

# Smart.London

## The Circular City

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**Co-chair EU Citizen Focus**



DIGITAL  
**TOWN**

# Intro

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Empowering  
**Smart  
Solutions**

For  
**Better  
Cities**



# Intro


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What are the most  
successful smart city  
projects?

What is its impact  
on the  
future of cities?

# Intro

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The background of the slide features a person in a dark jacket looking out over a city skyline, likely New York City. This image is framed by two large, light gray circles. Overlaid on these are two sets of concentric white circles, one on each side of the central text. The central text is white and set against a dark gray circular background.

What are the ingredients  
necessary for a project to be  
successful and beneficial to  
the city?

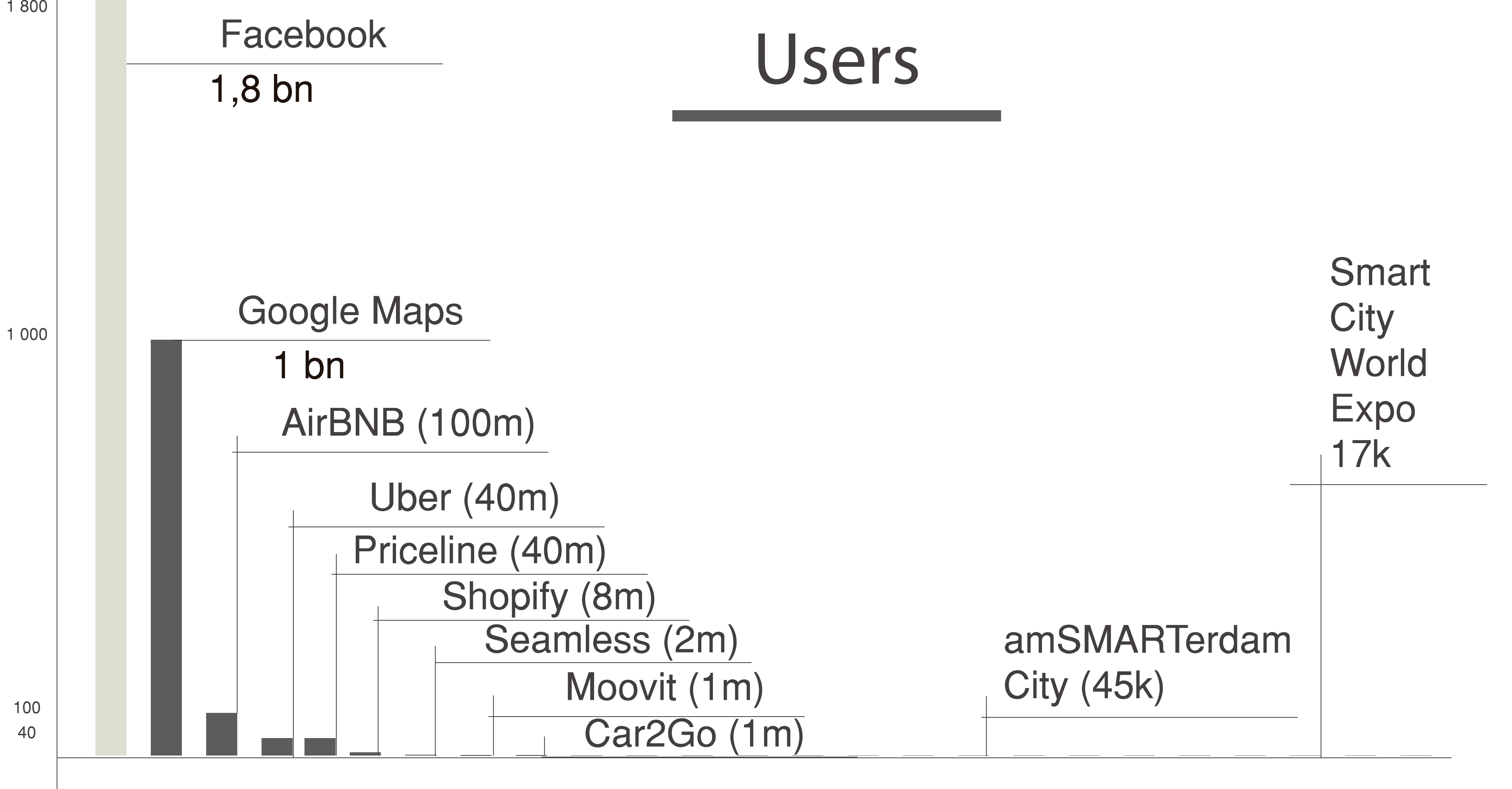


# Analysis

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1.1

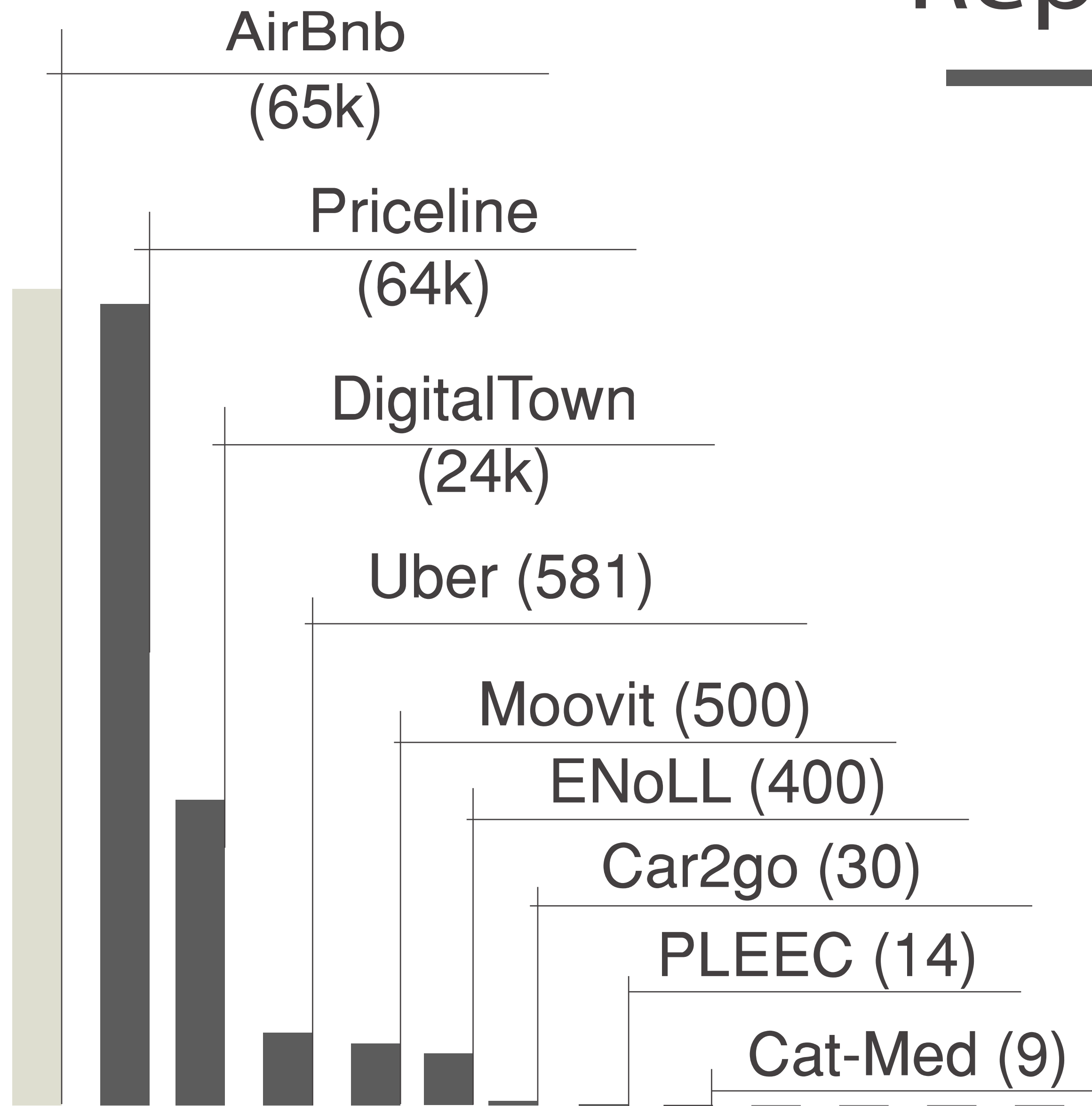
**Smart Solutions**  
long tail analysis



# Revenue



# Replicability



43  
projects for  
2+ cities



Source: Company statement and EU-smartcities projects



# Smart Solution Model

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The diagram consists of three overlapping circles arranged horizontally. Each circle has a white center and a grey outer ring. The background of the grey rings is a photograph of a city skyline, likely New York City, with a person's head and shoulders visible in the foreground of each circle. The circles overlap in a way that creates a central area where all three intersect.

