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Redefining Infrastructure Procurement

December 2021

What Is Infrastructure?

Multi-Trillion Dollar Global Industries that are the Foundation of Our Economy

Water

Power Distribution

Renewable Energy

Public Transit

Roads & Highways

Airports

Healthcare

Education

Waste Management

Fire Safety

Industrial Facilities

And many more...

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Fixing Infrastructure Markets Is One of Today's Greatest Opportunities

- $5.7T per year spent on all areas of Infrastructure
- Most Infrastructure projects fail to deliver
- Industry operates on an "old boys' network"
- Key sales intelligence shared via human networks
- Legacy data providers deliver stale, outdated, inaccurate data

Power Outages

Water Main Breaks

Health Crises

Extreme Weather

Structural Collapses

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The New Infrastructure Market Reality

OLD ENVIRONMENT

- Traditional Go-To-Market Tactics Are Falling Short
- Spray and Pray Sales Will Fail
- Past Relationships Do Not Guarantee Future Success

NEW REALITY

- Once In A Generation Infrastructure Boom
- Market Activity Has Accelerated
- Early-Stage Pre-Positioning Is Essential
- Data-Driven Is The New Norm

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The Citylitics Platform: Solutions for Every Segment, Every Size

Largest & Fastest Growing Businesses in Infrastructure including manufacturers, suppliers, engineering, construction, & consulting firms

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Deciphering Opportunities from Noise Is Difficult

Our Customers Pain Points

"Finding Opportunities at RFP Stage is Too Late. We Need to Get in Earlier."

"We Can't Rely On Gut Feel & Anecdotes to Understand Market Direction"

"Sales Team is Stretched Thin. We Need To Target Opportunities with Precision"

"We Can't Keep Up Market Activity And We Risk Missing Out On Critical Intelligence"

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Sales Teams Want To Be Targeted, Precise, & Data-Driven

- Target The Right Opportunity, At The Right Stage, With The Right Strategy
- Consistently Pre-Positioning Improves Win Rates
- Leverage Data To Optimize Sales Efforts & Productivity

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Citylitics Products Are Fueled by Sophisticated Technology, Robust Data Processes, and Analysts Who Understand Customer Needs

Aggregation

- Every 2 weeks, our proprietary web crawler aggregates millions of new public documents from 30,000+ city, utility, and public agency websites

Categorization

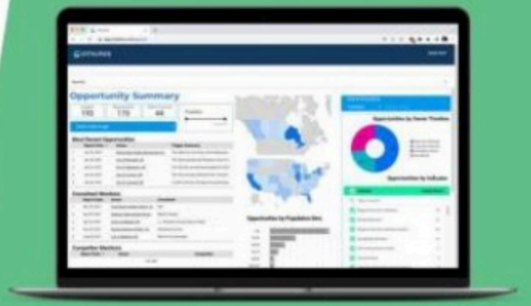
- We leverage ML to classify fragmented documents and data to store in our Data Warehouse

Extraction

- We extract relevant content that our customers care about NLP based technology.

