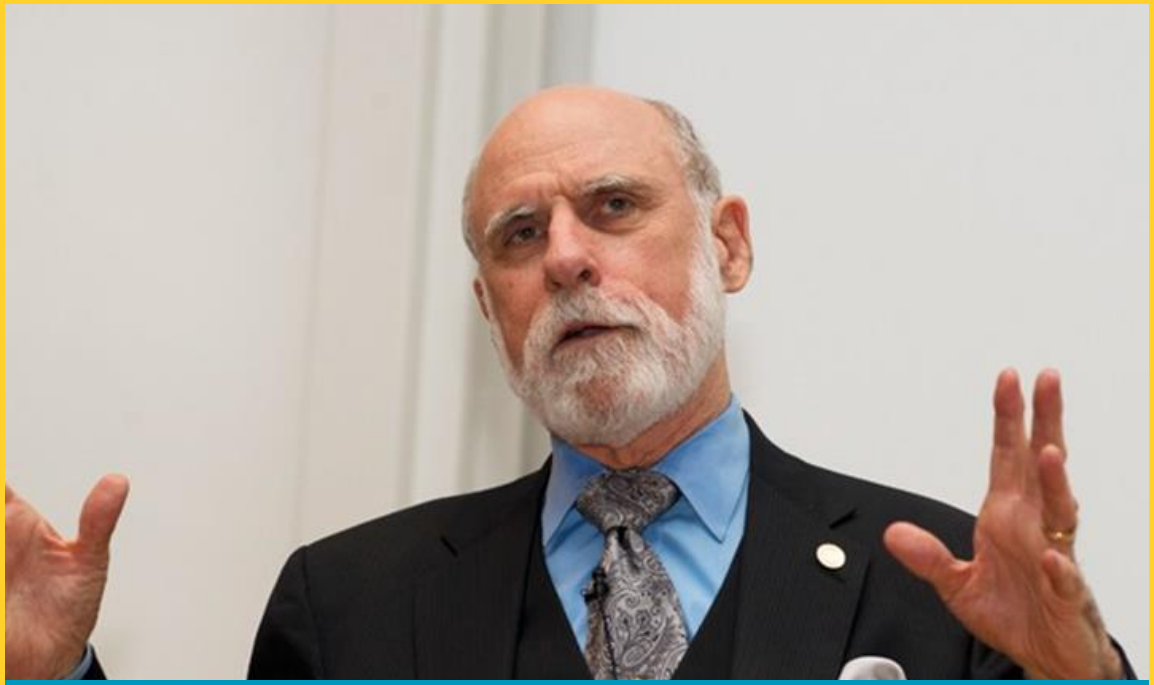
UNDERSTANDING THE SMART CITY MARKET

Our perspective on the smart city market.

“SMART CITIES IS THE NEXT BIG THING“



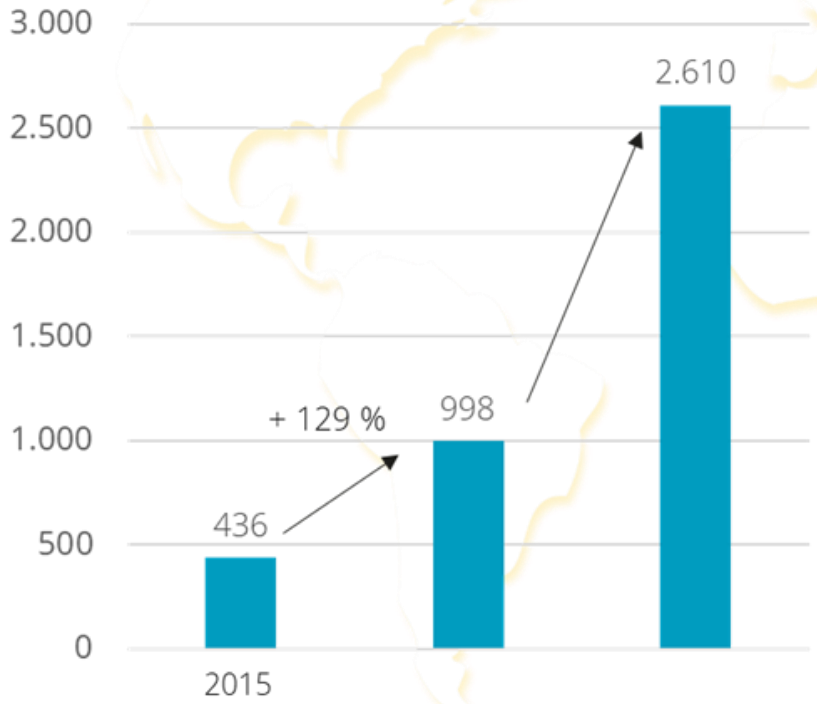
Vincent G. Cerf
March 25, 2017 - Interview with ”Die Zeit”

