

# ACCESSING CITIES

## AcceliCITY Semi-Finalists

Webinar - June 20, 2019

# 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



# 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

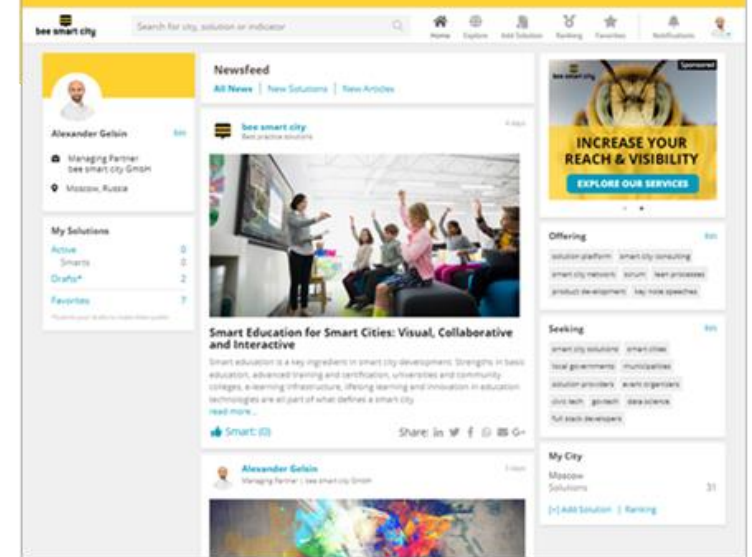
## Platform TRANSPARENT



## Finding EASY & EFFICIENT



## Connecting SOLUTION-/PRODUCT- BASED



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

**Platform:** [www.beesmart.city](http://www.beesmart.city) **Insights:** [hub.beesmart.city](http://hub.beesmart.city)



# THE SOLUTION DATABASE & COMMUNITY

WWW.BEESMART.CITY

The screenshot shows a user profile for Andre Origen with a bio mentioning 'Chief of Staff, Bee Smart City Berlin' and 'Expert: Germany'. Below the profile is a featured article titled 'Smart Cities and the Promise of Innovation in Public Services' with a sub-headline 'There's a link when kids in their squares learned citizens of inspiring design. Today, the link is open in the form of innovation and reality reports with insights about urban problems and digital modern cities and their solutions. Meanwhile, increasing numbers of people move to cities to park.' The article includes a 'Read more' link and social sharing options. To the right, there's a sidebar with 'My Solutions' (Active, SmartCity, SmartCity, SmartCity) and 'My City' (Smart, SmartCity, SmartCity).



The screenshot shows a list of smart city solutions with filters for 'Country' and 'Year'. The solutions are listed with their titles, descriptions, and 'Read more' links. The solutions include 'ViewSonic ViewBoard® Interactive Display Solution for Smart Education', 'PNI PlacePod IoT Smart Parking Sensor', 'Urban - flexible, integrative smart city platform', and 'Intracom Telecom - Smart City Lighting Extended'.

A black hexagonal graphic with a yellow bee icon at the top left. The text inside the hexagon reads: 'SIMPLIFYING COMPLEXITY' in white, 'SMART CITY' in yellow, 'STRUCTURED' in yellow, 'TRANSPARENT' in yellow, 'FAST AND' in yellow, and 'CONNECTED' in yellow.

The screenshot displays a world map with city counts. Below the map is a 'Stora Smart Bench' section with a sub-headline 'Stora Smart Bench is a smart solution for a regular service or paid bench, an elegantly designed and modern for smart environments along the highway, urban or rural environment - a bench for sitting with shade, cooling, heating, charging smart devices, Wi-Fi, LED screen light sensor, a safe platform, and LED screen display.' The section includes a 'Read more' link and social sharing options.

The screenshot displays a 'Spatial Level' section with a city map and a 'Result' section. The 'Result' section includes a sub-headline 'Result is a smart solution for a regular service or paid bench, an elegantly designed and modern for smart environments along the highway, urban or rural environment - a bench for sitting with shade, cooling, heating, charging smart devices, Wi-Fi, LED screen light sensor, a safe platform, and LED screen display.' The section includes a 'Read more' link and social sharing options.

