



@ULI\_UK  
#ULIDigitalCity2018

# ULI Digital City and Urban Tech Conference

17 April 2018

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# ULI Digital City and Urban Tech Conference



## Lightning Round

Freddie Talburg, Founder & EIR, EMSOL

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# TRANSPORT POLLUTION

Innovating the default solution for  
freight companies' emissions compliance



## Oxford Mail

12th October 2017

**Opinion split over need to make  
city centre zero emission zone by  
2035**

## MotorTransport

**MPs call for CAZ (Clean Air Zones)  
clarity**

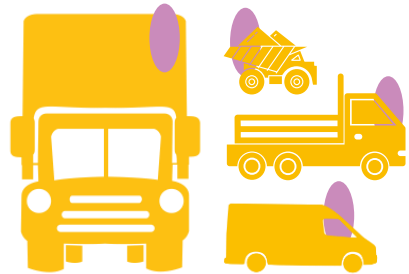
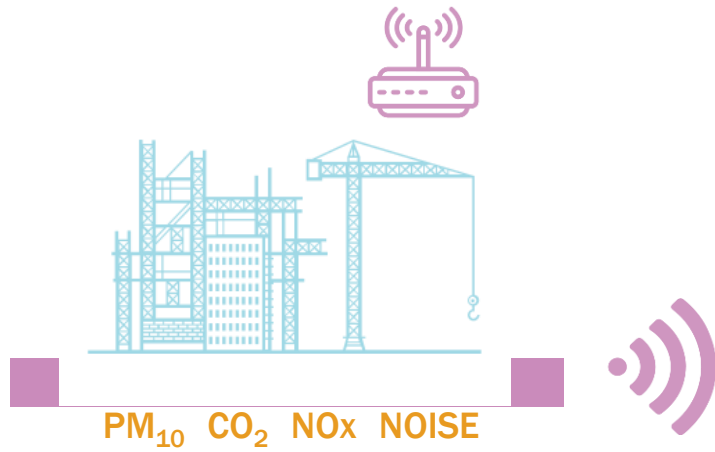
– MARCH 2018





# OUR SOLUTION

DETECT

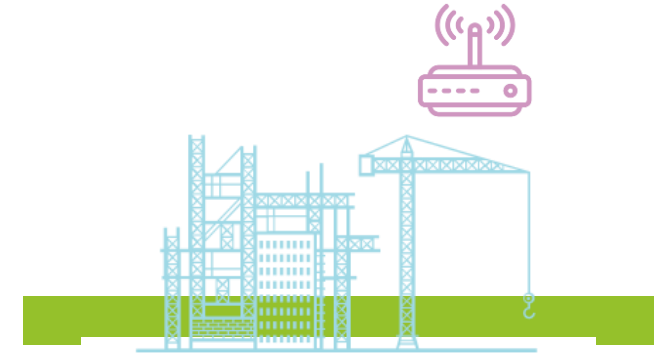


ANALYSE



ACTION

CONTINUOUS



# Competitive Advantage



**FREDDIE TALBERG**  
**CEO**

SCALE UP TECH  
ENTREPRENEUR



Freddie Talberg's Pie Mapping  
selected as Top 100 most  
exciting,  
fast growing companies in the UK

**LEAP 100 COMPANY**

<https://www.youtube.com/watch?v=UcoNDDAHkCk>



**STEVE STEELE**  
**COO**

EX-HEAD OF  
FREIGHT, TFL



**THE FOUNDERS**

VARIED SKILLS

COMMON VISION

INSIDER KNOWLEDGE

# CUSTOMER PILOTS & FEEDBACK



“TELEMATICS INTEGRATION IS A **MUST-HAVE FEATURE**”

“A **ONE-STOP SHOP** FOR FORS GOLD EMISSIONS AND NOISE”

“WITH A SUCCESSFUL PILOT, I WILL LOOK AT MAKING EMSOL A **CONTRACT REQUIREMENT**”