Steve Case
October 25, 2017 - Interview with “Fox Business”

THE SMART CITY MARKET

A HUGE & FAST GROWING MARKET = YOUR OPPORTUNITY

Market size (expected revenue in $ bn) and growth rate*



Market KPIs

2015	436 billion $
2026	2,610 billion $

CAGR ~20 %
6X in 11 years

Estimates were topped in 2018 with an annual growth rate of ~ 21%

** Average based on seven market research reports:*
Persistence, Transparency, Technavio, Grand View, Frost & Sullivan, Reportbuyer and Markets & Markets.

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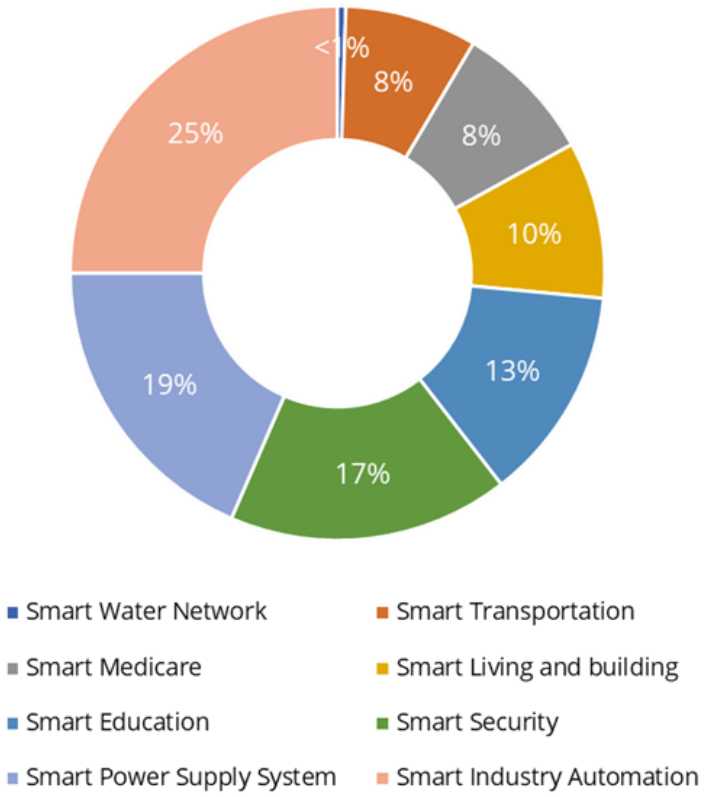
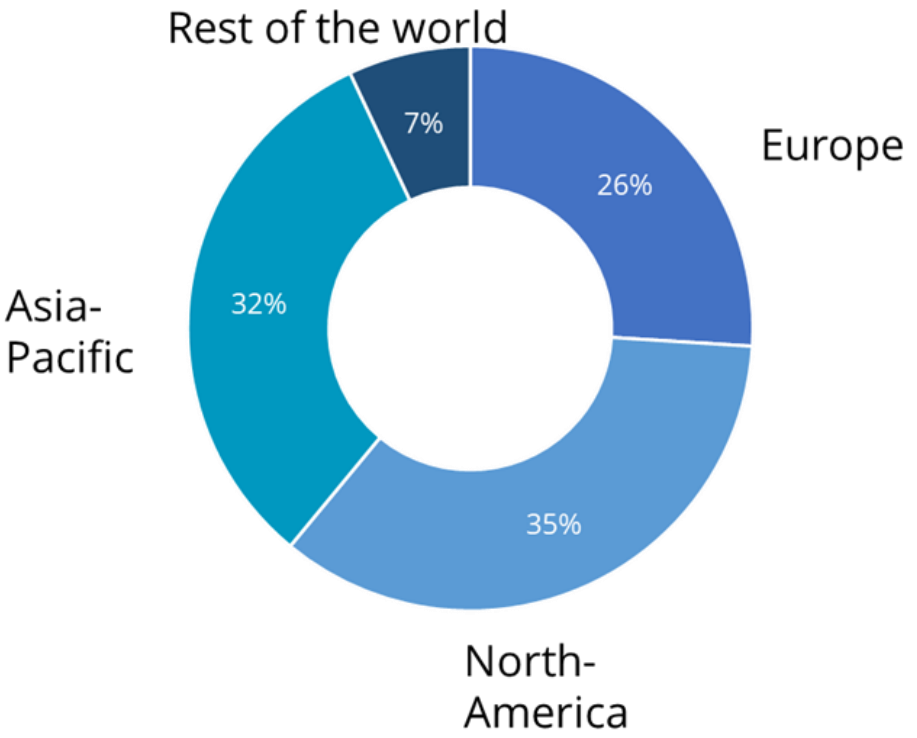
SMART CITY MARKET SEGMENTS

