

CityZ

BUSINESS MODEL

Short description of your start-up/business idea:

CityZ is an innovative startup specializing in smart parking solutions. Our advanced adhesive sensors and cutting-edge computer system optimize parking space, simplify the lives of drivers, and contribute to reducing urban traffic. We integrate a multichannel approach, collaborating with existing navigation and payment apps to offer a comprehensive solution. With the ability to seamlessly integrate our system with electric charging stations, we are committed to making urban mobility more efficient, sustainable, and technologically advanced.

Company Stage:

Commercial launch,

Company Economic sector and Industry

(max 2 answers):

Automotive & Transportation, Energy & Utilities,

Company Technology

(max 5 answers):

5G, Internet of Things / Internet of Machines, Micro-mobility / Smart mobility, Self-driving car,

Target market (sector)

(max 5 answers):

Automotive & Transportation, Energy & Utilities,

Business Model in synthesis (B2B, B2C, B2B2C):

B2B

Describe your Sales & Marketing strategy:

CityZ adopts a dynamic Sales and Marketing strategy: Online Presence: - Robust website and active social media. - SEO optimization for visibility. Content Leadership: - Regular blogs on smart parking, urban mobility. - Establish thought leadership. Strategic Alliances: - Partnerships with municipalities and private operators. - Integration into existing urban setups. Events and Sponsorships: - Participation in smart city conferences. - Local event sponsorships for community visibility. Innovative Advertising: - Targeted digital ads. - Creative campaigns highlighting benefits.

Describe the competitive landscape and list your competitors:

Competitive Landscape: CityZ operates in a competitive landscape shaped by innovation in smart parking solutions. Key competitors include: ParkMobile: - Established player with a focus on mobile parking solutions. - Presence in multiple countries. - Emphasizes convenience in parking transactions. SpotHero: - Specializes in parking reservations. - User-friendly app for easy booking. - Targets both individual users and businesses. Flowbird: - Provides smart parking and transit solutions. - Emphasis on sustainable and efficient urban mobility. - Widely adopted globally. Park Assist: - Leader in camera-based parking guidance. - Emphasizes parking guidance for improved user experience. - Serves various industries, including retail and airports. Parking Sensor Manufacturers: Bosch: A global leader in sensor technology. Libelium: Specializes in IoT devices, including smart parking sensors. CityZ's Competitive Edge: CityZ differentiates itself through: - Adhesive Sensor Technology: Our unique sensor solution is non-intrusive and easy to deploy, reducing installation costs. - Integration Capabilities: Seamless integration with existing navigation and payment apps, enhancing user convenience. - Scalability: Agile systems that cater to diverse parking needs, from urban streets to specialized charging stations. - Data-Driven Efficiency: Advanced analytics for optimized space utilization, benefiting both users and operators.

PERSONAL DATA

Company name: CityZ

Country: IT

Province (Italy only): TO

City: Caselle Torinese

Postal Code: 10072

Website: www.cityz.it

Registered in Italian MISE Registro delle Startup Innovative / PMI Innovative: Yes

What Intellectual Property is attributed to the project? (Patents/Trademarks/Copyrights):

patent for the adhesive sensor and trademark for our logo and name

What Barriers to Entry other than formal IP has the project established?:

Here are some additional barriers to entry that a project might establish: Technological Expertise: Having a unique and advanced technological know-how that is difficult for others to replicate. Exclusive Partnerships: Forming exclusive partnerships with key suppliers, distributors, or other strategic partners. Economies of Scale: Achieving cost advantages due to a large scale of operation that new entrants would find challenging. Brand Recognition: Establishing strong brand recognition and customer loyalty that new entrants would struggle to match. Regulatory Compliance: Meeting specific regulatory standards or having proprietary knowledge of navigating complex regulations. Network Effects: Building a user base where the value of the product or service increases as more users join (common in social networks or platforms). Switching Costs: Creating products or services where customers would face significant costs or challenges in switching to an alternative.

FINANCE & ECONOMICS

Please fill in the table below with the key financial data of your company, including Last Balance Sheet and 5 Years Business Plan.