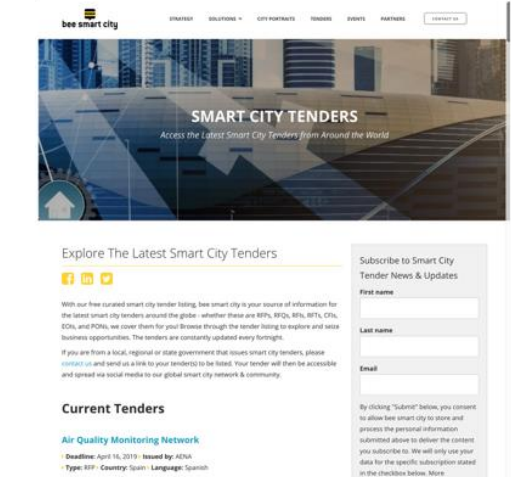
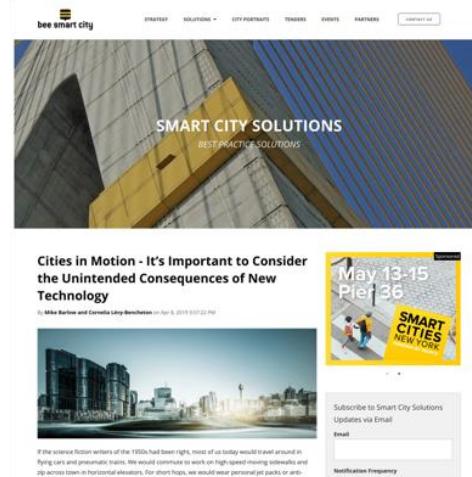
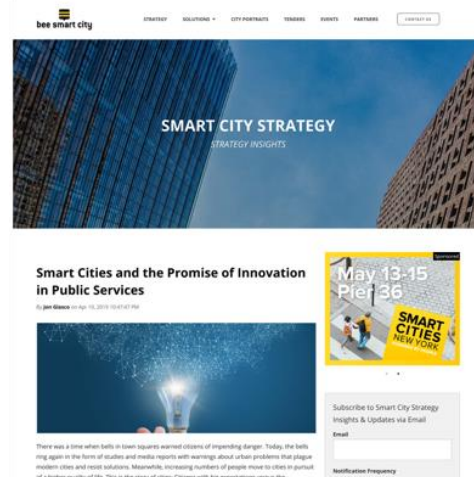
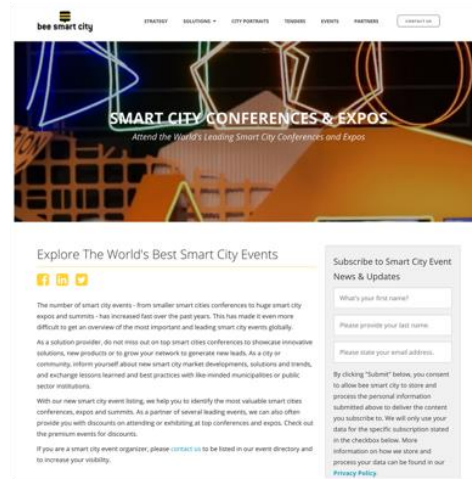
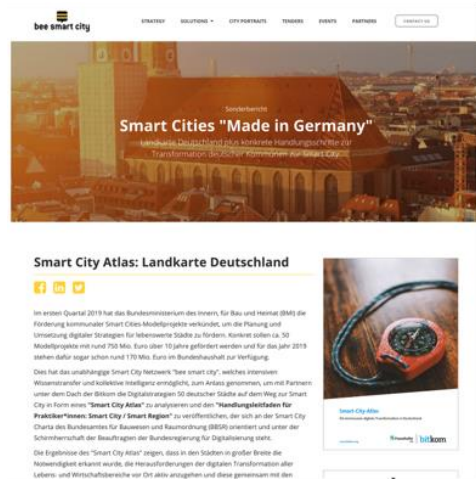
The screenshot displays a 'Result' section with a city map and a 'Media' section. The 'Media' section includes a sub-headline 'Media is a smart solution for a regular service or paid bench, an elegantly designed and modern for smart environments along the highway, urban or rural environment - a bench for sitting with shade, cooling, heating, charging smart devices, Wi-Fi, LED screen light sensor, a safe platform, and LED screen display.' The section includes a 'Read more' link and social sharing options.

