

2010

Executive Summary



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1. MOBICITY

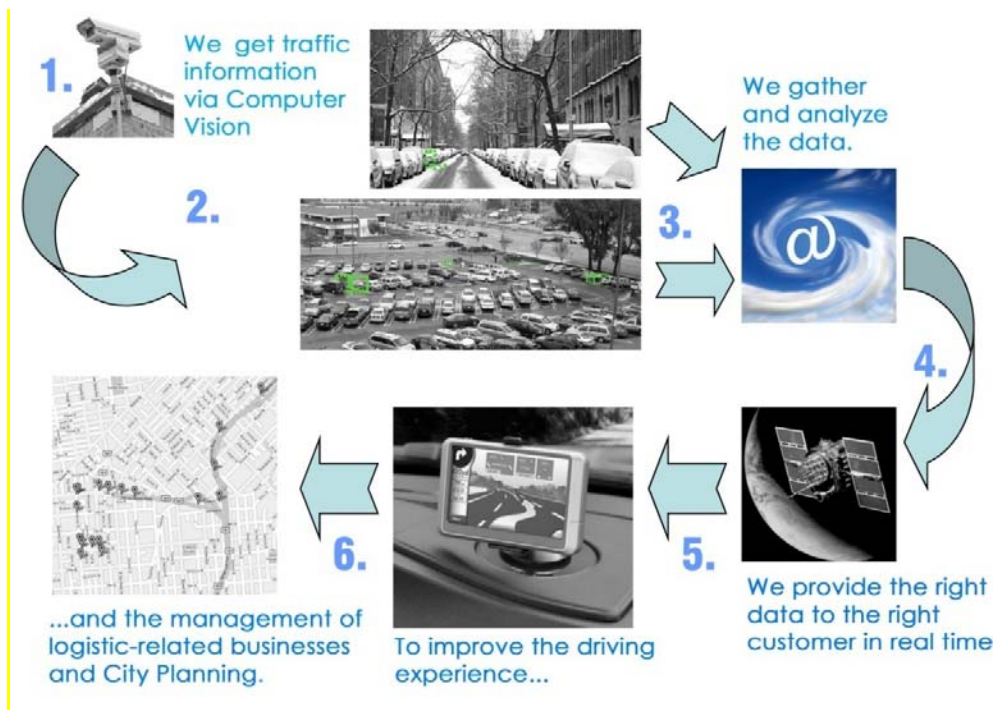
A. Mission, Vision & Values

Mission: We provide real time information and customised service solutions specialised in city mobility in order to increase efficiency and profitability of our main stakeholders as well as to improve city living environment and road safety.

Vision: Our vision is to grow locally in the short-term but with a global perception of the business; and to become a highly recognised company specialised in city mobility by continuously improving our customised services and broadening in the future the range of our services within our specialised area in order to meet stakeholders' new needs and expectations.

Values: We aim to promote the joint of business efficiency and sustainability with the improvement of working and whole city environment providing intelligent data and solution in the real time with the use of technology.

B. What do we do?



C. Where do we start? LONDON

As we are based on computer vision, we look for the city with higher amount of cameras already in place. --> This will mean smaller investment for MobiCity.



D. Who are our customers?

- **BU1:** Telecommunication companies (which will provide a real time traffic information to their customers): Orange, T-Mobile, Vodafone, 3, O2...
- **BU2:** Companies with different interest in mobility within London (Freight, Courier, Driving Schools, Private Health Services, Logistics, Taxis, Private Parking companies and Consultancy)
- **BU3:** London Greater authority, London Boroughs and public services (firemen, ambulances, Public emergency services...)

E. What services do we provide?

	Telecom	B2B	Government
Real Time Traffic Information	✓	✓	
Route planing	✓	✓	
Free parking slots real time info	✓	✓	
Private Parking slots PAYG	✓	✓	
Local search (Gas prices..)	✓	✓	
Vehicle monitoring		✓	
Benchmarking (mobility KPI)		✓	✓
Consultancy		✓	✓

2. EXTERNAL ANALYSIS

A. Market research

We will try to have an overall view of the size of the market according to the final user although we are not addressing them in our business model.