“EMSOL DEMONSTRATES **FLEET COMPLIANCE AT THE PUSH OF A BUTTON**”

“NOISE MONITORING WILL BE A **GAME CHANGER**”



# What gets measured – gets managed

- P Drucker - Management theorist

Contact us:

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# ULI Digital City and Urban Tech Conference



## Lightning Round

**Garry Atkins, Founder & CEO, enLight**

**@ULI\_UK**

**#ULIDigitalCity2018**



# Liability to Profitability:

Turning the streetlights from a Cost Burden into a Strategic Asset

**Gary Atkinson, CEO**





# From Cost Burden...

# ...to Strategic Asset





# Lighting Upgrade = Significant Opportunity





Traffic  
Monitoring  
and Traffic  
Lights



Efficient  
Waste  
Collection



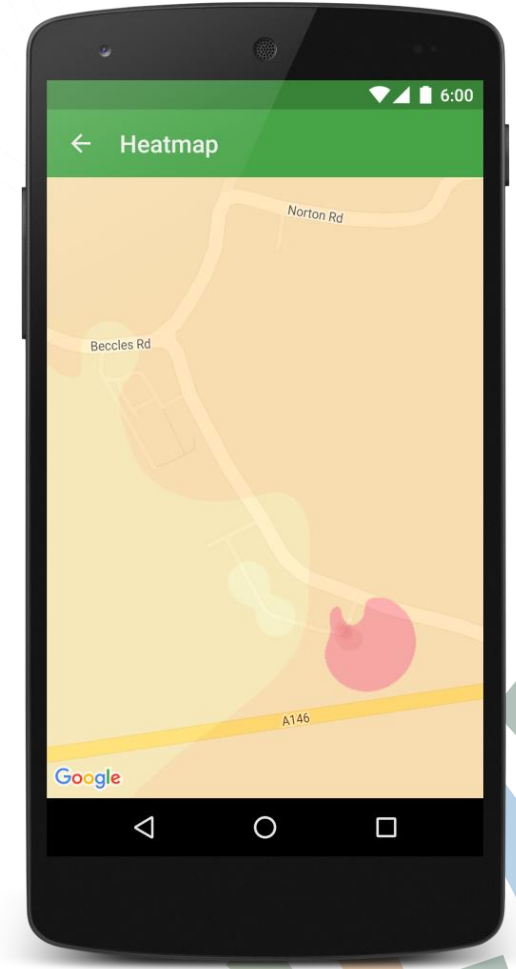
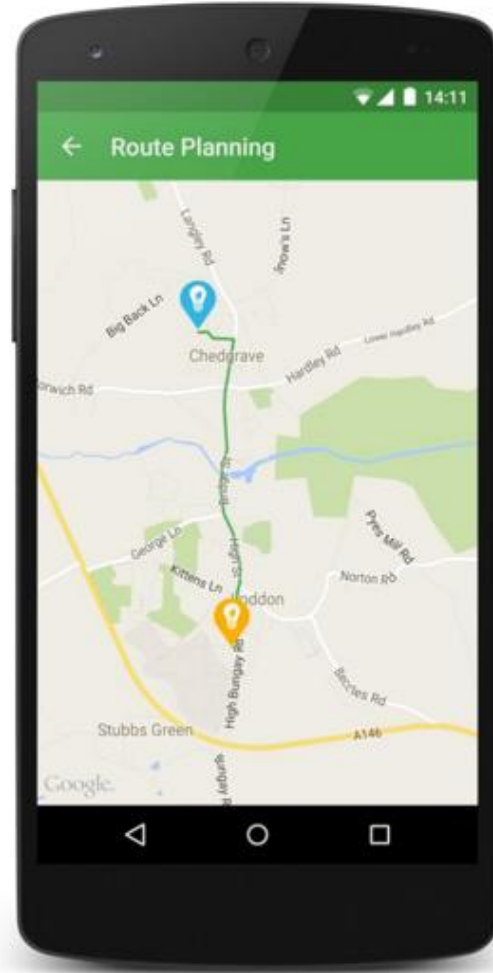
Localised  
Flood  
Warning