**Users**

Generate  
**Revenue**

Finance  
**Replicability**  
Turning global effect



# Market Value

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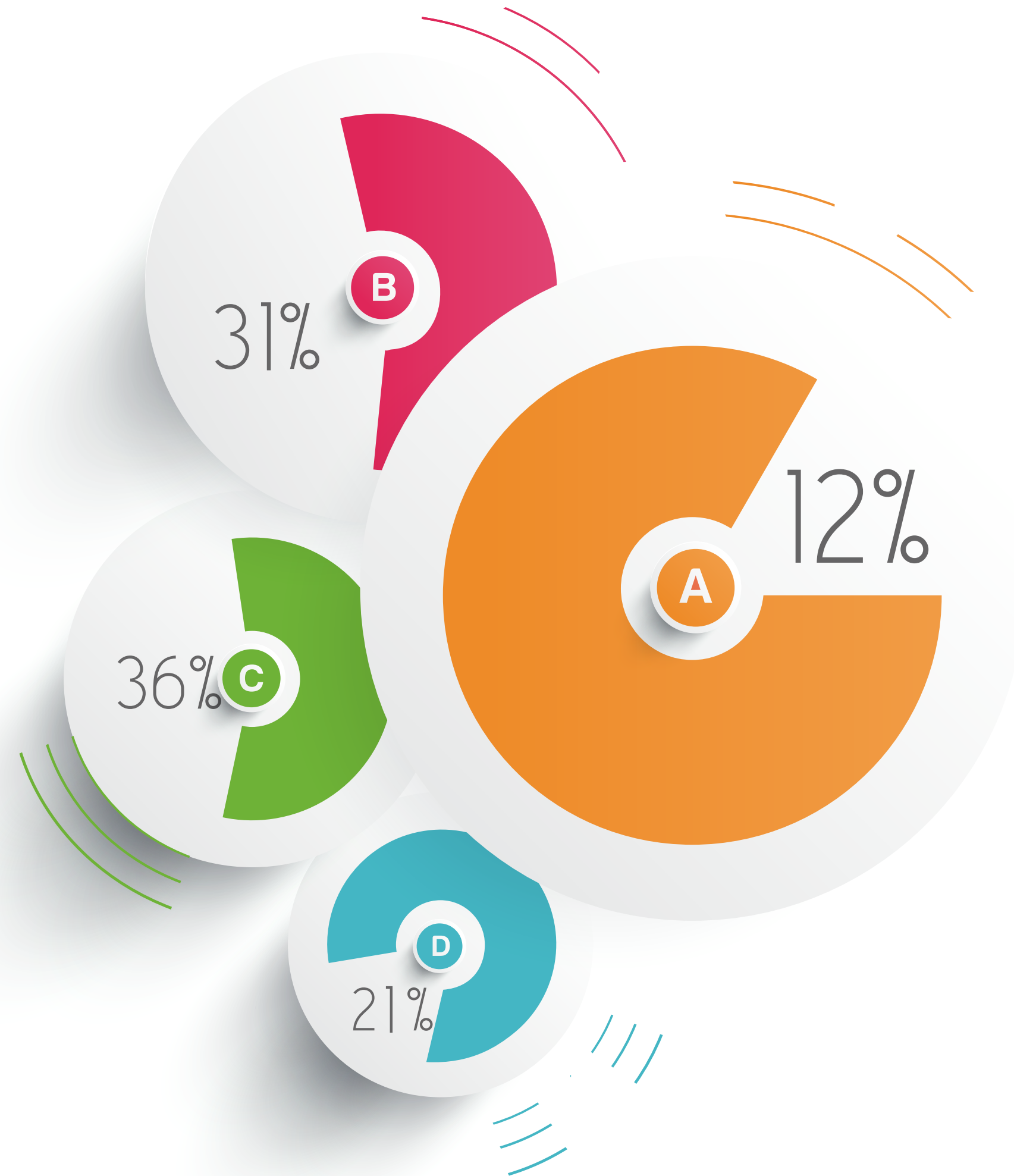