SMART CITY IS AN ECOSYSTEM OF SOLUTIONS

By segment



By region



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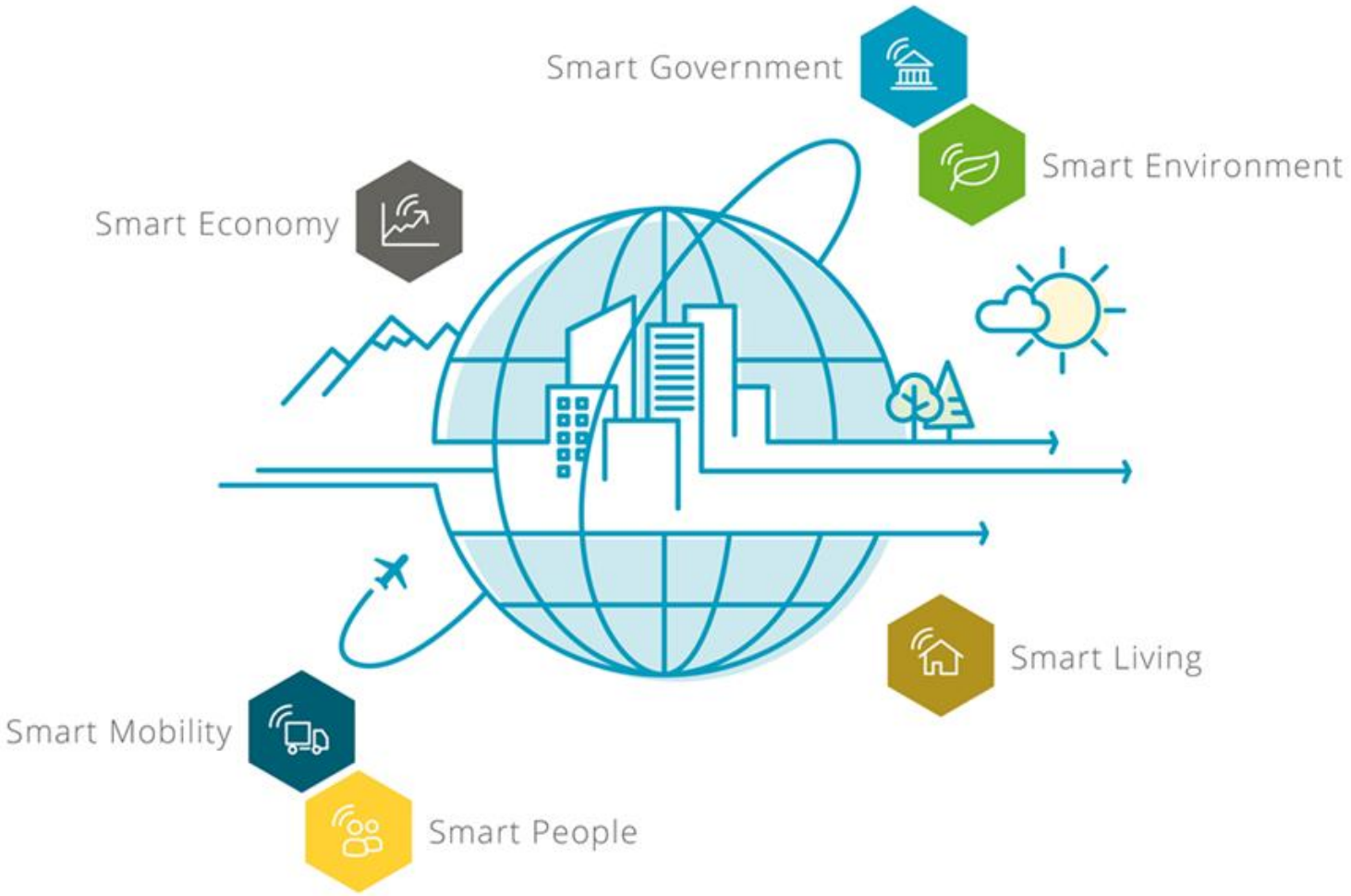
THE SMART CITY SOLUTION ECOSYSTEM