Air Quality  
and Pollen  
Monitoring

# Intelligent Routing

- Combine sensor data
- Merge additional data
- Present in mobile app
- Route based on:
  - Cleanest air
  - Safest
  - Well lit
- Visualise data for public





- Water Levels
- Road Temp
- Asset Tracking
- Gulley Monitoring
- Remote Access
- Microclimate





# Protecting our aged population







# Thank You

Gary Atkinson

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[@GaryA\\_enLight](https://twitter.com/GaryA_enLight)



# ULI Digital City and Urban Tech Conference



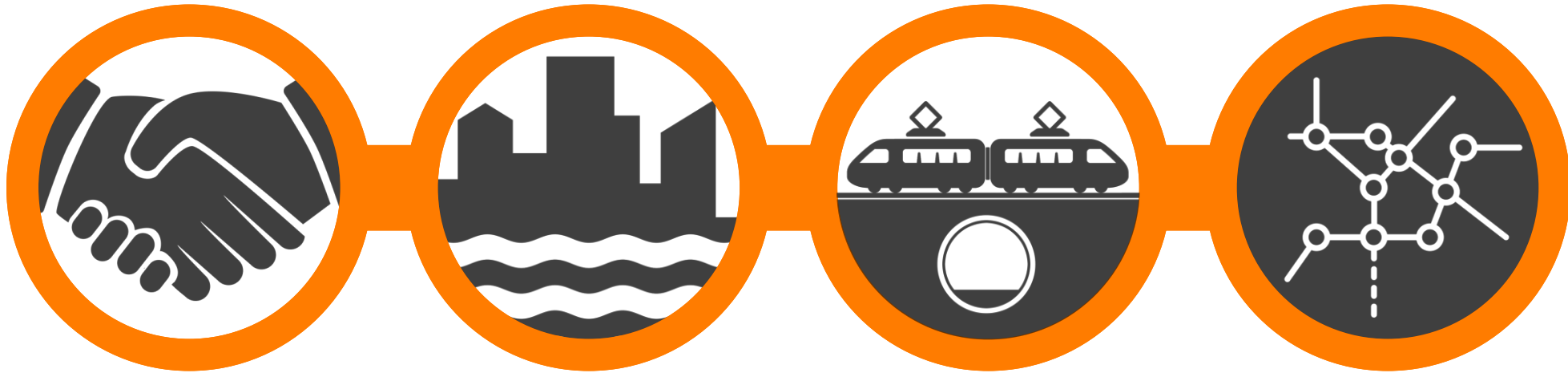
## Lightning Round

Nathan Koren, Founder, Podaris

@ULI\_UK

#ULIDigitalCity2018

# podaris



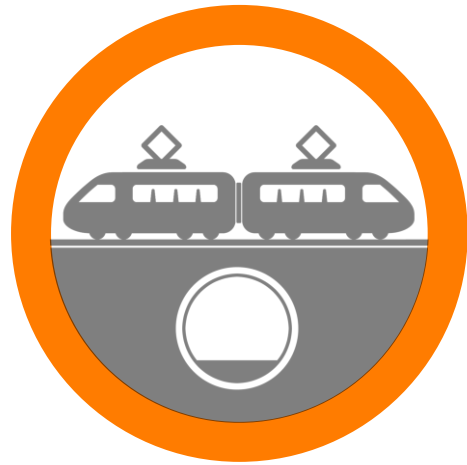
Collaborative

Urban

Infrastructure

Planning

Nathan Koren, Founder, +44 7595-768417 [nathan@podaris.com](mailto:nathan@podaris.com)



Infrastructure:

Physical System

Technological System

Economic System

Political System

Legal System

Social System

Environmental System



Stakeholders:



Policymakers

Urban planners

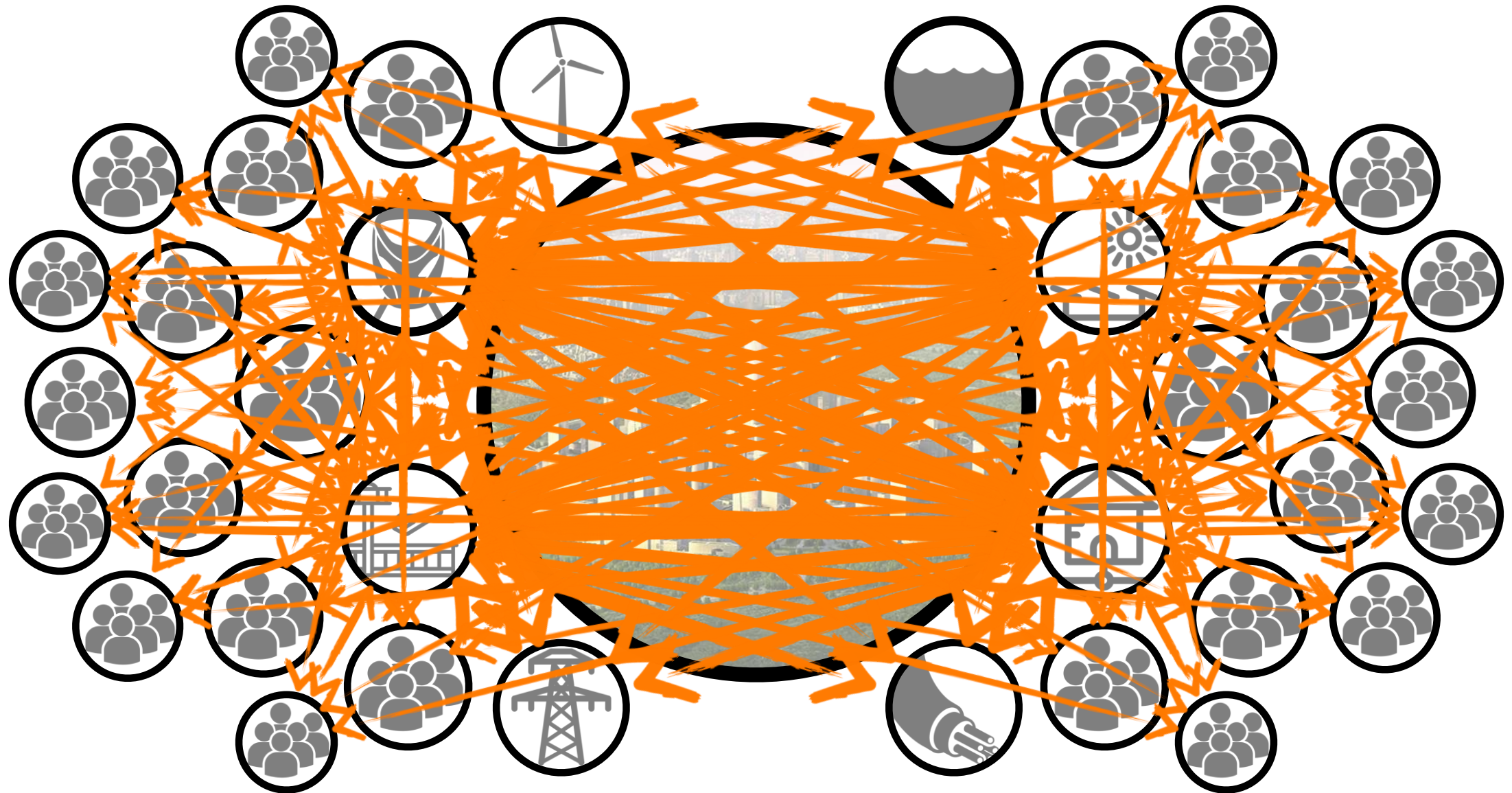
Property developers

Citizen groups

