WhereIsMyTransport

Empowering people everywhere to get where they need to go.

Mobility remains a critical obstacle for billions of people in emerging markets.

2 bn 2 billion people rely entirely on public transport in emerging market cities.

5 hrs Commuters spend an average of 5 hours travelling every day.

80% Most commuters either can't access or can't afford formal modes, so they rely on the informal network.

30% Families earning minimum wage spend up to 30% of their household income on transport.

Solutions that are widely adopted in developed markets do not work in the Majority World.

Google

Citymapper

moovit

transit·

DEVELOPED MARKETS

Formal public transport

is dominant

Map data

Schedule data

Realtime service data

Traffic data

MAJORITY WORLD

Informal public transport

is dominant

INDEPENDENTLY OWNED, UNSUBSIDISED VEHICLES

Informal networks up to 10x larger than formal networks

No public transport map in 92% of largest cities

Little or no data on informal services and operations

No movement data

Constantly changing urban environments

Nobody knows public transport in the Majority World like we do.

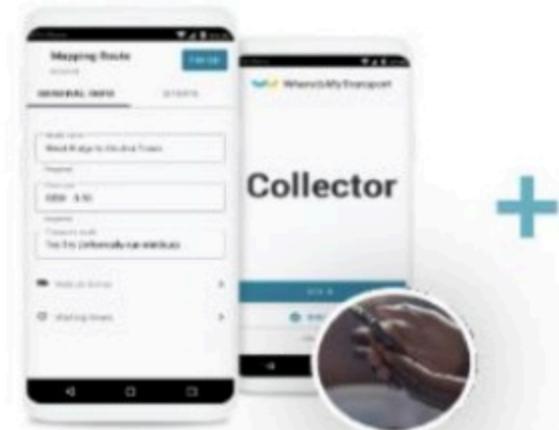| 2015	2016	2017	2018	2019	2020

Mobility Data Platform
informal & formal modes
White label consumer products

Data Production
collection & processing

Maps, Analytics & Insights
worldwide & megacities

Consumer Product
commuters & communities

B2B + White label Consumer Apps (1m users)

B2B + B2C

Mapping formal + informal networks faster and more accurately than any other organisation.

Week 1	Week 2		Week 4 - 6	Ongoing
Data collectors recruitment	Training done; Team ready with Collector App	Team maps the city and interacts with our data production tools, passively and actively	Mapping complete	Ongoing updates from local team

Data Collector team

Integration into the local mobility ecosystem (Local partner
+our Project managers
+Technical consultants
+Data collectors team)

Collector App

Collects relevant information through a user friendly app in both active and passive ways

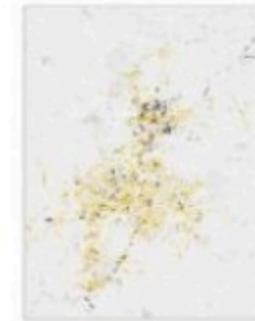**Production Tool Suite**

Processes for back and forth between humans and systems
Multiple error checking processes
Processes refined over time

Map finalised

First complete informal and formal public transport map of the city ever

Continued presence

Remain embedded in the city's public transport network

We have more data + technology + experience than any other company globally.

☐ **The world's foremost data collection playbook** for mobility (and adjacent types of) data in emerging market cities.

☐ **More mobility data than any other organisation** for formal and informal public transport in emerging markets.

☐ **Advanced technology platform** that learns and adapts in volatile environments, turning data into real-time information.

☐ **Deep consumer insights** into how commuters navigate - their mobility patterns and needs - through a multi-million dollar investment in design-led research.

1,000,000+
kilometres mapped

40
cities mapped

27
countries

4
continents

1 million+
users

100 million +
data transactions

● Cities mapped to date   ● Countries on our roadmap

No meaningful commuter solution is possible without a full set of data on all formal and informal networks.

Our data on ●rmal and i●formal public transport networks in CDMX.

	Tracks	Kilometers	Routes	Stops
	7x	6.5x	7x	4.8x
●	430	6,600	199	6,500
●	2,995	42,300	1,390	31,400

THE SOLUTION: CONVENIENT, SAFE, EFFICIENT TRAVEL

Our platform learns and adapts, turning data into essential information for commuters in real time.
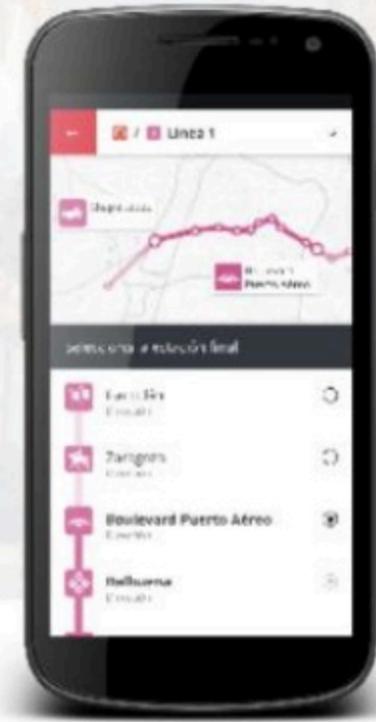
Journey plans, GPS location
Mobility patterns and needs

Movement data
Commuter-contributed data

Live Journeying

Mobility (GTFS) Data

Service Alerts
Traffic & Weather

Refreshed Mobility Data

Realtime Info

PLATFORM
'Living Data'

Proven sources of revenue.