	Currency euro			
	2023	2024	2025	2026
Revenues	0	200000	1980000	8445000
EBIDTA	-20000	40000	1300000	7500000

CIRCULAR ECONOMY

Circular Economy Solution: Yes

DESCRIPTION:

CityZ proudly champions the principles of the circular economy, weaving sustainability into the very fabric of our innovative parking solution. At the heart of our endeavor lies a commitment to minimizing waste, extending the lifecycle of resources, and fostering environmental responsibility. Sustainable Materials: Our sensor casing is crafted from 100% recycled rubber, diverting discarded materials from landfills and giving them a new purpose. By utilizing recycled rubber, we contribute to the circular flow of materials, reducing the demand for virgin resources. Extended Product Lifespan: CityZ sensors are designed for durability, ensuring a longer lifespan. This focus on longevity aligns with circular economy principles, as our sensors resist premature obsolescence and the need for frequent replacements. Emission Reduction: By optimizing parking space utilization, CityZ minimizes unnecessary urban traffic. This not only saves time for users but also significantly reduces carbon emissions associated with vehicles circling in search of parking. Our system actively contributes to a cleaner and healthier urban environment. Holistic Urban Sustainability: Beyond efficient parking, CityZ envisions a holistic approach to urban sustainability. We recognize that our impact extends beyond individual parking spaces, influencing broader urban dynamics. Through reduced traffic congestion and emissions, we play a part in creating cities that are not just smarter but also more environmentally resilient. In addition to these sustainability initiatives, CityZ offers seamless integration with various urban infrastructure elements, including charging stations, logistics companies for monitoring truck KPIs, mobility companies, navigation systems, and more. This comprehensive approach underscores our commitment to driving urban sustainability and efficiency across multiple sectors.

Do you offer a solution that extends the Life of Products?: Yes

Do you offer a solution based on the use of Renewable Resources?: Yes

Do you offer a solution that improves Resource Efficiency and Effectiveness?: Yes

Do you offer a solution that uses Recyclable / Compostable Products? : Yes

Does your innovative technology enable Circular Economy models? : Yes

INTERNATIONALIZATION

Internationalization: Planned

Description :

Our international expansion strategy is built on key partnerships with leading companies in the mobility sector. Currently, we are in close talks with companies such as Yunex Traffic in Germany and the USA, as well as CAME Parkare in Europe and South America, showcasing significant interest in our innovative smart parking ecosystem. These strategic partnerships will enable us to accelerate our global presence, leveraging the local expertise and resources of established companies in different regions. In addition to our expansion efforts in Europe and South America, we are actively exploring opportunities in the United States market. With its vast urban landscapes and growing demand for smart mobility solutions, the U.S. presents a promising market for CityZ. By establishing partnerships with key players in the American mobility sector and showcasing the value of our smart parking technology, we aim to penetrate this market effectively. Collaborating with Yunex Traffic and CAME Parkare is just the beginning of our international expansion journey. We are committed to bringing our smart parking technology worldwide, enhancing urban mobility in a sustainable way and making cities more efficient and livable for residents and visitors alike.

EQUITY AND FUNDRAISING

Percent of Entity Ownership of the Founder/s: >51%

Last Post Money Valuation (if applicable): 3-5Mln

Capital Amounts Raised in Previous Rounds:
575.000

Current amount of Capital Seeking €:
2.500.000

in what timeframe:
12 month

Pre-Money Valuation:
15.000.000

Past significant milestones (up to 450 characters):

CityZ has achieved several significant milestones, solidifying our position as a leader in the smart parking industry. We were honored to receive the prestigious Peugeot Prize and were recognized as one of the top startups by the CNA National Award, underscoring our commitment to innovation and excellence. Our smart parking sensor, validated through extensive testing and TÜV certifications, represents a breakthrough in sustainable urban solutions. We take pride in our partnerships with major international companies, including our recent contract with Plenitude. Additionally, we are in the final stages of securing contracts with three Italian cities, highlighting the widespread adoption of our innovative technology. Furthermore, our collaboration with Movyon, a subsidiary of Autostrade per l'Italia, showcases our commitment to integrating our system with electric charging stations, contributing to a more environmentally friendly future and promoting sustainable urban mobility. Notably, CityZ recently emerged as the winner of the Municipality of Bologna's competition for the best innovative projects, marking a significant milestone in our journey as the first startup to achieve this recognition. These achievements underscore our dedication to driving innovation and transforming urban spaces for the better.

Resources needed beyond capital (up to 450 characters):

Beyond capital, CityZ requires strategic partnerships and collaborations to enhance market reach and implementation. We seek expertise in data analytics, IoT integration, and smart city development. Additionally, support in navigating international regulations and standards is crucial for successful global expansion.