

urbanomica

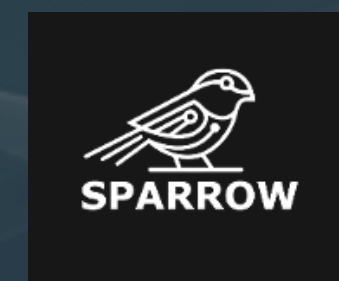
Blockchain based platform with an incentive scheme for sustainable urban development

\$URBN
hybrid token

aligned
with:



trusted by UN Standard



Our mission is to make cities a better place to live

“Urbi et Orbi”

Increase a global population’s awareness about harmful effect of pollutions and personal economic impact of responsible behaviour



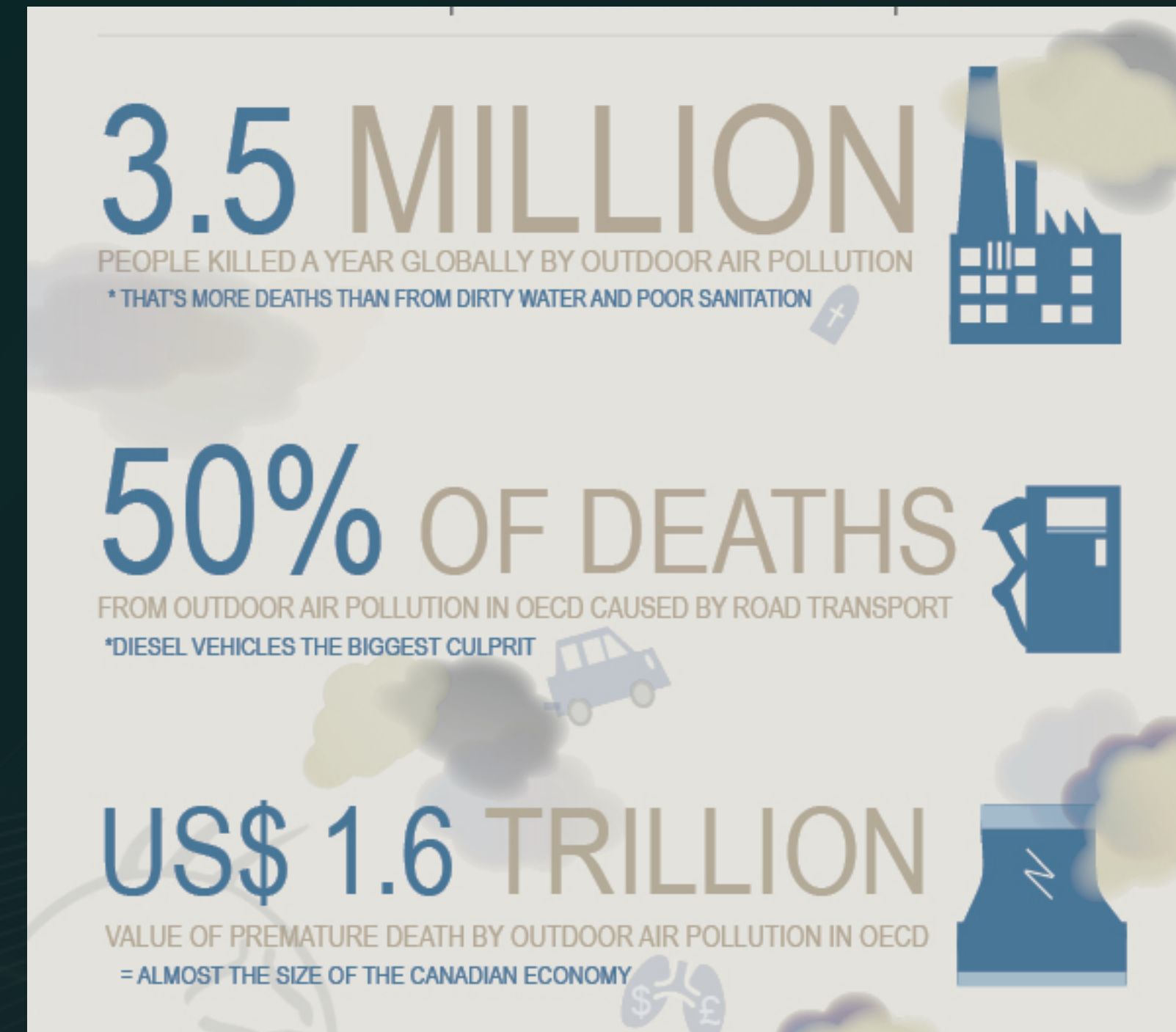
Target
11.6:
Special attention
to air quality