After initially focusing on public sector clients we successfully shifted towards large global corporates:

- Broader use case
- Better funded
- Global, multi-city contracts

City Data Licences represent:

- Proven business model
- Recurring revenue stream

We have active discussions and inbound interest from deep pocketed multinational blue chip players

Client industries:

Location Based Services	Infrastructure Providers
Automotive and Equipment	Mobility-as-a-Service (MaaS)

Shell Foundation

WORLD RESOURCES INSTITUTE

facebook.

GAUTRAIN
FOR PEOPLE ON THE MOVE

IDB

Google

THE WORLD BANK

TOYOTA TSUSHO

TUMI
Transformative Urban Mobility Initiative

UN⊕HABITAT

MONETISING OUR DATA: WE HAVE THE TEAM IN PLACE TO DO IT

LONDON

SAN FRANCISCO

MEXICO CITY

CAPE TOWN

65+ IN-OFFICE EXPERTS

1000+ IN-FIELD COLLECTORS
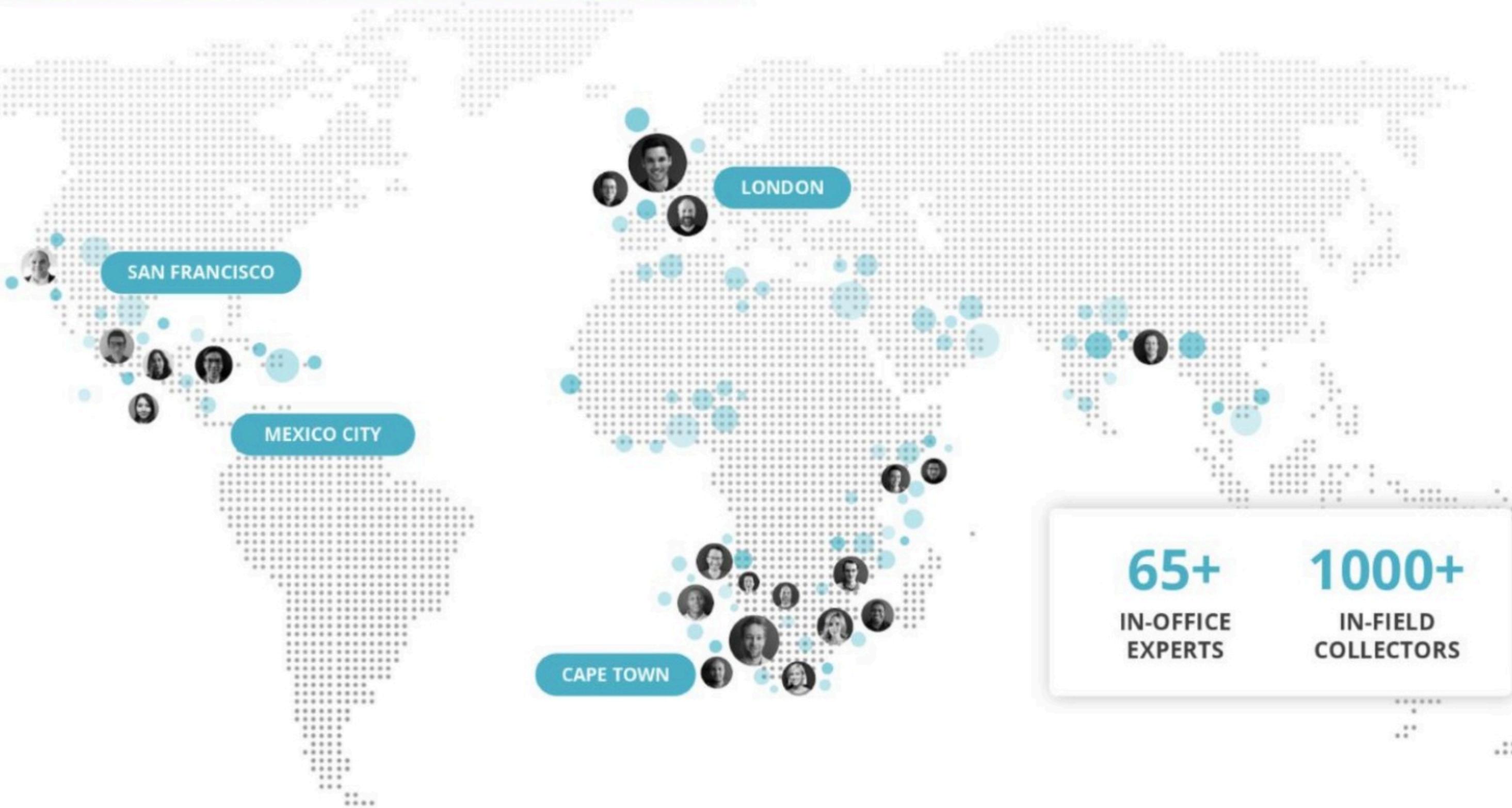
By 2023 we will have mapped the world's 30 largest emerging-market cities.

With every new city we collect, we grow our potential audience.

Running data collection projects in these emerging market cities creates an addressable market of 300+ million daily commuters.

2021 → **3 new megacities mapped per quarter**

2023 → **30 of the world's megacities mapped**

Nobody is better positioned than we are to provide new and innovative mobility solutions for the benefit of citizens and cities in the Majority World.

Google

TOYOTA TSUSHO

NEDBANK

goodwell
invest with impact

GLOBAL
INNOVATION
FUND

Ventures

OMIDYAR
NETWORK

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