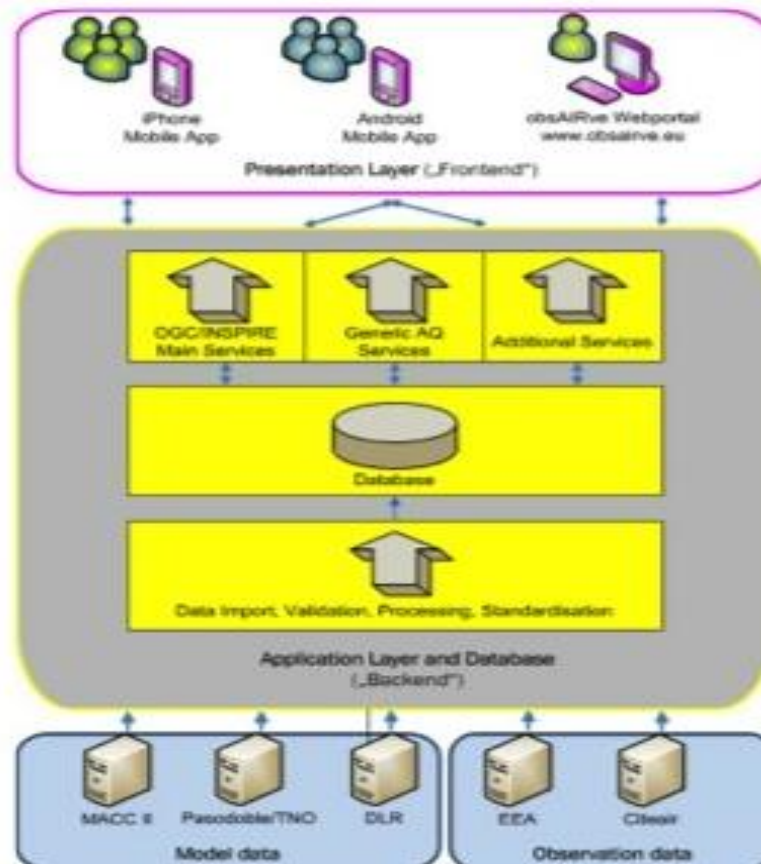




## obsAIRveYourBusiness (OYB) offer

obsAIRveYourBusiness  
Innova

# obsAIRveYourBusiness (OYB) service



## THE SUPPLY SIDE

- Main competitors offering downloadable AQ measuring tools are mainly concentrated in US and Asia where the high levels of pollution recall attention from the customers side.
- In Europe, the supply of AQ Apps data is significant in big cities (London, Paris, Bristol, etc.), but also at EU level: OYB App is downloadable for free and provides general AQ information.
- Need to combine local needs and standard measurements information and tools



# Main AQ Apps Competitors

Mobile APP	Geo	Smartphone vs PC	Payment method	Funding
London Air	London	YES	free	Public funds (King's College of London)
Philips Air	China	YES	free	Private funds
City Air	London and surrounding	YES	free	Public funds (King's College of London and London City)
Sussex Air	Sussex area	YES	free	Public funds (King's College of London)
<b>OYB</b>	<b>EU</b>	<b>YES</b>	<b>free</b>	<b>Public funds</b>
AirText	London	YES	free	Public Funds - EU
Europe Air	EU	YES	free	Public funds (maybe also public money)
Air Quality in Scotland	Scotland	YES	free	Public funds
AirboxLab	Requires login. Indoor air quality	NO	free	Private money
Visibility	Any	NO	free	Funded by University

## Competitors

**iSPEX app instructs participants to scan the cloud-free sky, assessing the impacts of atmospheric aerosols on environment and health.**



## Competitors

- iSPEX app instructs participants to scan the cloud-free sky while the phone's built-in camera takes pictures through the add-on. Each picture taken contains information on both the spectrum and the linear polarization of the sunlight.
- The measurements taken using the phone camera can provide information about the properties of the particles in the air, including the amount of particles, their size distribution and the type of particles.