Target 13.2:
Integrate climate
change measures

URBANIZATION CREATES MASSIVE PROBLEMS

CITIES ARE NOT PREPARED FOR INCREASE IN AIR, NOISE AND OTHER POLLUTION.

Economic costs of outdoor air pollutions deaths by 2060 – USD 2.6 trillion annually (sick days, medical bills and reduced agricultural output).



TAXPAYERS' MONEY FAILED URBAN INITIATIVES

Municipalities
Cities Services
Cities Business

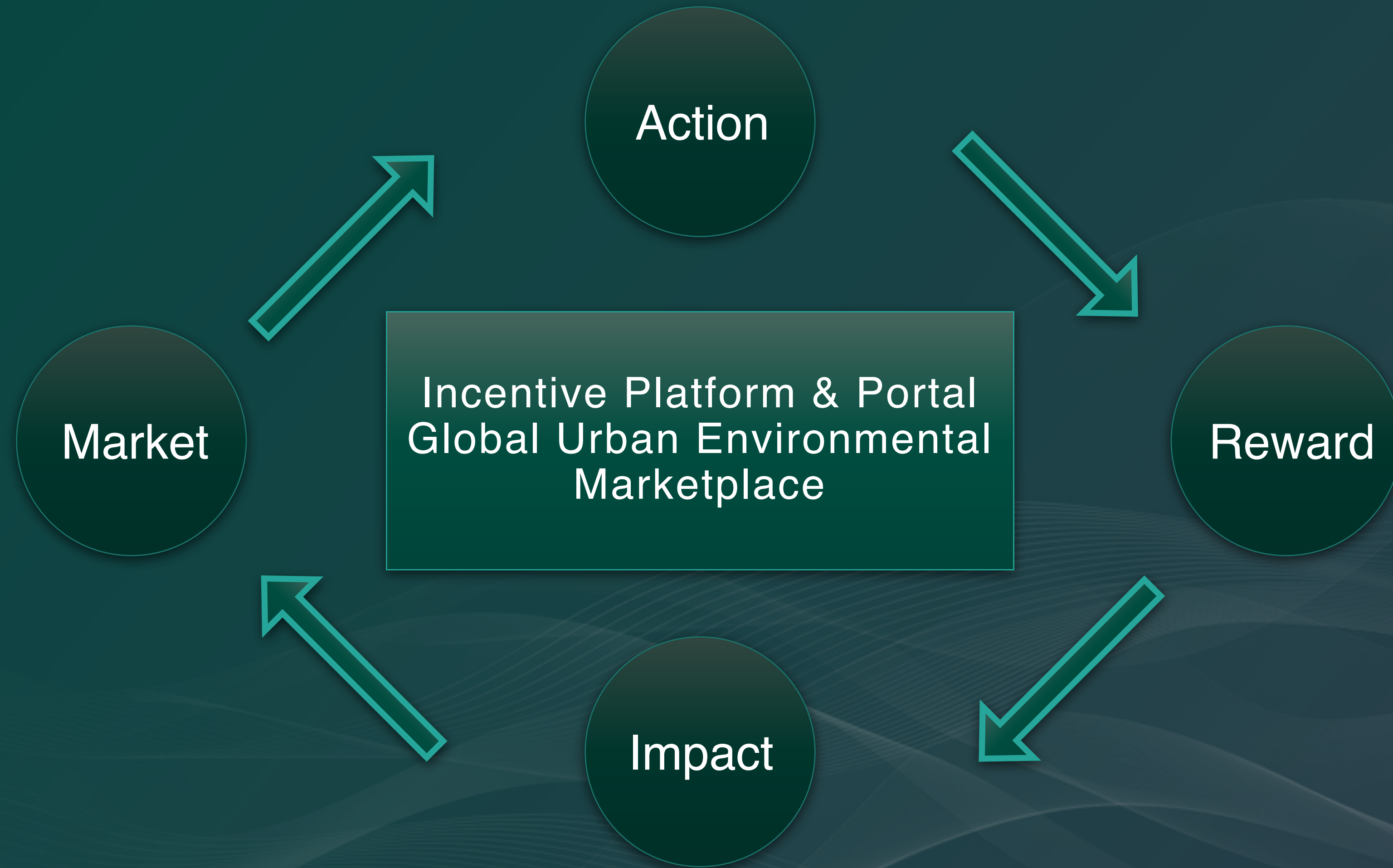


Environmental
Data Providers
Innovations



Pro-Active &
Responsible
Citizens





Solution

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URBANOMICA
Tuesday, 10 Feb, 2020

David Dupont
Le Flon, Lausanne.

10 URBN
1000\$
Your total assets

Withdrawal Earn Refer

\$URBN 0.68538379
Urban Coin \$104.66

26 AQI air acceptable
26° weather