Technology vendors

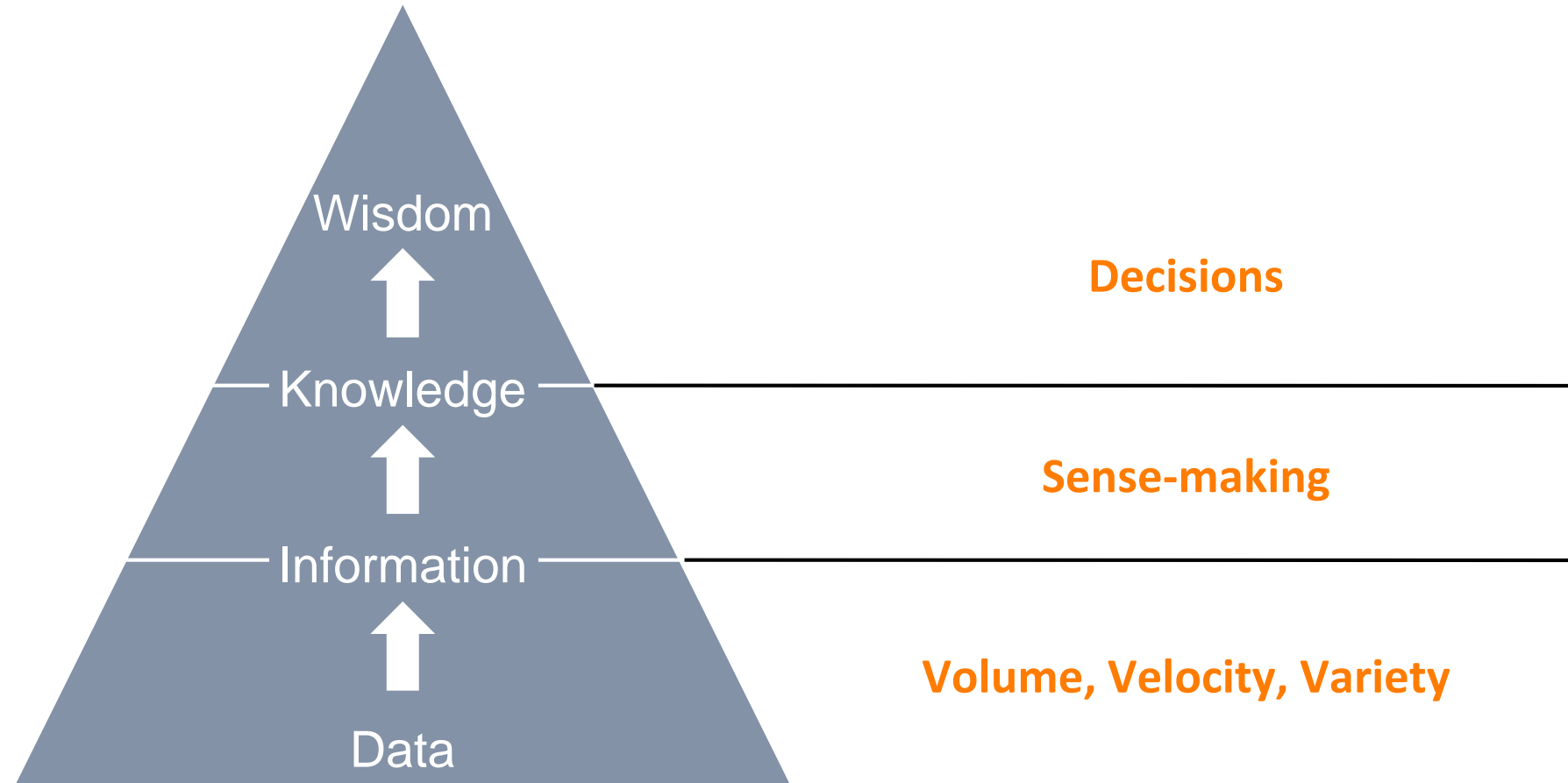
Transport operators

Financiers





# BIG DATA