Commuters

In total there were over 3.7 million people whose journey to work involved travelling in London. Over 2 million Londoners, travelled to work outside their borough of residence. Furthermore, just under a million workers worked in the same borough they lived and a further 285,000 worked mainly at/from home. Also, around 722,000 people travelled from outside London into London to work.

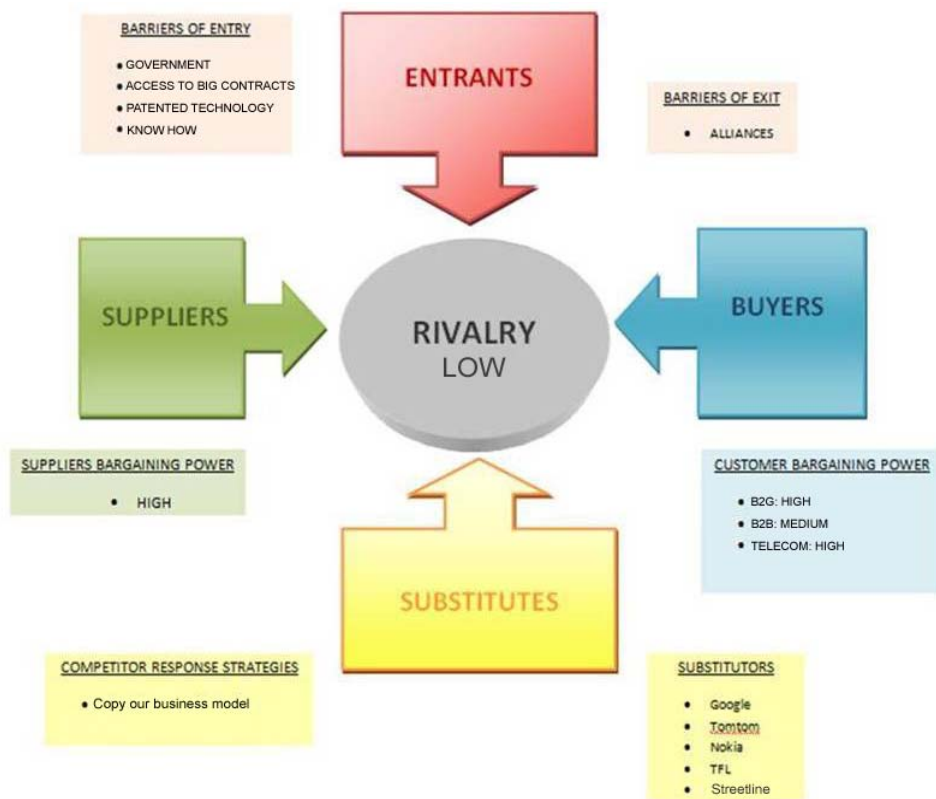
Jobs density in London

The total number of workers in London was 3,805,655. The greatest number of people working in one borough was 509,943 in Westminster followed by the City of London (312,178) and Camden (227,669).

Car commuters

There were almost 1.5 million commuters in London who drive a car or van to work (1,452,000). This was considerably more than the second most used method of travel, which was train (687,000). There were a further 101,000 commuters who were passengers in a car or van. The number of car drivers in Outer London was more than twice that in Inner London.

B. Porter's 5 Forces:



C. Competitors

Services/ Companies	INRIX	Nokia	NAVTEQ	TFL	Google	Tomtom	ITIS	Streeline	MobiCity
real time traffic information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
automatic penalty system									
solution for improvement city mobility				Yes			Yes		Yes
available parking spaces								Yes	Yes
incident information				Yes		Yes	Yes		Yes
route planning according to congestion	Yes	Yes	Yes			Yes	Yes		Yes
automatically update maps	Yes	Yes							Yes
reservation of parking slot									
pay as you go system									Yes
petrol stations location				Yes	Yes	Yes			Yes
petrol prices						Yes			Yes
special gadget		Yes				Yes			

service is provided by the company
 service is not provided by the company

D. PEST Analysis

Political

- Kyoto Protocol
- EU directives for emissions reduction
- Laws rationalising private transport
- Tendency to create an intelligent city

Economical

- Economic crisis
- Increasing trend of petrol prices
- Carbon Emission Taxes
- Economic impact of traffic