## obsAIRveYourBusiness value proposition

- European geographical scalability
- Data set integration: satellite, traffic, land, ground station data
- Accurate forecasts with high resolution (1x1km to 500x500mt and even more performing : 15m)
- High market potential for a tailored service for PA :
  - Data analysis, Back-end and System Development ,Feasibility & Engineering and publishing
  - Cheap , simple and customized App Development and integration onto existing local Platforms

# obsAIRveYourBusiness SWOT Analysis

## → Strengths

- Ready to demonstrate : collection of real time traffic data (in Paris) through a network of sensors, providing an accurate and sophisticated assessment of the atmospheric pollution.
- Use of satellite data
- Forecasting & Now-casting AQ data
- Adaptation of the two models to the customer needs and data availability
- OYB demonstrator provides the Public Administration (i) the platform containing the data stored, (ii) the mobile application (front-end) where the information for the final users is displayed;
- Tailored set up service and easy scalability.

## → Weaknesses

- Investment needed : network of sensor for Paris model
- Continuity of data supply

## → Opportunities

- Increasing Citizens awareness about air pollution impact on health and the economic benefits

## → Threats

- Licence property issues and economics
- Non-homogenous data collection and availability among potential customers





# Marketing ~~implications~~ /1

- How does the air quality in my city compare with other cities? What time of year has the best air quality? Has the air quality in my city improved? Providing local air quality information, health-protective decisions about vacations or when moving to a new place has an economic value?
- Urban areas systems are developed against four key metrics: the comprehensiveness, timeliness, integrity and user-friendliness of their data.
- Add-on forecast emissions scenario analysis features (NINFA): identify smog events in advance in order to allow vulnerable residents to avoid exacerbating conditions



## Marketing implications/2

Assigning social and economic value to air quality



## Marketing implications/3

- The active involvement of citizens : pioneering of new forms of information sharing citizenship where participants carry out complex, simultaneous mass-measurements.
- User-friendliness and usefulness
- The availability of incentives to change behaviour and risk perception for this non-market amenity :
  - Associate to decision –support tools/ advice to citizens
  - Housing market is an indicator of economic benefits to to infer the implicit price function but the correlation between housing prices and particulates is still weak.
  - Quality indicators for tourists
  - Citizens protection in case of extreme events

## OYB market target 1/3

### → Two market targets:

- Open market (Users?) -> services are paid directly by the users! **(No! in our business case)**
- Local Authorities-> services are paid by Public Administrations! **(YES!):**
  - To meet citizens expectations to be informed about air quality and make right decisions when travelling;
  - To promote the change of behaviour of the citizens in polluted areas.
  - To define appropriate local environmental policies
  - To broaden the market utilization of AQ data and services

