Enables viable Micro-mobility business through SaaS solutions

CityBeamer™ has created mobility SaaS infrastructures and applications which enable cost-reduction and margin improvement for micro-mobility systems. We help bike sharing companies operate a sustainable and profitable business.

Micro-mobility service providers are often faced with high cost and negative margins. CityBeamer™ will support the healthy business case by offering tools to reduce cost of logistics and maintenance and to offer apps and platforms which allow higher value-add services.

CityBeamer™ will reduce operational cost for micro-mobility providers by offering a platform service which can connect the demand from multiple micro-mobility service providers for logistics services like bike-relocation / maintenance / repair with service providers. This will enable pooled services and competition which will reduce cost.

CityBeamer™ also develops a service which enables bike-sharing for touristic city tours with typical features in the application which make it suitable for the tourist target audience. This service will have a higher added value and hence allow the micro-mobility service provider a higher margin.
### Competitive Advantages
- New logistics / maintenance brokerage platform which addresses a real pain for micro-mobility service providers
- New added value tourist service which will enable higher margins
- SaaS service which means that new features and functionality will be included
- Cloud based platform which ensures scalability
- White labelled application so you can apply your own branding
- Complete suite of services: CityBeamer™ can deliver smart locks, IoT platform, transportation service provider back office and user applications on Android and iOS

### Target Markets
- Direct: micro-mobility service providers (tourist service) and companies specialised in logistics and repair services (logistics and maintenance service platform)
- Indirect:
  - Tourists, tourist agencies, governmental bodies dealing with tourism
  - Municipalities with challenges in mobility and bike sharing systems
- Markets: primarily European markets with initial focus on NL, IT

### Leveraged Technologies
Next generation IoT devices will be used for connecting all scooters, bikes etc. to the existing Gravity IoT platform. This will be extended with BigData & AI for usage analysis, predictive capacity planning and condition-based maintenance. Distributed Ledger Technologies will be implemented for the OMoLe engine of the solution. Web and Mobile Apps for user facing interactions. The 4G and 5G technologies in NB-IoT and/or CAT M1 will be used for connectivity and positioning/tracking purposes.

### Road Map
<table>
<thead>
<tr>
<th>Year</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>Develop CityBeamer tourist application development and commercialisation. Logistics and maintenance platform 0.9 development and pilot.</td>
</tr>
<tr>
<td>2021</td>
<td>Further development of the logistics and maintenance platform and commercialisation in 2 markets.</td>
</tr>
<tr>
<td>2022</td>
<td>Expansion in multiple markets.</td>
</tr>
</tbody>
</table>

### Status/Traction
- Tourist application is in development with Bike.IT, TIM
- Logistics platform is in development with Datacon, TU Berlin and business logic is being discussed with several undisclosed micro-mobility providers

### Contact
Magrita Noordmans  
business developer CityBeamer  
e: Magrita.noordmans@innotractor.com  
t: +31653769451  
TivoliStraat 50 | 5017 HR  
Tilburg | Netherlands

---

CityBeamer is an innovation activity proudly supported by EIT Digital. EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile, 12-month projects called innovation activities. These activities are embedded in EIT Digital’s European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.

---

CityBeamer is an innovation activity proudly supported by EIT Digital. EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile, 12-month projects called innovation activities. These activities are embedded in EIT Digital’s European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.

---

EIT Digital is supported by the EIT, a body of the European Union.

eitdigital.eu  
@EIT_Digital  
EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile, 12-month projects called innovation activities. These activities are embedded in EIT Digital’s European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.

---

CityBeamer is an innovation activity proudly supported by EIT Digital. EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile, 12-month projects called innovation activities. These activities are embedded in EIT Digital’s European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.