Curation

- We make this data available in an intuitive user experience



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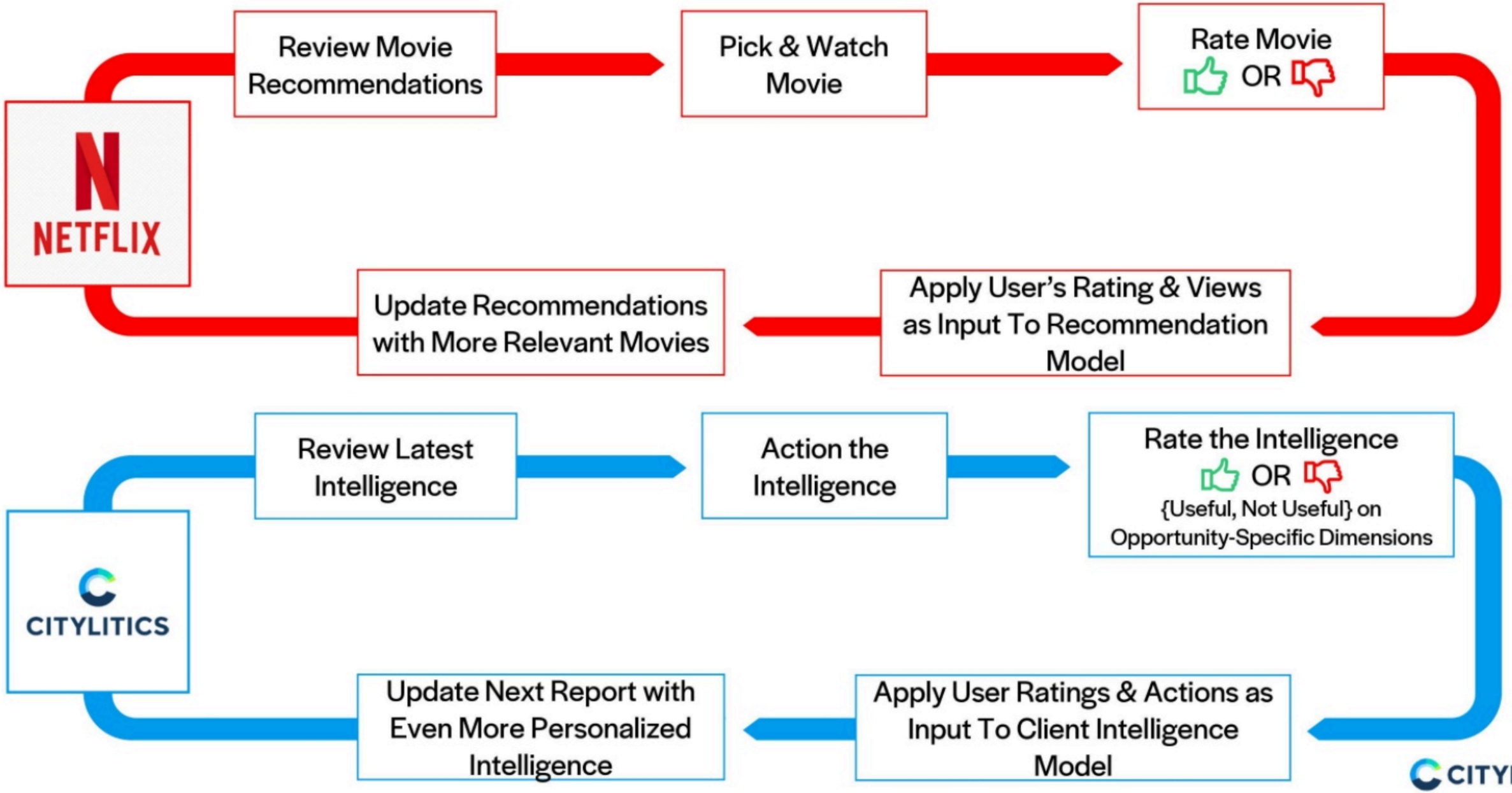
How Customer Actions Fuel Unassailable Feedback Loops



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Revolutionize The Infrastructure Investment Ecosystem

Infrastructure Marketplace

- Cities & solution providers connect online

Integrated Insights

- [redacted]
- [redacted]

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Intelligence Platform

- Explore & visualize insights to instantly answer critical business-specific questions