1.2

Investments in  
**Smart  
Solutions**



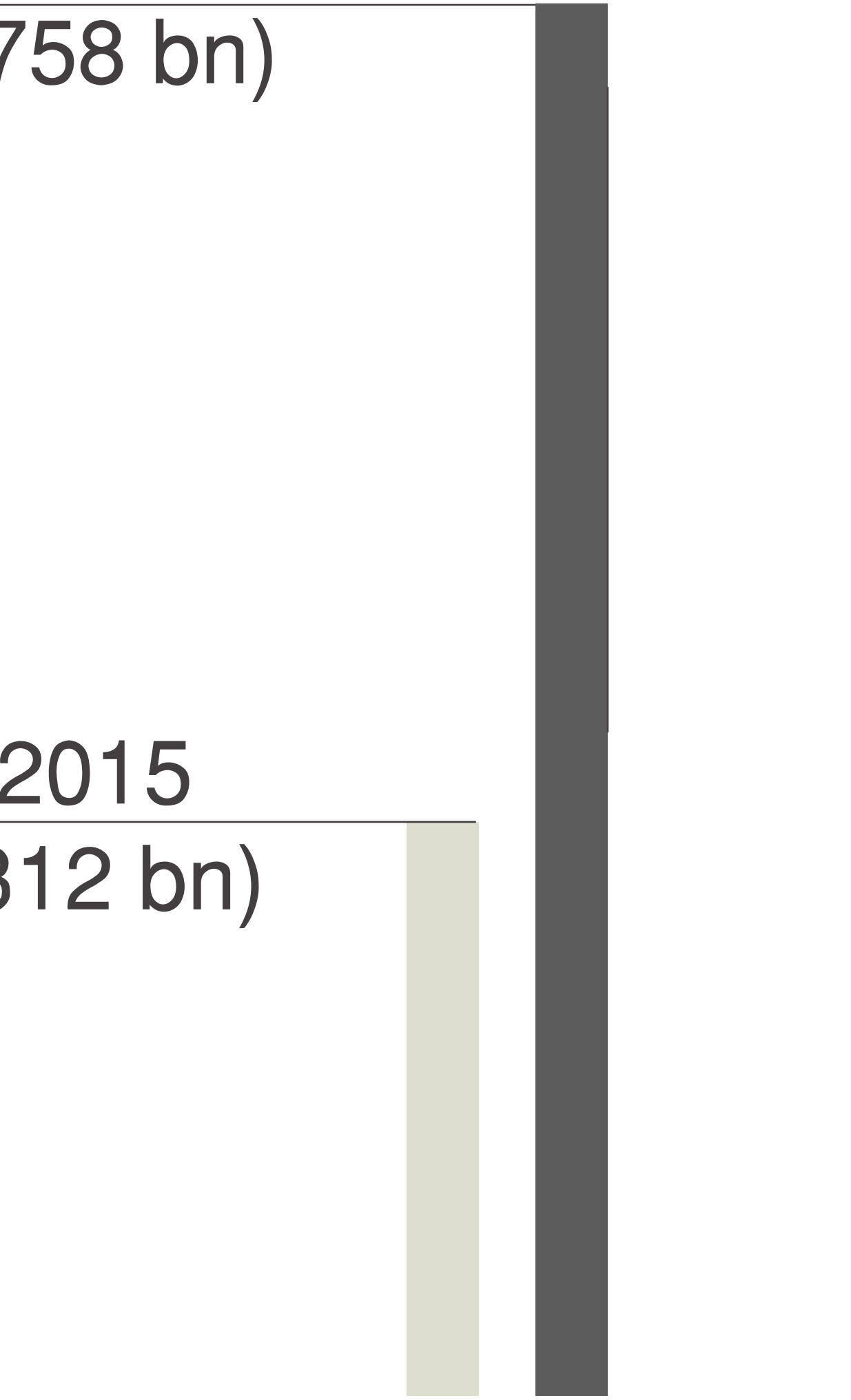
# Top-Down investments



- A Smart Citizen Services
- B Building
- C Utilities
- D Transportation

Y2020  
(758 bn)

Y2015  
(312 bn)