The screenshot displays a 'Copenhagen, Denmark' section with a city map and a 'Rank' section. The 'Rank' section includes a sub-headline 'Rank is a smart solution for a regular service or paid bench, an elegantly designed and modern for smart environments along the highway, urban or rural environment - a bench for sitting with shade, cooling, heating, charging smart devices, Wi-Fi, LED screen light sensor, a safe platform, and LED screen display.' The section includes a 'Read more' link and social sharing options.



# THE SMART CITY KNOWLEDGE CENTER

HUB.BEESMART.CITY



# 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



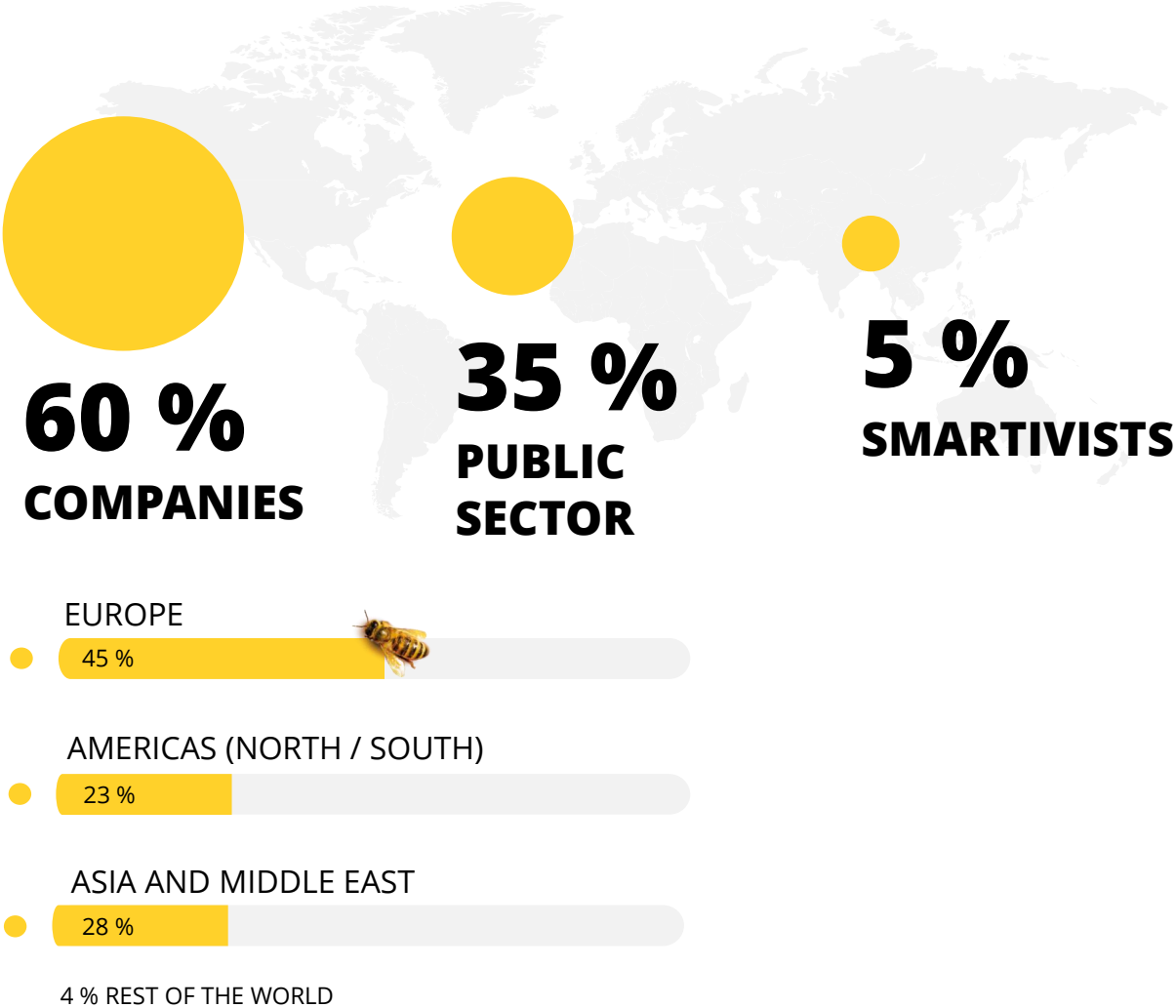


# BEE SMART CITY

## 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.**



# 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

**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**

**RUHR SUMMIT**  
BOCHUM, 11+12 OCTOBER, 2018

**#DWNRW**  
**ruhr:HUB**

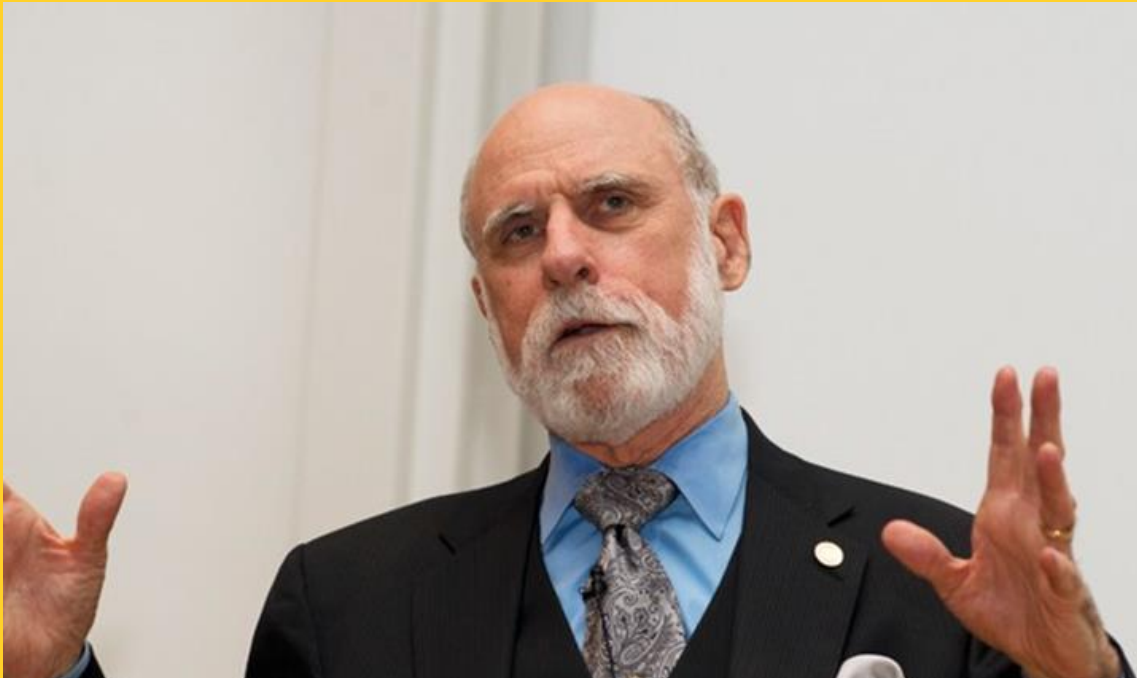


# UNDERSTANDING THE SMART CITY MARKET

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"