Social

- Environmental consciousness
- Increasing traffic congestion problems
- Geographical and density growth in cities · Changing life style: high value of time
- High number of car owners
- Developed public transport system

- Complex urbanism structure of the city

Technological

- Widespread use of UMTS tech. (3G)
- Intensive use of technology in daily life (e.g. GOOGLE MAPS, PORTABLE GPS)
- Technology to reduce energy consumption
- Mature computer vision technology

Effect of other sectors

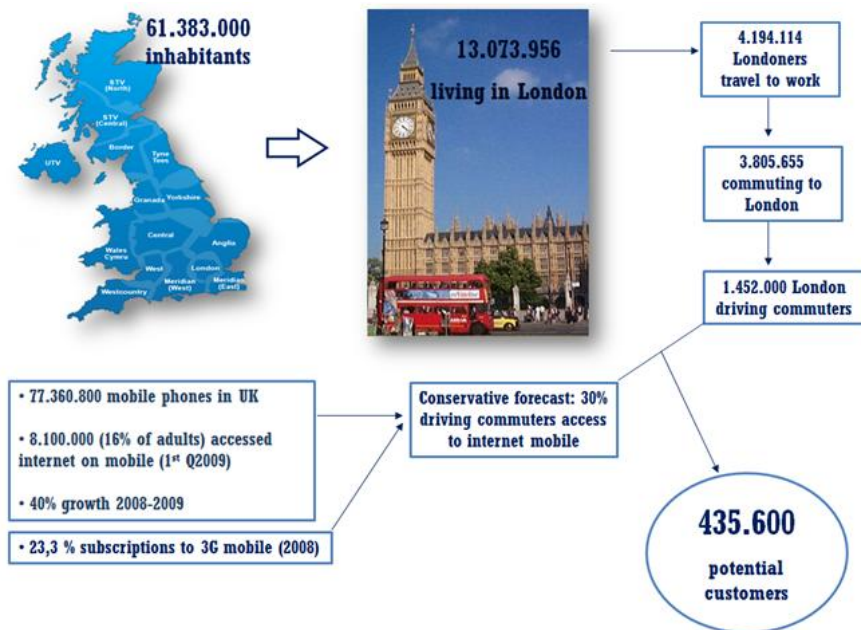
- Mobile Telecom
- Image- recognition software
- Public parking spaces management companies
- Companies with mobility interest in the city

Legal

- Protection of privacy
- Data ownership concerns
- Driving rules

3. INTERNAL ANALYSIS

A. Segmentation, Target & Positioning Telecom companies



Market Share	4,5%	21,6%	23,4%	25,2%	25,3%
Potential MobiCity clients	19.602	94.090	101.930	109.771	110.207

B2B

Couriers (2,353 companies operating in Great Britain, 207 operating in Greater London)

Driving Schools (3,642co in GB, 321 in GL)

Haulage (442 co in GB, 33 in GL)

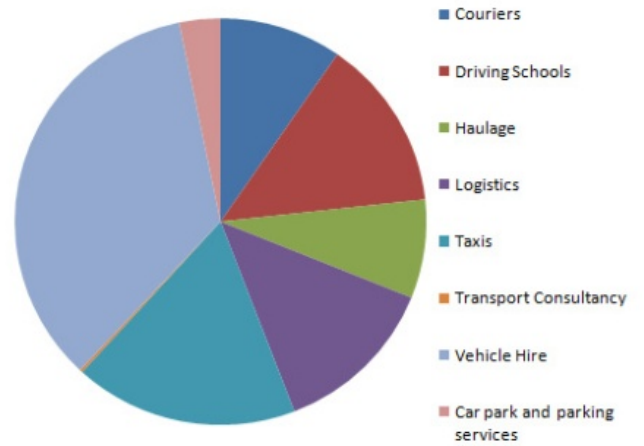
Logistics (444 co in GB, 71 in GL)

Taxis (1,901 co in GB, 302 in GL)