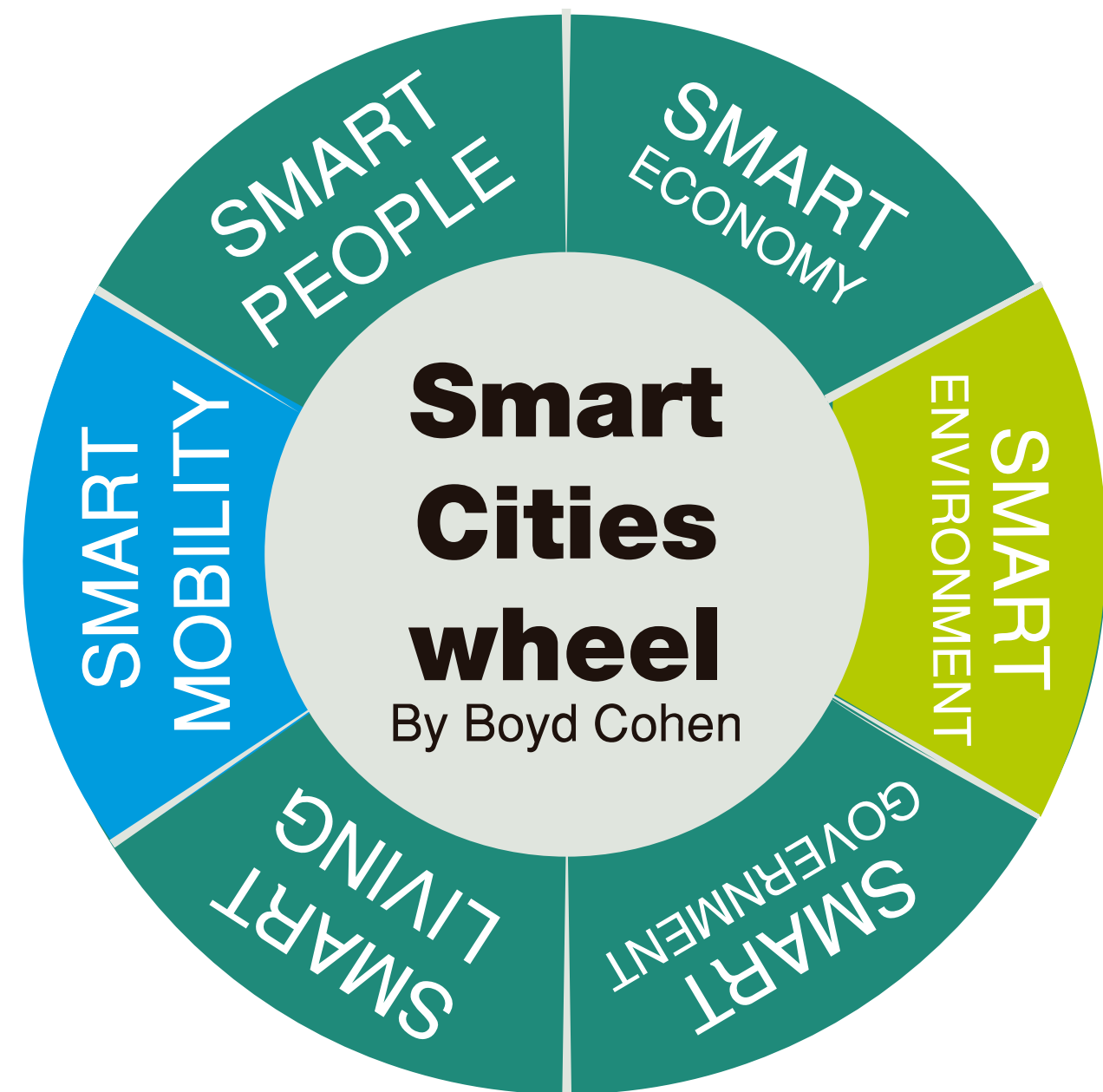
Source: Markets and Markets



# Top-Down Investment

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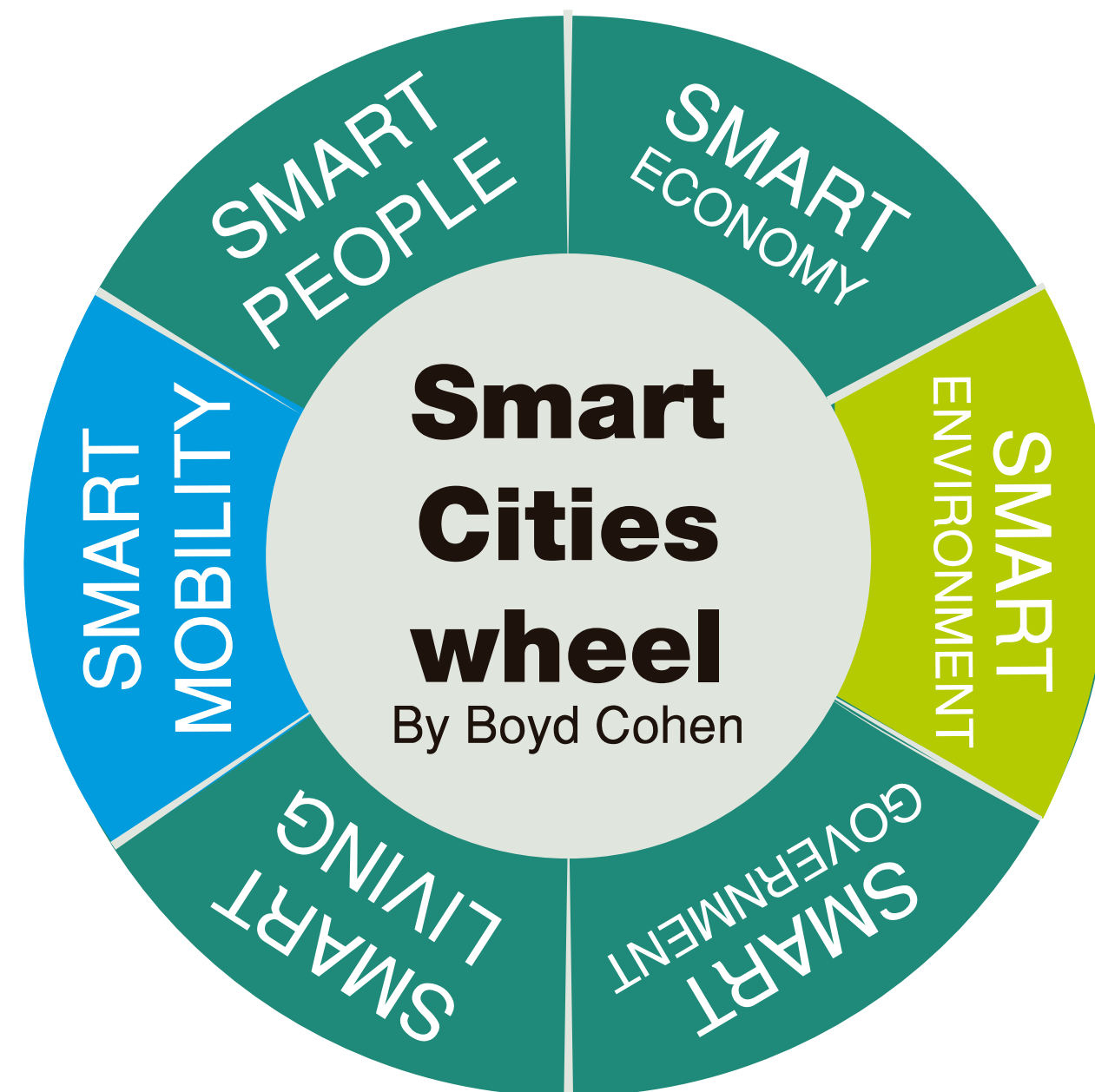
66%  
people-centric