## OYB market target 2/3

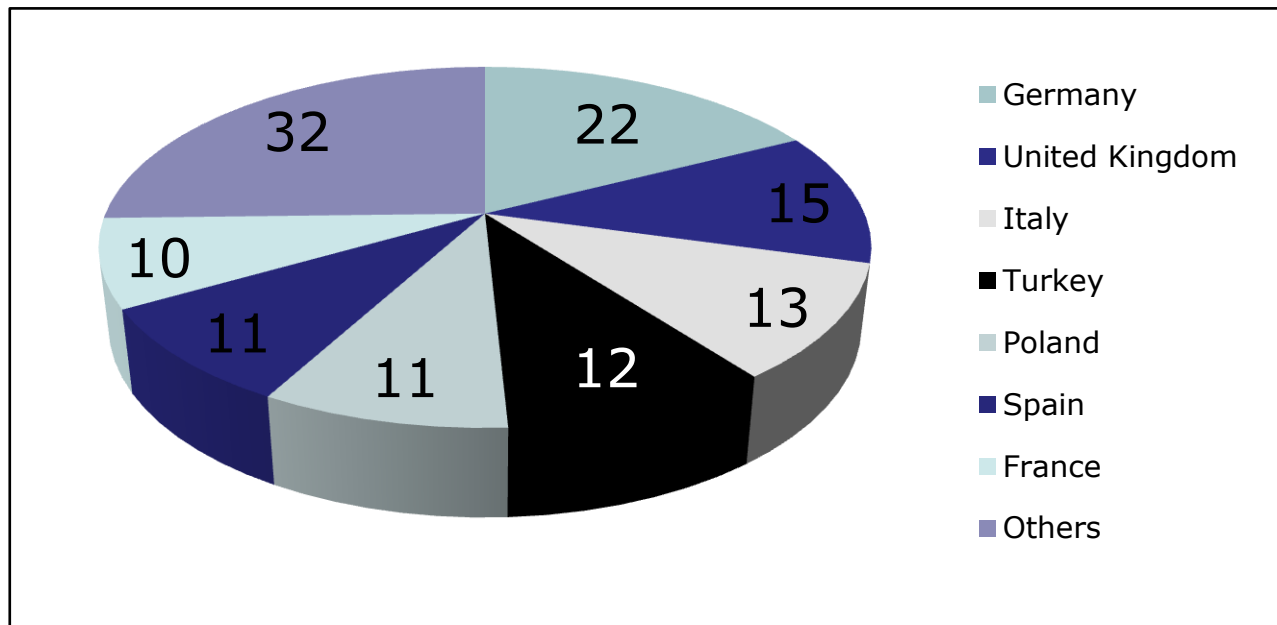
### → Local Authorities segments

Type	Segments
Local Authorities	Large/Medium Cities / Urban areas*
	Regions
	Nations
* Grouping more cities around the big one	

Air quality data collection and measurement is generally conducted at City/Urban area level therefore these authorities can be considered the direct customers of the OYB offer because they could be interested in making available the services supporting the initial cost to deploy it. These organisations are the real market target of OYB consortium partners that own the knowledge and the expertise to make the service available at local level.

## OYB market target 3/3

- Market size estimation: 126 metropolitan cities in Europe with a population equal or above 500.000 inhabitants!



Source: Eurostat, *Statistics on European cities*, [http://ec.europa.eu/eurostat/statistics-explained/index.php/Statistics\\_on\\_European\\_cities](http://ec.europa.eu/eurostat/statistics-explained/index.php/Statistics_on_European_cities), March 2015

## obsAIRveYourBusiness sales strategy 1/3

- Two possible sales strategies:
  - ***OYB as a solution using the model PaaS (Platform as a Service);***
  - ***OYB as an “in house” installation***
- In the model “in-house” customers buy the platform, with the model PaaS customers buy a service without managing the platform.
- PaaS models gives advantages: reduce infrastructure costs and facilitate the system scalability according to the market size

## obsAIRveYourBusiness sales strategy 2/3

- **OYB PaaS model : revenues stream**



According to this sales approach the revenues flow goes from Customers to OYB owners. According to the city policy Users may be asked to pay (some) OYB services.



## obsAIRveYourBusiness sales strategy 3/3

- *OYB in House model : revenues stream*



*In this sales approach the revenues flow is the same as PaaS, however what changes is the sale subject that is the entire platform installed at customer location and under its full responsibility.*

## obsAIRveYourBusiness organisation model

- ➔ Identify the legal framework OYB will use to collaborate:
  - A cooperation agreement?
  - A joint venture agreement leading to a new start up?

# obsAIRveYourBusiness organisation model

- ➔ Key elements of a cooperation agreement:
  - IPR definition among different partners;
  - Contractual rights and obligations
  - Sales geographical coverage (EU countries and cities)

## obsAIRveYourBusiness organisation model

- A joint venture agreement leading to a new start up?