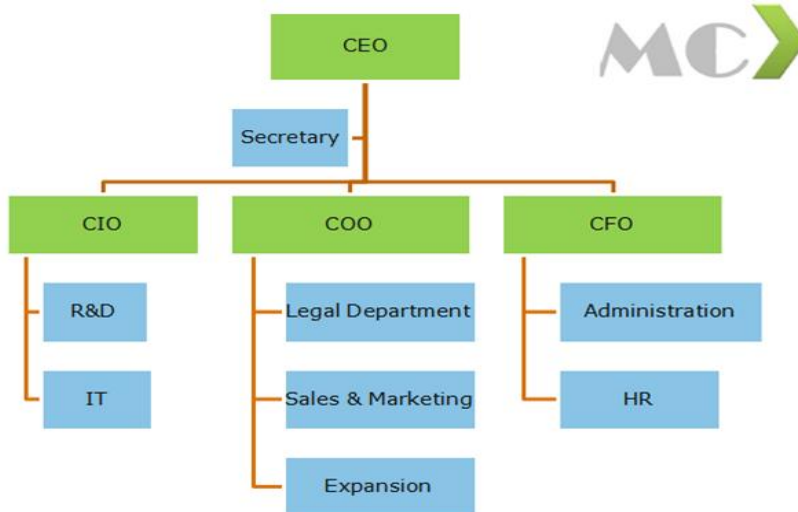
Transport Consultancy (26 co in GB, 8 in GL)

Vehicle Hire (1,928 co in GB, 667 in GL)

Car park and parking services (85 in GL)
Total potential B2B companies operating in Greater London 1694



A. Human Resources



Colour codes:

Green: MobiCity's 1st Stage
Blue: MobiCity's 2nd Stage

4. SWOT

Strengths

- Small initial investment needed
- Computer vision technology is mature
- Wide range of services provided
- Modular structure based
- Highly motivated and skilled managers

Weaknesses

- Business based on Government agreement.

- In case of need installing future data gathering infrastructure is expensive
- Cutting edge software, need experts.

Opportunities

- 2012 London Olympic Games
- High political will to reduce CO2 footprint
- Increasing congestion problems.
- Emerging market

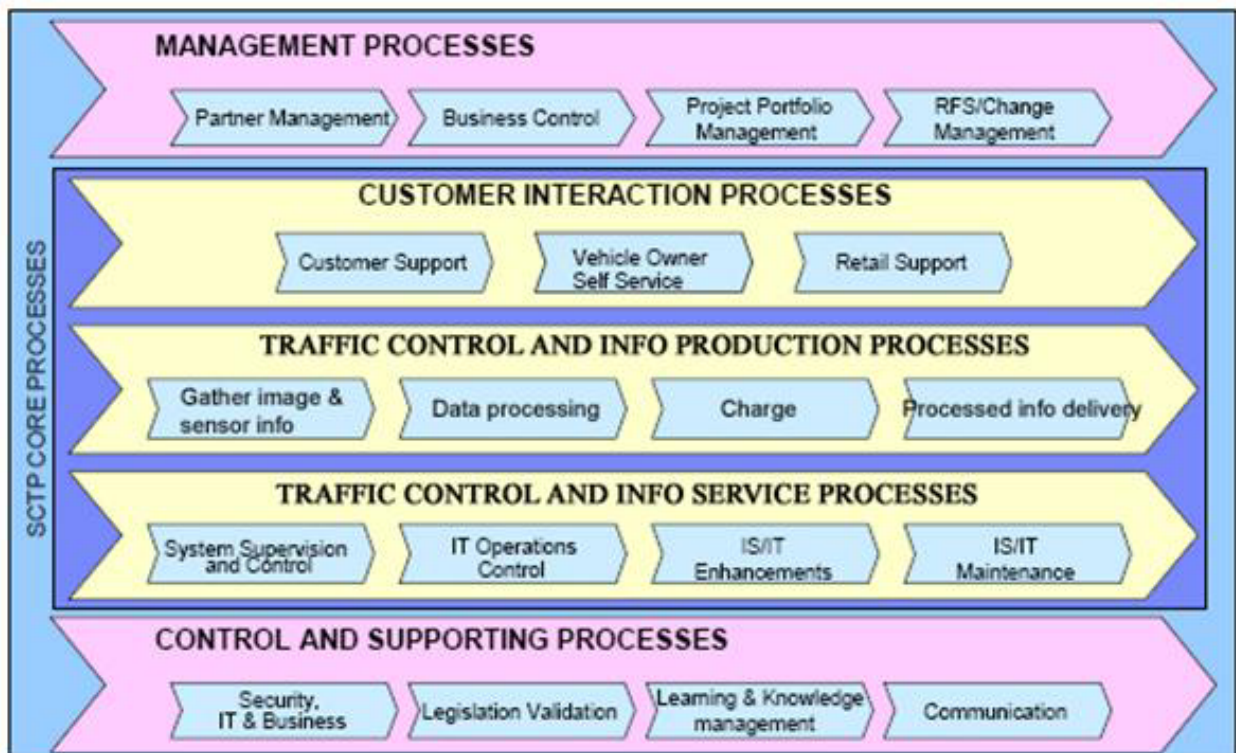
- Smart-phones with internet access
- Business expansion possibilities
- London:
 - Mature CCTV infrastructure already in place
 - Big Market
 - High economic level and Tekkies