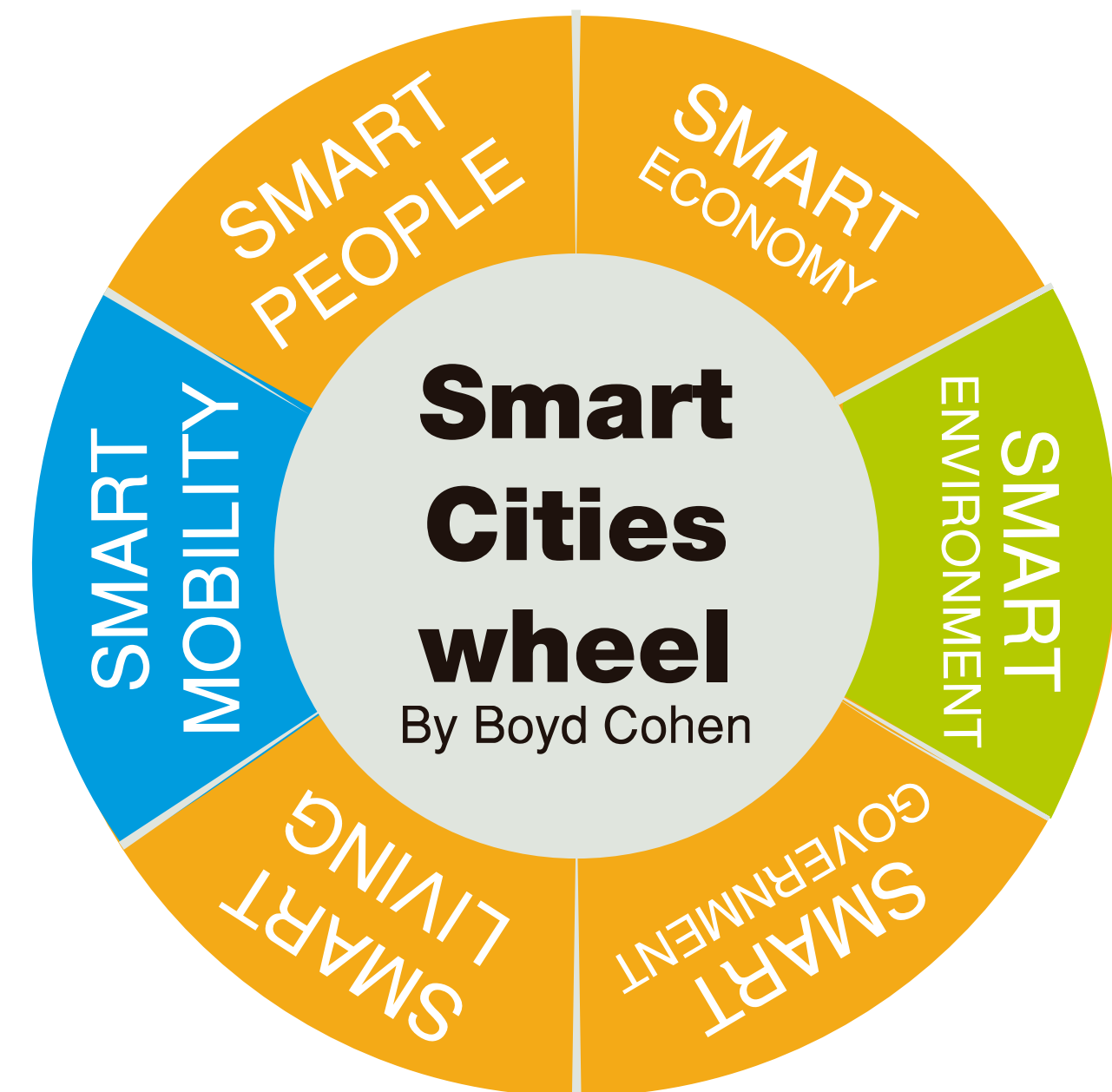
# Top-Down Investment

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66%  
people-centric



12%  
people-investment



37,4 out 312bn

# People Investment

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**Private sector  
(VC) invest on  
people-centric  
tech solutions  
with great ROI**

AirBnB  
Uber  
Amazon  
Priceline  
etc...