A SMART CITY IS AN "ECOSYSTEM OF SOLUTIONS"



SMART CITY IS AN ECOSYSTEM.

Source: bee smart city GmbH (ed.) (2019), *Smart City / Smart Region: Handlungsleitfaden für Praktiker*innen*, https://hub.beesmart.city/handlungsleitfaden-smart-city-smart-region

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THE SMART CITY SOLUTION ECOSYSTEM

ACTION AND SOLUTION FIELDS OF A SMART CITY

SMART ECONOMY	SMART ENVIRONMENT	SMART GOVERNMENT
Start-up ecosystem Promotion of innovation Industry 4.0 Last mile logistics Retail trade 2.0 Smart agriculture Circular economy Digital tourism offers	Environmental protection Photovoltaic systems Smart grid Small wind turbines Water management Smart metering Environmental sensors Waste management	Digital citizen and business services E-government Intelligent street lighting Public safety Broadband Free Wifi Open data
SMART LIVING	**SMART MOBILITY**	**SMART PEOPLE**
Intelligent buildings Smart homes Digital health and care Culture Green spaces Libraries	Electric mobility Traffic management Cycling infrastructure Car-/bike-sharing Optimization of public transport Smart parking Intelligent mobility Traffic safety	Digital inclusion Digital education Lifelong Learning (e-learning, distance learning) STEM (sciences, technology, engineering, mathematics) education Digitalization of the job market

ACTION AND SOLUTION FIELDS OF A SMART CITY.

Source: bee smart city GmbH (ed.) (2019), *Smart City / Smart Region: Handlungsleitfaden für Praktiker*innen*, https://hub.beesmart.city/handlungsleitfaden-smart-city-smart-region