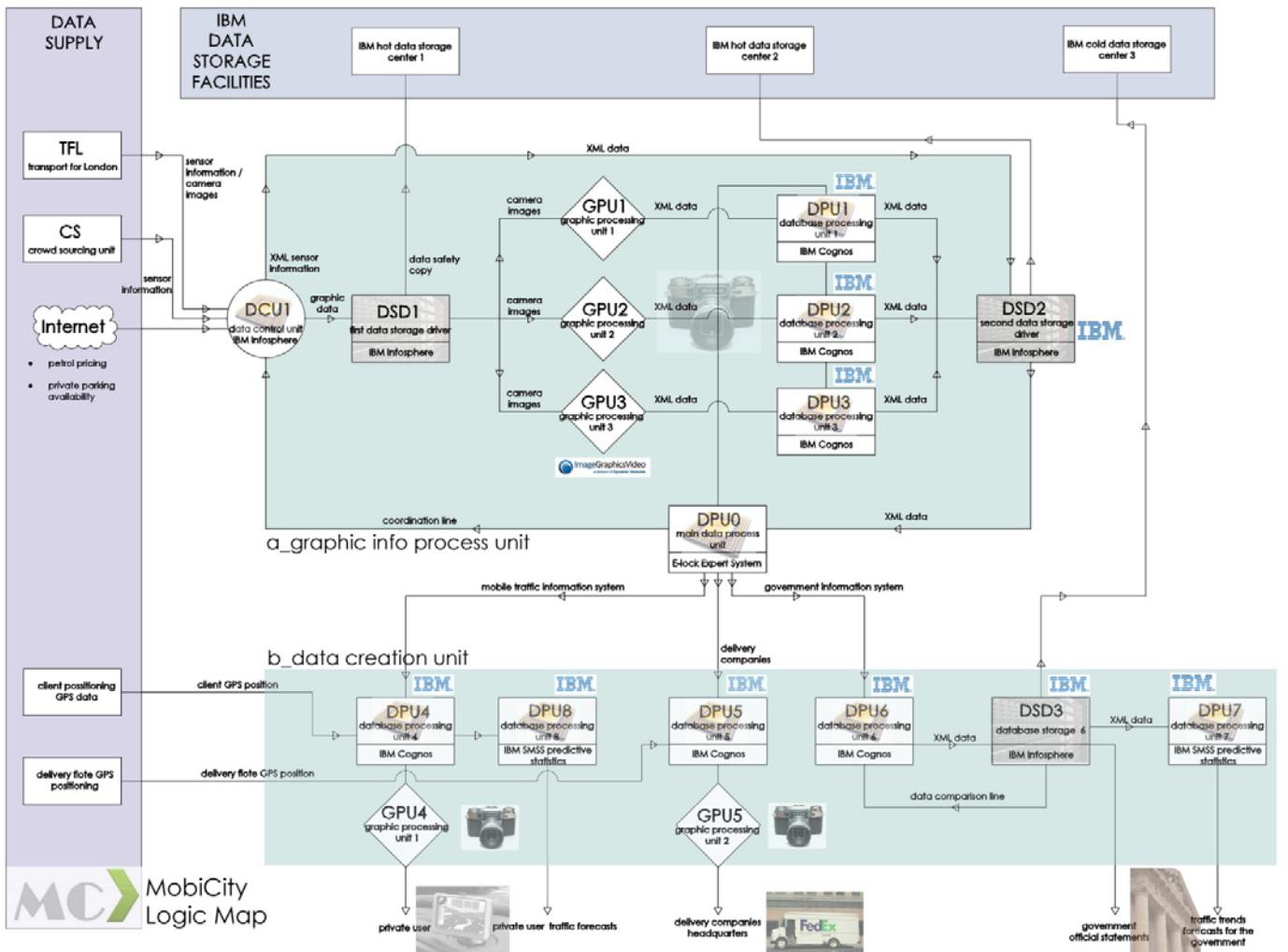
Threats

- Private car culture
- Lots of potential competitors.
- Dependency on suppliers
- London:
 - Policies aim: take cars out of the city centre

5. OPERATIONS

- ImageGraphicsVideo is an American company developing Computer Vision software. We are going to purchase the Image Recognition Software from them, and also maintenance and update contract.
- We are going to rent an IBM processing farm to run the Computer Vision program, and also the installation and maintenance of the facilities.
- Our database is going to be developed and managed in real time by IBM software: IBM Cognos (for computer intelligence), IBM E-lock (for data distribution), IBM Infosphere (for database hot storage management) and IBM SMSS (for predictive statistics).
- The data is going to be sent to the Telecom companies in real-time, customized for each of their customers via 3G UMTS data channels.