Data Foundation

- Generate insights from millions of fragmented documents

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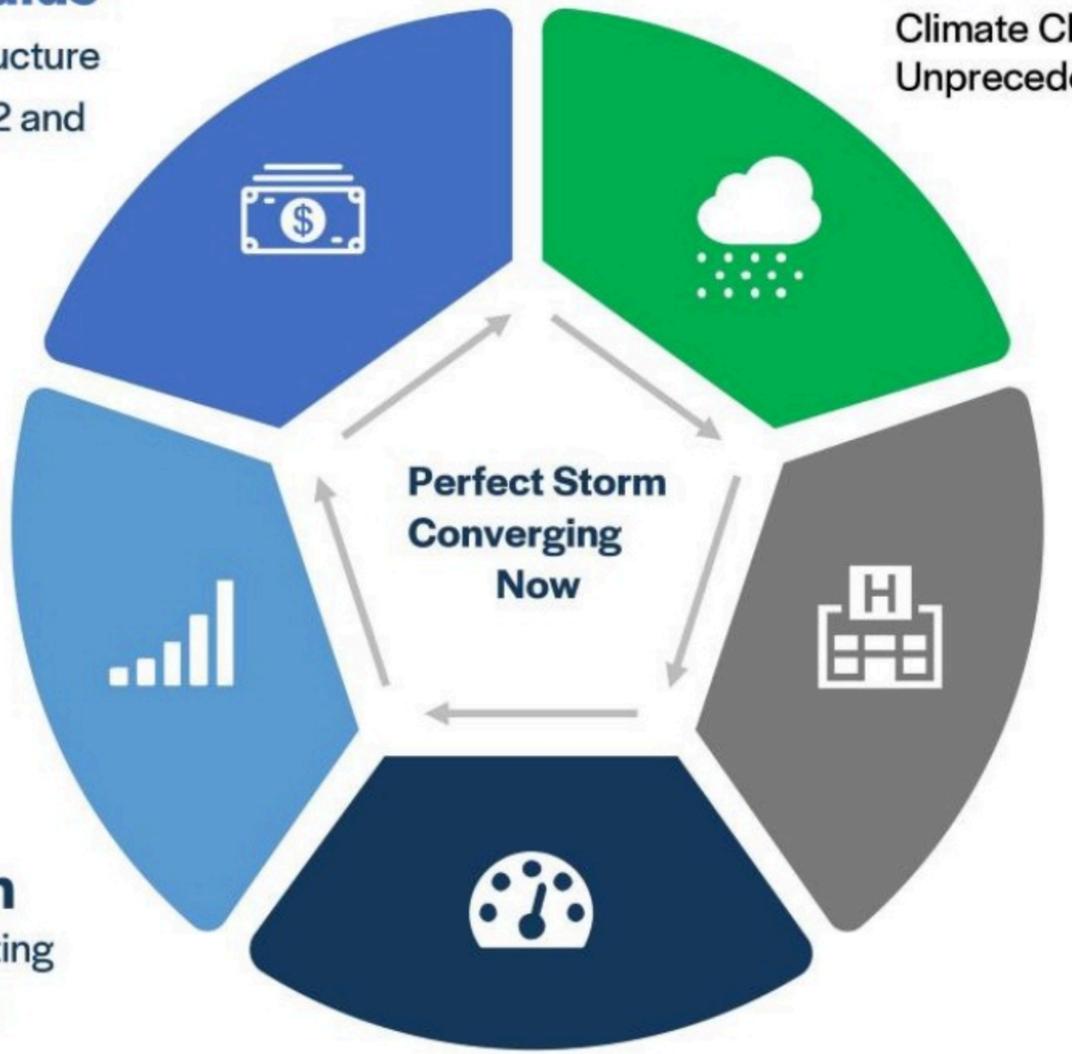
Mega Trends Converging Into Perfect Storm for Citylitics

Government Stimulus

Trillions of Dollars in Infrastructure Investments Planned in 2022 and beyond

Extreme Infrastructure Stress

Climate Change & Extreme Weather Creating Unprecedented Stress on Infrastructure



Inflection Point

Citylitics Growth Trajectory is Accelerating every Quarter.

Role of Cities

COVID-19 is forcing cities to re-think their role and infrastructure priorities

Data Acceleration

Cities & Utilities are generating more data than ever before

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Our Inevitable Future: Infrastructure's Ubiquitous Data Platform

Every major asset class has a de facto market data platform. We are well-positioned to be that platform for Infrastructure

Infrastructure

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US Infrastructure Industry Size: $2.1T

Closest Analogies to Citylitics

Finance

Bloomberg

Equity & Bonds Industry Size: $20T

Bloomberg Revenue: $10B / year

Real Estate

CoStar Group

US Real Estate Industry Size: $2.7T

CoStar Revenue: $1.4B / year

Finance

S&P CAPITAL IQ
McGRAW HILL FINANCIAL

Private Equity Industry Size: $4.6T

S&P Revenue: $7.4B / year

B2B

zoominfo

US Business Sales Industry Size: $1.6T

ZoomInfo Revenue: $0.5B / year

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