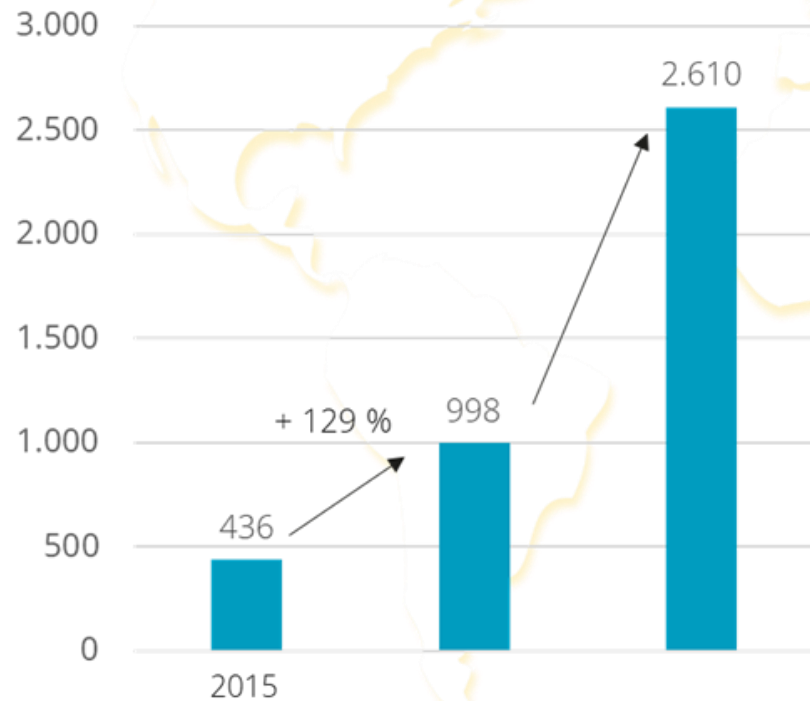


# THE SMART CITY MARKET

A HUGE & FAST GROWING MARKET = YOUR OPPORTUNITY



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



\* Average based on seven market research reports:

Persistence, Transparency, Technavio, Grand View, Frost & Sullivan, Reportbuyer and Markets & Markets.



Market KPIs

2015	436 billion \$
2026	2,610 billion \$

CAGR ~20 %  
6X in 11 years

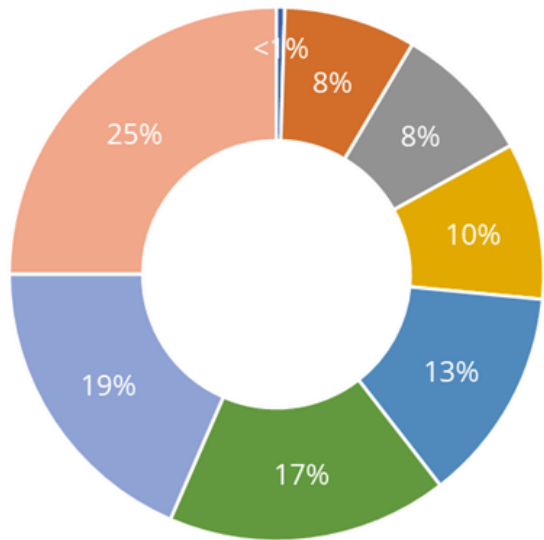
Estimates were topped in 2018 with  
an annual growth rate of ~ 21%