- Client businesses will receive the data through the same channel.



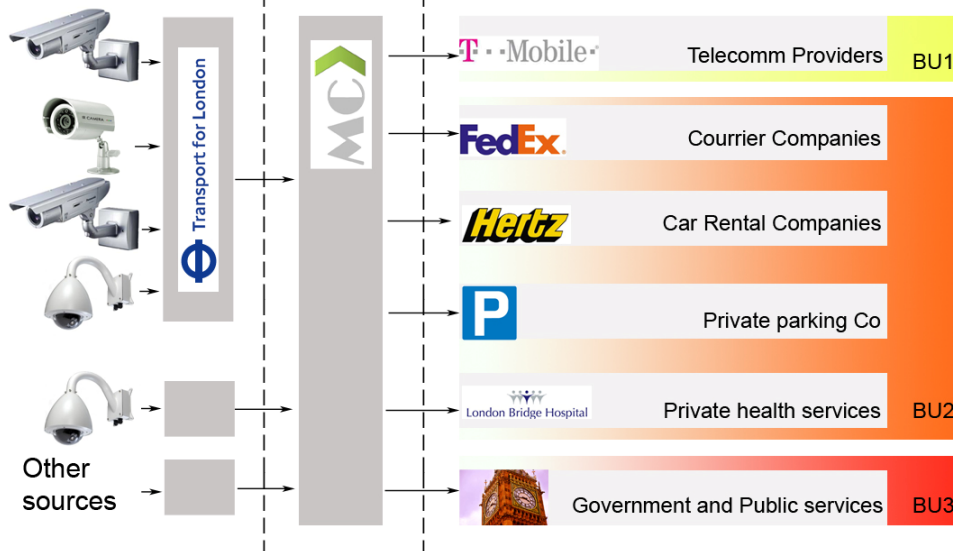


 Mobicity Logic Map

Existing Infrastructure







Mobicity











Customers






6. MARKETING PLAN

We will undertake actions in three different levels. For MobiCity as a whole and then another two, focusing on Telecommunication companies and B2B clients.

MOBICITY						
	Y 1				Y 2	Y 3
	1st Q	2nd Q	3rd Q	4rd Q		
SALES TOOLS						
WEBSITE DESIGN AND DEVELOPMENT						
BUSINESS CARD DESIGN						
BROCHURE						
INTERNET MARKETING						
GOOGLE ADWORDS						
DIRECTORY LISTING						
PUBLIC RELATIONS						
BBC LONDON RADIO INTERVIEW						
FT NEWSPAPER INTERVIEW						
TELECOM MAGAZINE INTERVIEW						
 TELECOM 2.0						
 TOTAL TELECOM						
 CONNECT WORLD						
UNIVERSITY CONFERENCE						
 LONDON SCHOOL OF ECONOMICS						
 UNIVERSITY OF LONDON						
MEMBERSHIPS						
 LONDON CHAMBER OF COMMERCE						