THE SMART CITY SOLUTION ECOSYSTEM

FOUR SPATIAL LEVELS OF A SMART CITY

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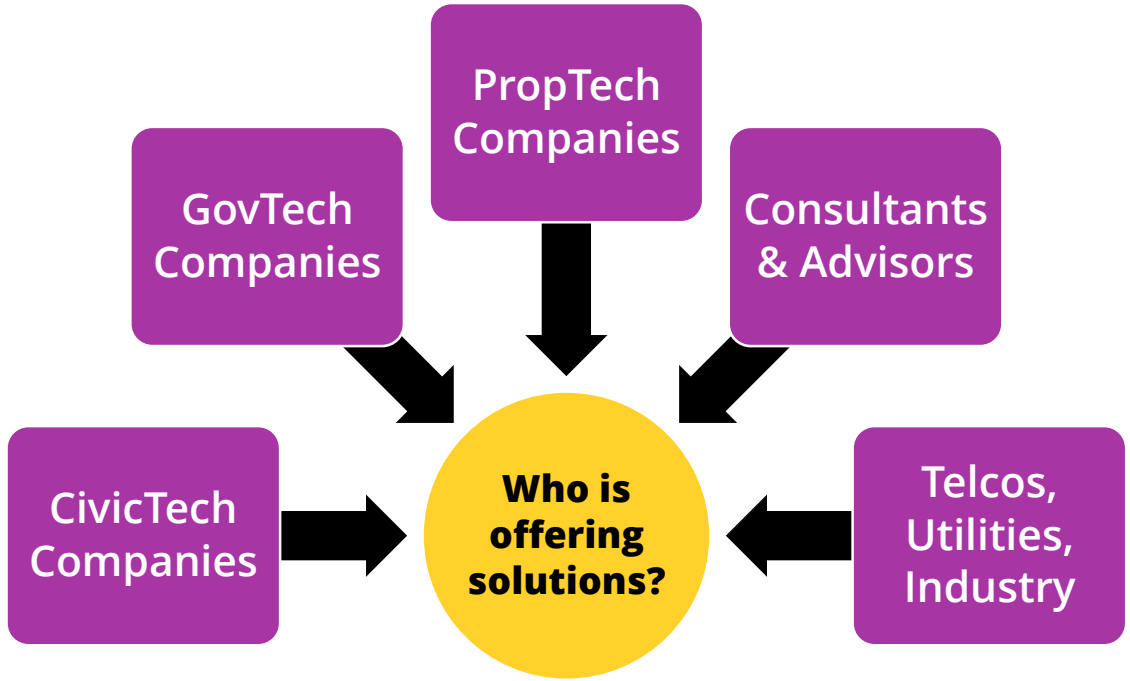
SMART CITY MARKET ACTORS

SUPPLY AND DEMAND SIDE IN THE SMART CITY MARKET



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MARKET CHALLENGES

COMPLEX, INTRANSPARENT, MULTI-STAKEHOLDER, REGULATIONS & CONDITIONS

- **Complex ecosystem of solutions, products, services and stakeholders**
- **No transparency, “re-inventing the wheel” mindset**
- **B2B and B2G, many diverse stakeholders, different needs**

- **Lack of transparency in the market**
  - Difficult identification of best practices & best solutions for smart city projects
  - Missing domain knowledge & lack of a clear strategy (purpose, commitment, execution)
- **Multi-stakeholder engagement (connecting and enabling collaborations)**
  - Trust & collaboration are essential (strong partnerships and network)
  - Building ecosystems is a success factor for startups
- **Regulations & Conditions**
  - Budget/Invest approvals for smart city & real estate projects
  - Difficult procurement regulations

→ **Showcasing & piloting solutions is a must for startups (track record, testimonials)**
→ **Bond with city officials, create “advocates” to get a foot in the door**