# SMART CITY MARKET SEGMENTS

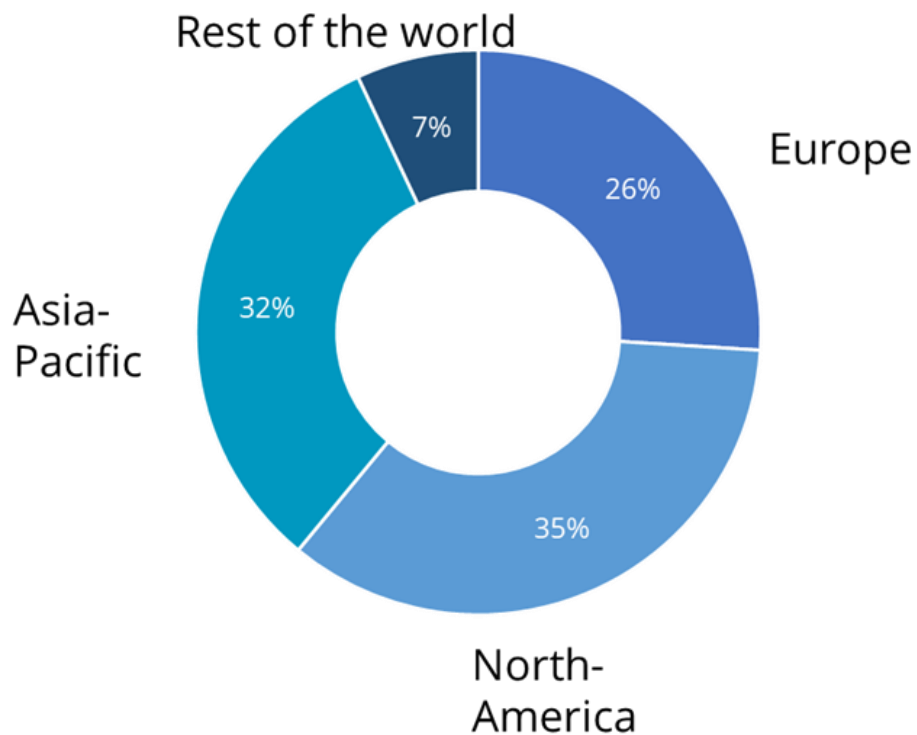
SMART CITY IS AN ECOSYSTEM OF SOLUTIONS

By segment



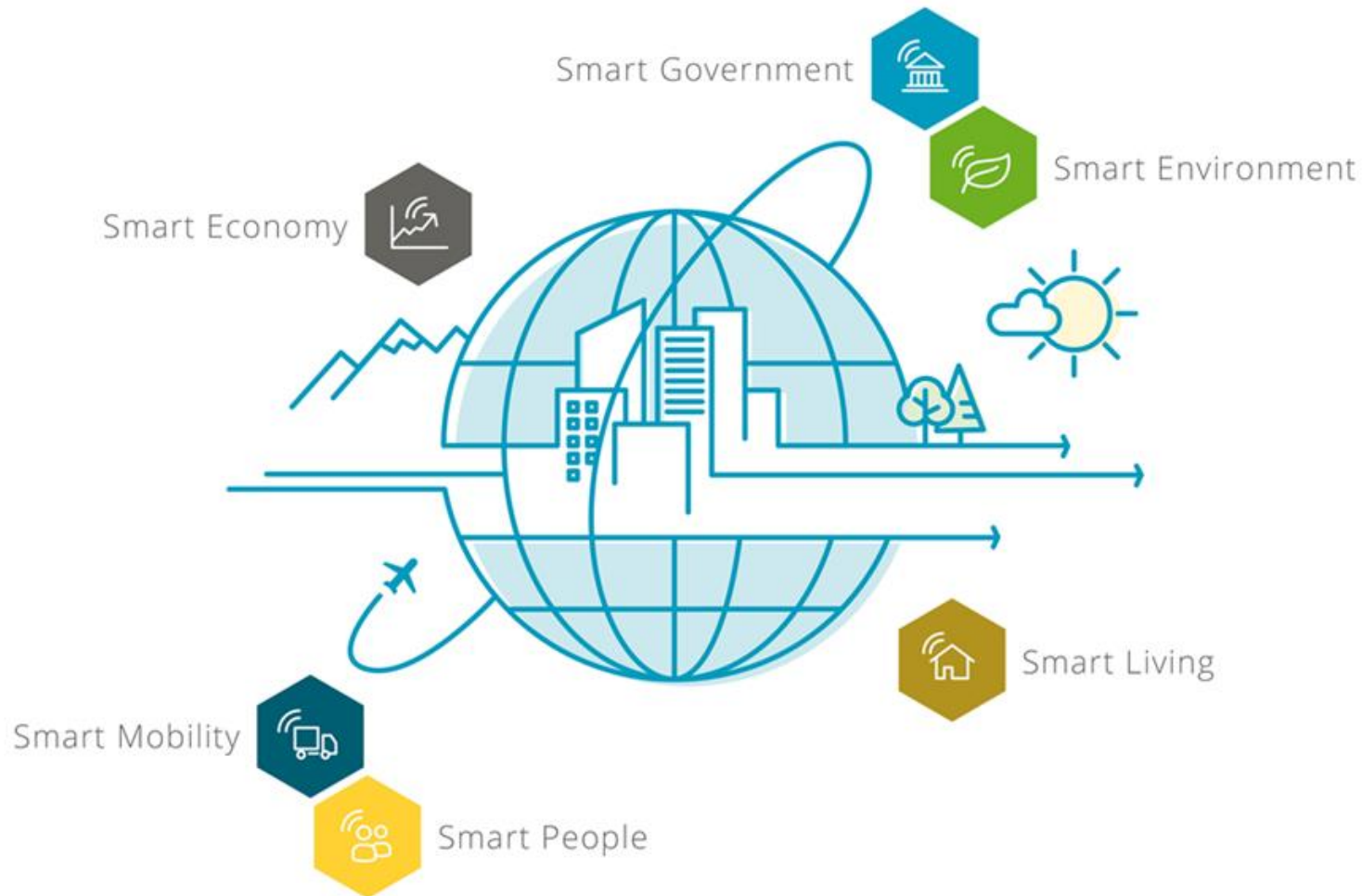
- Smart Water Network
- Smart Medicare
- Smart Education
- Smart Power Supply System
- Smart Transportation
- Smart Living and building
- Smart Security
- Smart Industry Automation