TELECOMMUNICATION COMPANIES						
	Y 1				Y 2	Y 3
	1st Q	2nd Q	3rd Q	4rd Q		
MEMBERSHIPS						
TELECOM ASSOCIATION 						
COM. MANAGEMENT ASSOCIATION 						
INTELLECT TECHNOLOGY ASSOCIATION 						
MOBILE MARKETING ASSOCIATION 						
TRADESHOWS THAT REACH TARGET						
						
						
MEETINGS						
T-MOBILE 						
O2						
VODAFONE 						
ORANGE 						
THREE 						

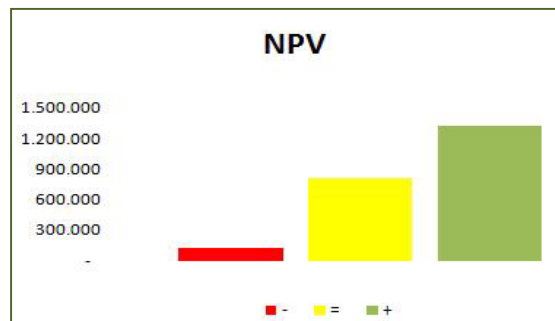
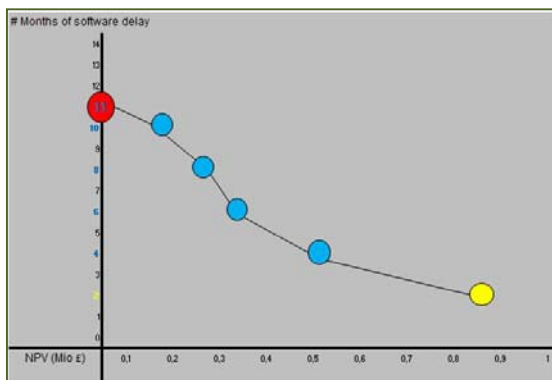
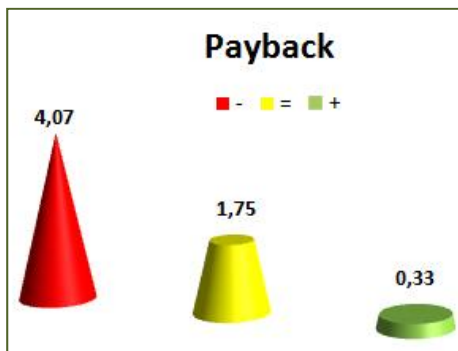
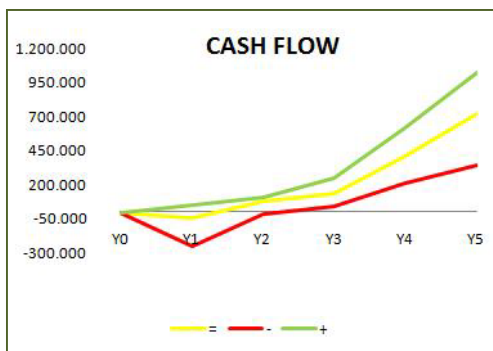
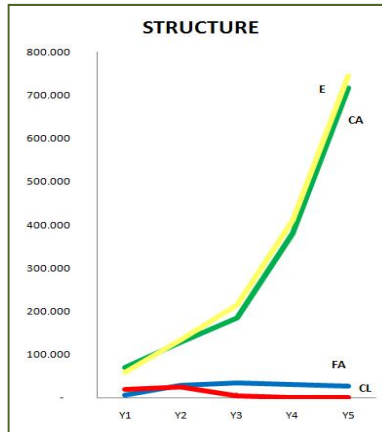
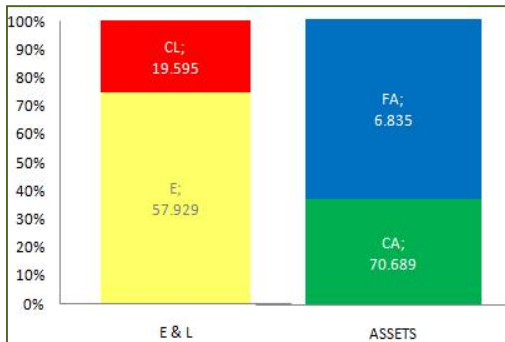
Besides advertising targeting freight and deliver companies on specialized media, we will emphasize the direct sales approach.