76dB noise

Challenges

Get 20 URNB
Reduce Air Pollution at Le Flon, Lausanne

Get 20 URNB

more >

URBANOMICA

CHALLENGE
10 Feb, 2020

Reduce **Air Pollution** at Le Flon, Lausanne

Get Reward (20URBN+)

Start : 23/03/2022 End: 23/03/2022

Days :

Agree And Go

After confirmation URBN shows more coins in the wallet (+20)

URBANOMICA

CHALLENGE
10 Feb, 2020

Reduce **Air Pollution** at Le Flon, Lausanne

Get Reward (20URBN+)

Start : 23/03/2022 End: 23/03/2022

Days : 10 days

Expenditure breakdown
This week -20.0%

Wk Mn Yr

Agree And Go

After confirmation URBN shows more coins in the wallet (+20)

URBANOMICA

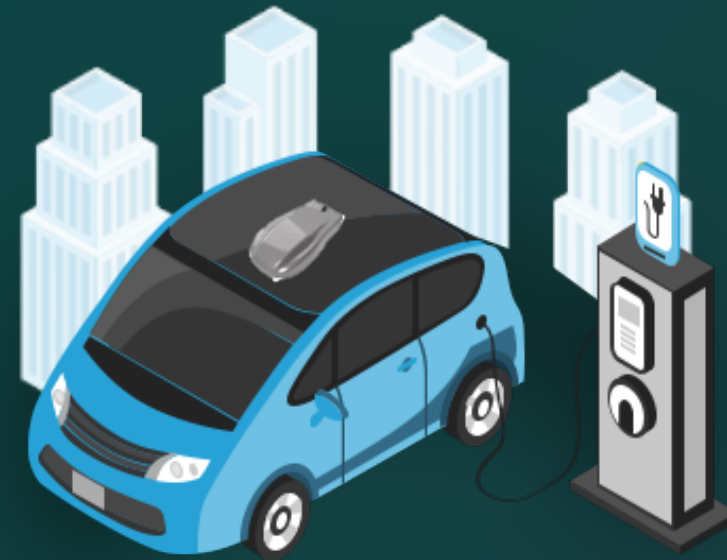
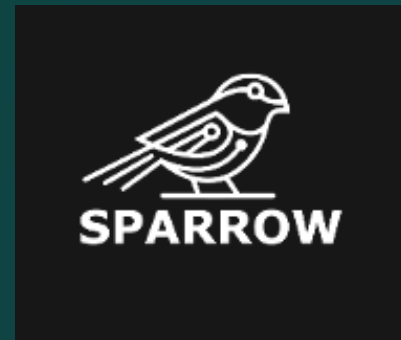
Get 20 URBN
Reduce Air Pollution at Le Flon, Lausanne
Le Flon, Lausanne.