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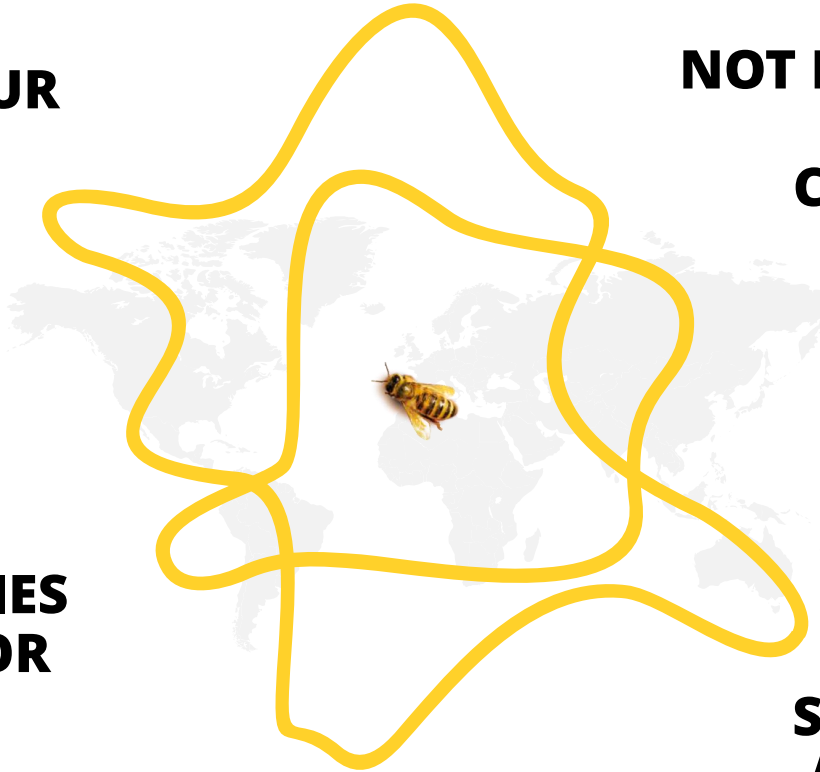
INCREASE YOUR POSITIONING

CREATE TRANSPARENCY, TRUST, VISIBILITY & REPUTATION (VIA COMPETENCE)

TRANSPARENCY OF YOUR COMPANY AND YOUR SOLUTIONS CREATES TRUST.



NOT EVERY COMPANY HAS VISIBILITY, YOUNG COMPANIES AND NEW BUSINESS UNITS IN PARTICULAR.

GENERATE TRUST IN CITIES AND MUNICIPALITIES FOR YOUR COMPANY

SHOW YOUR COMPETENCE AND HAVE IT CONFIRMED.

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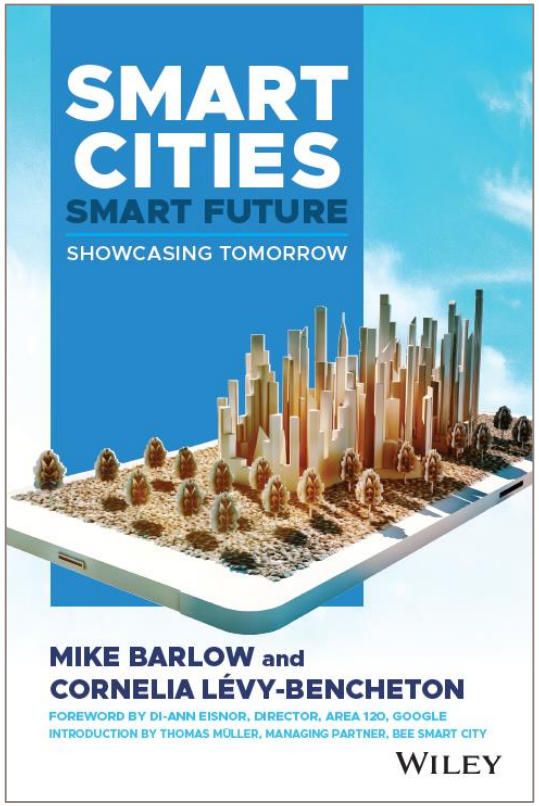
RECOMMENDED READING

UNDERSTANDING SMART CITY DEVELOPMENT & TRENDS



Released: October 2018

Released: January 2019

- **Smart Cities, Smart Future**

  https://www.amazon.de/Smart-Cities-Future-Showcasing-Tomorrow/dp/1119516188

- **Smart City / Smart Region: Guideline for Practitioners *(in German)***

  https://hub.beesmart.city/handlungsleitfaden-smart-city-smart-region

  → *Guide is also available in Polish (contact us).*

  → *English edition follows soon: pre-register here*

CONTACT DETAILS

THANK YOU FOR YOUR ATTENTION. QUESTIONS?

THOMAS MÜLLER

MANAGING PARTNER

bee smart city GmbH
Wiesenstr. 35
D-45473 Muelheim an der Ruhr
GERMANY

T: +49 208 / 628 013 31
M: +49 176 / 201 923 83
E: tom@beesmart.city

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www.beesmart.city

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