B2B						
	Y 1				Y 2	Y 3
	1st Q	2nd Q	3rd Q	4rd Q		
MEMBERSHIPS						
CILTUK 						
FREIGHT TRANSPORT ASSOCIATION 						
TRADESHOWS THAT REACH TARGET						
						
						
						

7. FINANCIALS

BALANCE SHEET						
	Initial	Year 1	Year 2	Year 3	Year 4	Year 5
NET INTANGIBLE FIXED ASSETS	£2.150	£1.075	£25.000	£26.075	£25.000	£25.000
Software/Licenses	£2.150	£2.150	£2.150	£4.300	£4.300	£4.300
New Markets software develop.			£50.000	£100.000	£150.000	£200.000
Accumulated amortization		-£1.075	-£27.150	-£78.225	-£129.300	-£179.300
NET FIXED ASSETS	£7.200	£5.760	£4.320	£8.640	£5.760	£2.880
Furniture	£3.200	£3.200	£3.200	£6.400	£6.400	£6.400
IT hardware	£4.000	£4.000	£4.000	£8.000	£8.000	£8.000
Accum. Depreciation		-£1.440	-£2.880	-£5.760	-£8.640	-£11.520
ACCOUNTS RECEIVABLE		£65.689	£123.252	£179.117	£247.073	£324.297
CASH/BANKS	£40.650	£5.000	£5.000	£5.000	£5.000	£5.000
SHORT TERM FINANCIAL INVESTMENTS					£127.139	£387.096
TOTAL ASSETS	£50.000	£77.524	£157.572	£218.832	£409.972	£744.273
EQUITY	£50.000	£57.929	£133.019	£214.036	£409.972	£744.273
Share Capital	£50.000	£50.000	£50.000	£50.000	£50.000	£50.000
Retained earnings		£7.929	£83.019	£164.036	£359.972	£694.273
SHORT TERM BANK CREDITS		£19.595	£24.553	£4.795		
TOTAL LIABILITIES	£50.000	£77.524	£157.572	£218.832	£409.972	£744.273

P & L					
	Year 1	Year 2	Year 3	Year 4	Year 5
SALES	£390.053	£731.850	£1.063.566	£1.467.078	£1.925.621
FIXED COST	£366.438	£510.396	£774.336	£837.064	£900.233
Wages & NIC	£230.112	£312.501	£457.179	£462.726	£468.383
Office (Rent, Supplies, Insurance)	£17.834	£18.547	£38.578	£40.121	£41.726
Expansion & Travel	£5.000	£105.500	£156.050	£206.655	£257.321
Advertising & Advisors	£13.493	£13.848	£14.528	£15.241	£15.990
Works outsourced (IBM & IGTV)	£100.000	£60.000	£108.000	£112.320	£116.813
EBITDA	£23.614	£221.454	£289.231	£630.015	£1.025.388
DEPRECIATION OF TANGIBLES	-£1.440	-£2.880	-£5.760	-£8.640	-£11.520
DEPRECIATION OF INTANGIBLES	-£1.075	-£27.150	-£78.225	-£129.300	-£179.300
EBIT	£21.099	£191.424	£205.246	£492.075	£834.568
FINANCIAL EXPENSES	-£1.176	-£1.473	-£288	£0	£0
FINANCIAL INCOME	£150	£150	£150	£3.964	£11.763
EBT	£20.074	£190.100	£205.108	£496.039	£846.331
INCOME TAXES	£4.215	£39.921	£43.073	£104.168	£177.730
NET PROFIT	£15.858	£150.179	£162.035	£391.871	£668.602



8. STRATEGIC GROWTH

We have chosen London as our first City, because its already existing camera infrastructure makes the initial investment infrastructure lower, its politics are willing to reduce the traffic congestion within the city, and economically and technologically their citizens are in a good position to adopt our business.

But our aim is to grow, and develop new projects in other cities around the globe. To choose our next target city, we have developed a list of criteria.