By region



# 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>

# 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



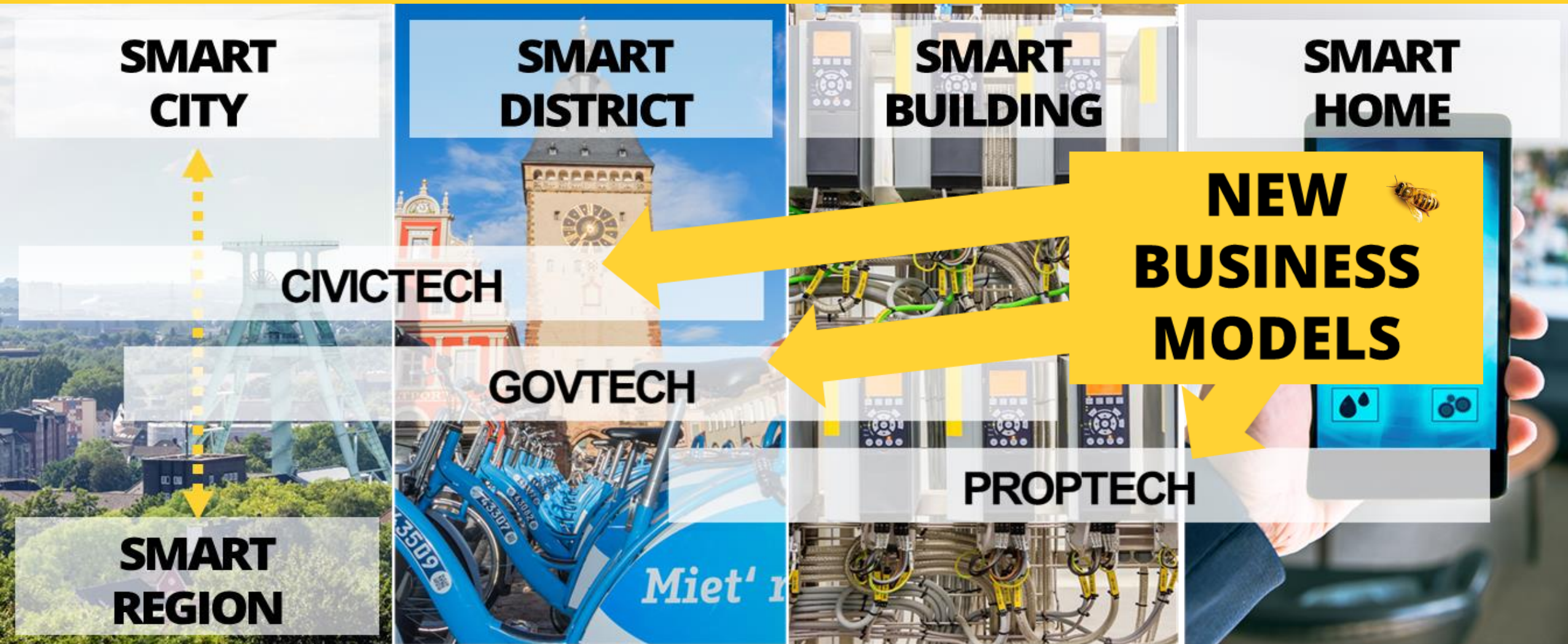
## ACTION AND SOLUTION FIELDS OF A SMART CITY.