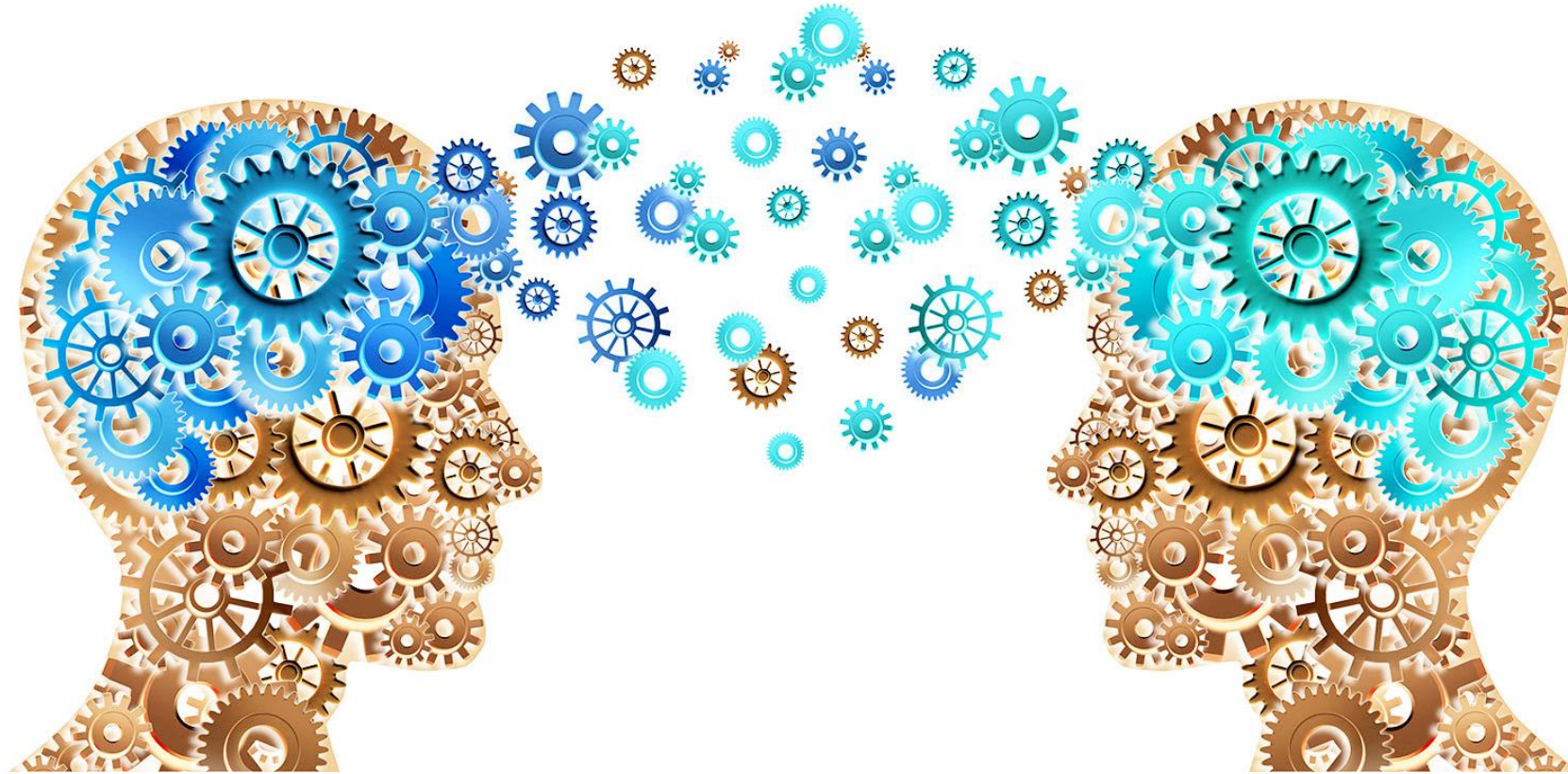




Data



Information



Knowledge



Wisdom

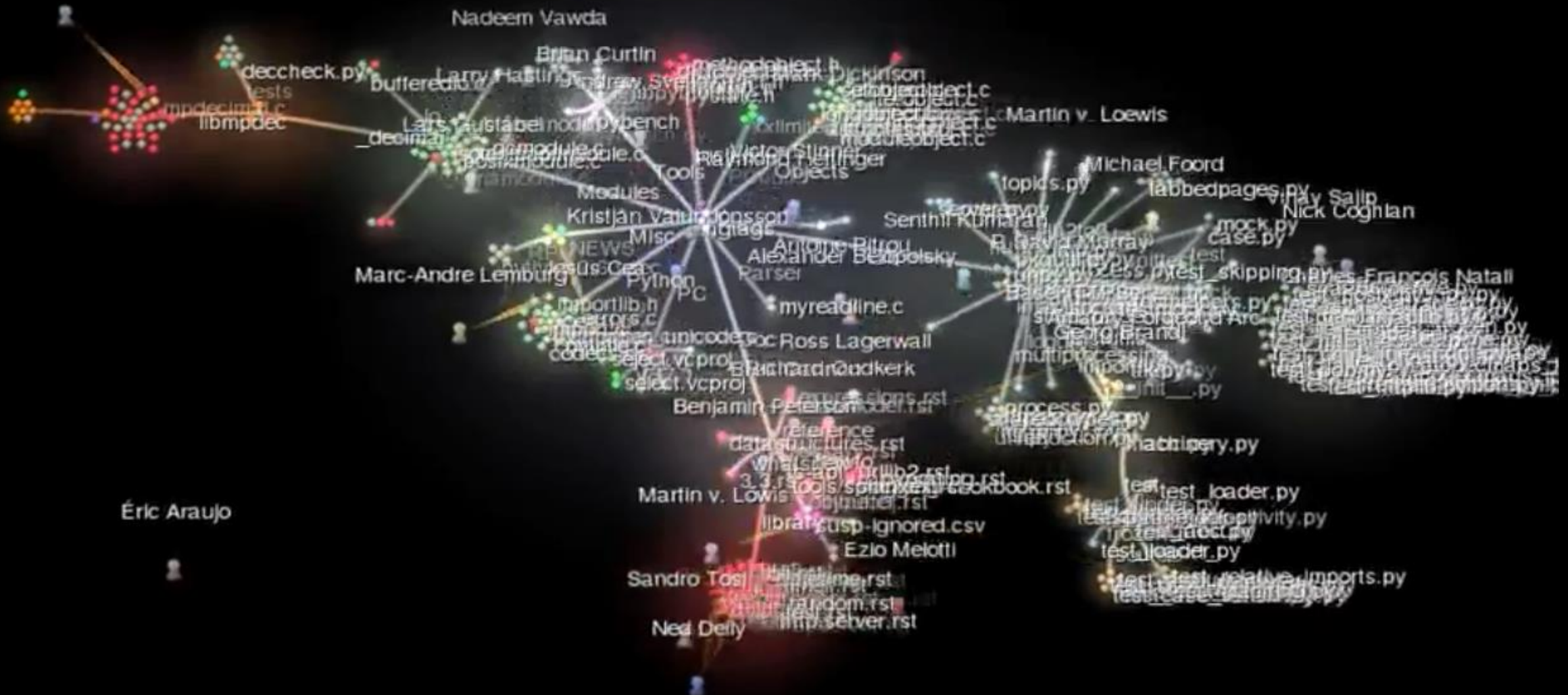


Collaboration

# Live interactions across multiple stakeholders



Stefan Krahl



Éric Araujo