**CITY** OWNS THE  
ASSETS



# CITY OWNS THE ASSETS



4,027 bn  
urban population

1,5 bn  
houses



1,2 bn  
Cars



80%  
Global GDP





DIGITAL  
TOWN





# Extraction Economy

## UBER

The world's largest taxi  
company  
**OWNS NO VEHICLES**

## facebook

The most popular media  
owner  
**CREATES NO CONTENT**

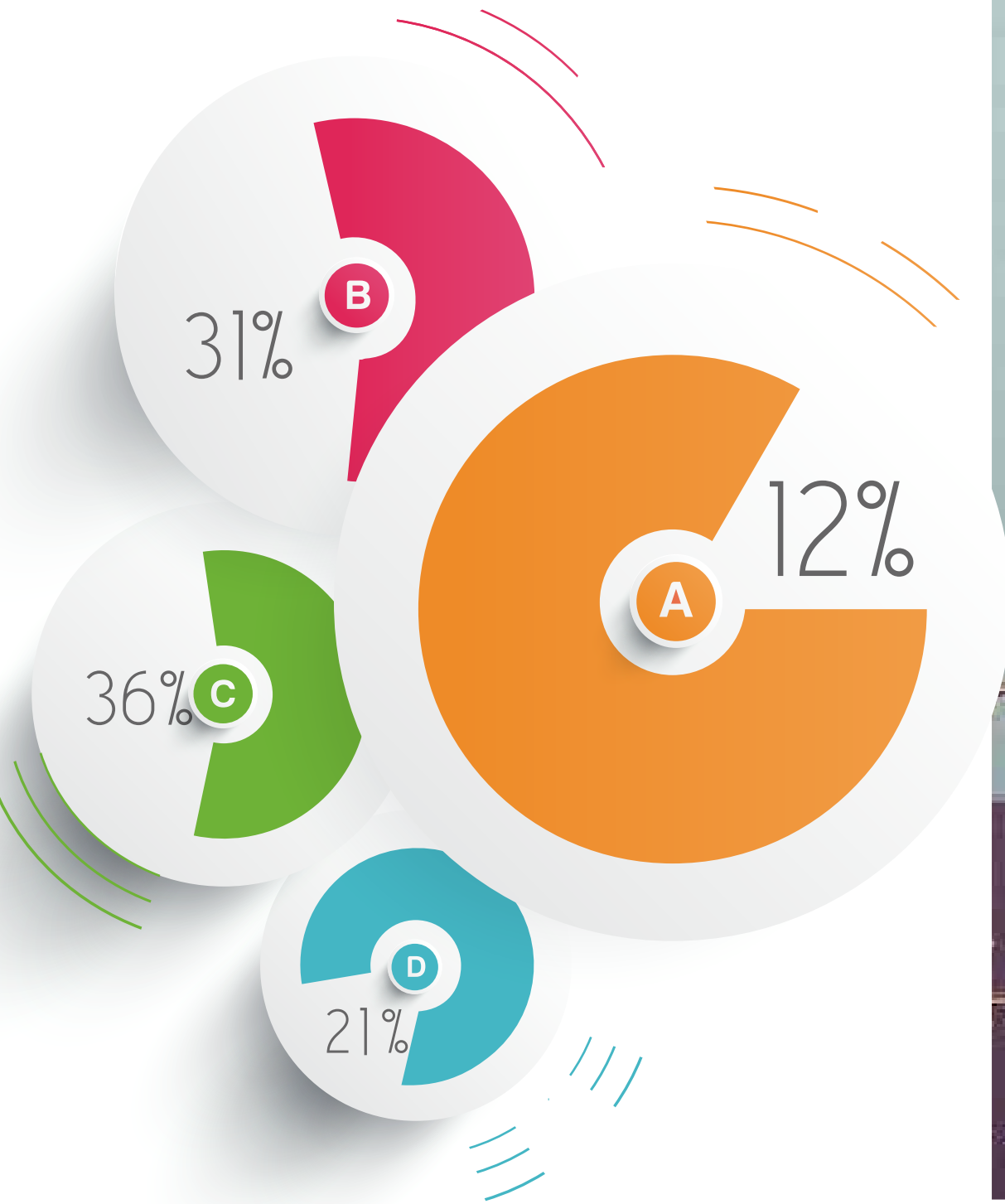


The most valuable retailer  
**HAS NO INVENTORY**



The largest lodging provider  
**OWNS NO REAL ESTATE**

# BETTER CITIES



## Top Down Investment

**Buy things not  
prepare city to  
prosper. Low city  
impact**

## VC Platform Investments

**Cities are being  
re-shaped and  
extractive economy  
is reducing local  
economy**





City has the special DNA  
City has the flavour  
City has the assets  
City has the market  
City has the people