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



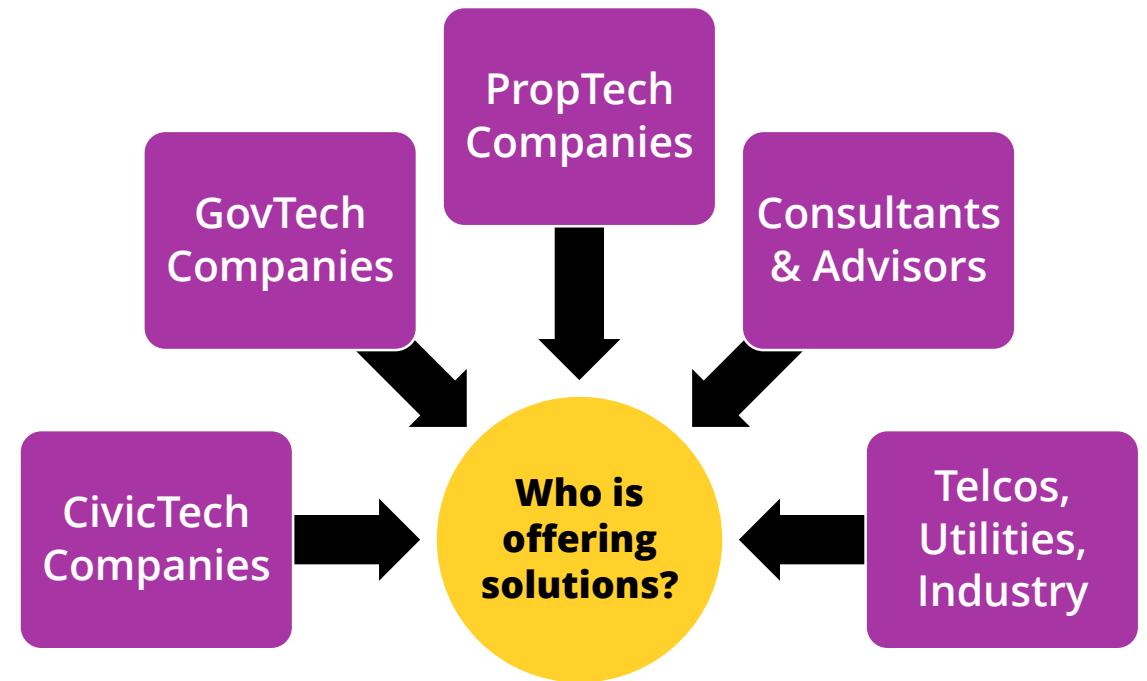
# THE SMART CITY SOLUTION ECOSYSTEM

FOUR SPATIAL LEVELS OF A SMART CITY



# SMART CITY MARKET ACTORS

## SUPPLY AND DEMAND SIDE IN THE SMART CITY MARKET



# 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



# INCREASE YOUR POSITIONING

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

**TRANSPARENCY OF YOUR  
COMPANY AND YOUR  
SOLUTIONS CREATES  
TRUST.**

**GENERATE TRUST IN CITIES  
AND MUNICIPALITIES FOR  
YOUR COMPANY**



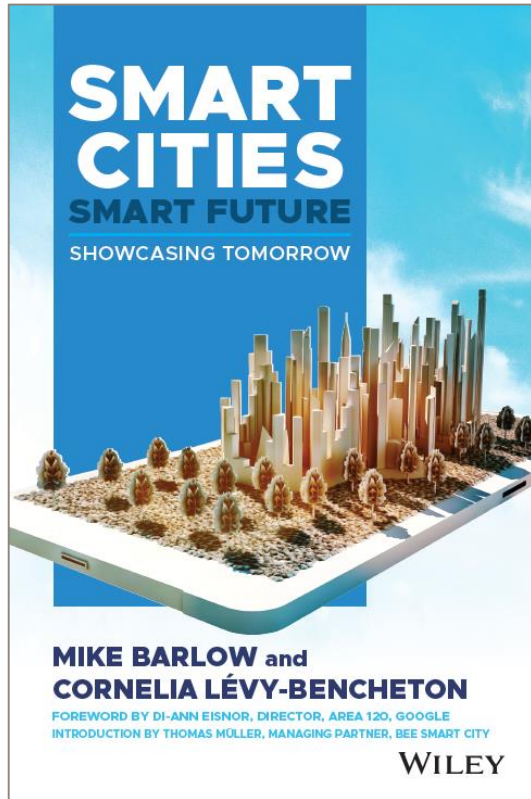
**NOT EVERY COMPANY HAS  
VISIBILITY, YOUNG  
COMPANIES AND NEW  
BUSINESS UNITS IN  
PARTICULAR.**

**SHOW YOUR COMPETENCE  
AND HAVE IT CONFIRMED.**



# 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**

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**JOIN NOW & ADD YOUR SOLUTION!**



**BE A BEE.**

**[www.beesmart.city](http://www.beesmart.city)**