Smart Urban Spaces
an ITEA project success story

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WhileOnTheMove Ltd (WOM) was established 9/2010

Focus on mobile NFC enabled solutions for cities and citizens

- NFC = Near Field Communication
- CityKeys concept – mobile city card and related services
- Daisy – a complete solution for daycares and child minders

Owned by key persons (employees), private people, and Butterfly (VC)

Heavy R&D and international marketing investments in 2010-2013 (about 1 m €)

- Grants and loans from Tekes and ELY

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WOM participated in ITEA2 project called “Smart Urban Spaces” in 2010-2013

A list of ideas was collected by the participating cities and the best ones were selected for further development.

Daisy solution development was carried out together with cities of Oulu and Helsinki.

The first product was ready in six months.
Mobile apps run on Android, Windows and iOS phones and tablets (iOS without NFC)
Benefits of Daisy solution

Our value proposition “More time for children” measured in practice

Less paper work and overlapping work
Better communication with parents
Increasing safety
Better resource planning (optimized work shifts)

• 5 hours per group per week
• 250 groups* x 5 hours x 52 weeks = 65,000 hours
* a city of 130,000 inhabitants
ITEA Awards of Excellence at the Co-summit 2013, which was held in Stockholm, Sweden in 4-5 December

Main focus is on Daisy solution
- Most of the R&D work has been done
  -> focus on sales

We have offices in France and UK

We have a partner in France: revenue generation has started

Partner selection on-going in UK

UK partner agreement to be signed in March-April/2014

Next steps
- Ramp up activities in the UK
- Find partners in Sweden and Norway (4Q 2014 – 1Q 2015)

These kind of projects would be needed in the future!!
Thank you!