# CIRCULAR CITY

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## ***City Digital Transformation***

A constant economic flow in the  
city for the city



# Best Practices

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First circular city implementation by DigitalTown: world leading platform cooperative



# Best Practices



## 02

Focus on London  
as umbrella  
branding for all  
local businesses





# Best Practices



# 03

Revenue from the city is invested in the city



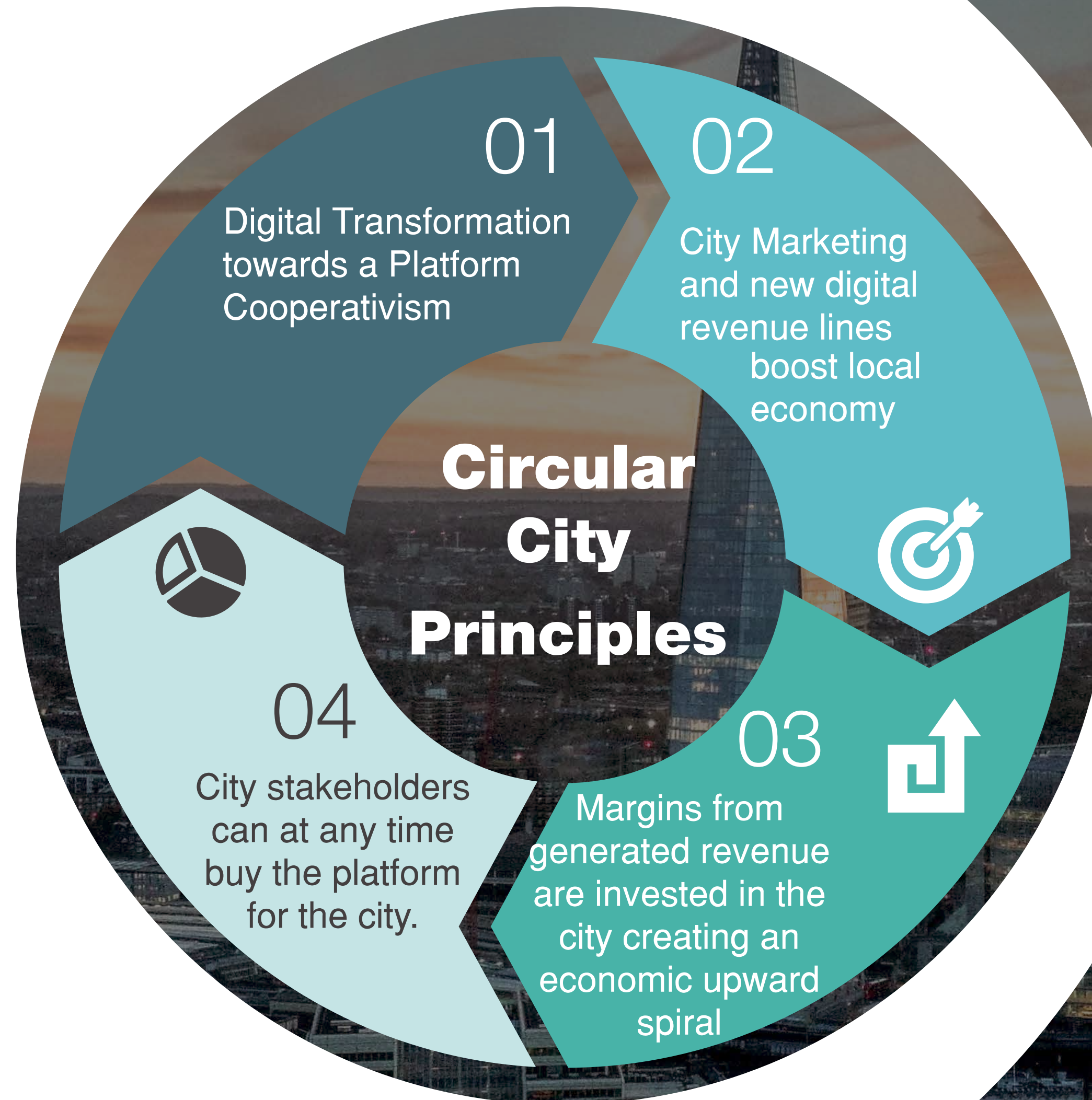


# Best Practices



# 04

All Stakeholders  
can own part of  
entire platform





For **BETTER CITIES**

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EU

**SMART CITIES** AND COMMUNITIES

For **BETTER CITIES**

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EU

SMART CITIES AND **COMMUNITIES**



Thank you



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