CHALLENGES
10 Feb, 2020

- Reduce **Air Pollution** at Le Flon, Lausanne
Posted on: 23/03/2022
- Reduce **Noise** at Le Flon, Lausanne
Posted on: 23/03/2022
- Reduce **Air Pollution** at Pully
Posted on: 23/03/2022
- Reduce **CO2 Emission** with Quambio

Case study - Incentive Model Citizen B2B - Reward for actions

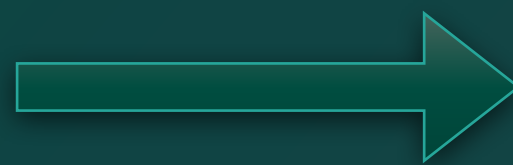
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Incentive Platform & Portal
Global Urban Environmental
Marketplace

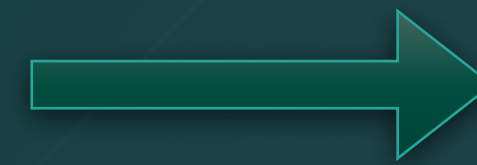
06:00-08:00 am

Heavy Traffic
Air & Noise Pollution
Road Problems



Measured by Sparrow

Heavy Traffic
Air & Noise Pollution
Road Problems



Request to Urbanomica Platform

Reduce Traffic at give time
Reduce Air & Noise pollution
Measure Impact



Demand for Pro-Active Behaviour.

LOCALS

Reward for Action - \$URBN

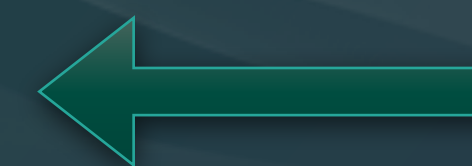


Proof of Impact - by Sparrow



Action

3 x week / car @ home



Spin-off from Sparrow.city

Government Grade company leading standard for Urban Measurements Methodology at ITU-T SG20/Q7

Technical Architecture is finalised and Dev Team being defined

Creating partnership with different Stakeholders: Cities, Politicians, Media, Data Hubs

Establishing broad academical and financial support

Agreement to work on PoC in collaboration with E4S

Innosuisse Impulse II project with EPFL

Math Model for "Fair Rewarding System (Incentive Scheme)" for linking Impact and Rewards



Maxim Interbrick,
CEO (co-founder)



Olga Konchenkova
COO (co-founder)



Christoph J Ebell ,
CTO, Technical Advisor



Florian Ducommun
Legal Advisor



Frédéric Dreyer,
Innovation Advisor

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Appendixes



B2G

Municipalities & Government
Environmental Experts

B2B

Energy & Oil Giants
Micro-Mobility
Real Estate
Retailers and Local business
ESG Companies

B2C

Pro-Active, Responsible Citizens
Tourists, Dwellers



Benefits

- Ability to execute measurable Initiatives
 - Finally, better communication with citizens
 - Constant monitoring and evolution
-
- Easy access to environmental platform
 - Unlimited number of clients
 - Tailor promotions
 - Benchmark for pricing and planning
-
- Access to environmental platform
 - Access to micro-mobility
 - Multiple usage of token for payment
 - Rewards for responsible behaviour
 - Measurable actions

Solution

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MUNICIPALITIES

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**Incentive Platform & Portal
Global Urban Environmental
Marketplace**

IOT DATA PROVIDERS

Demand for
Pro-Active
Rewarded
Support

ESG BUSINESS

Environment
Constantly
Monitored

Incentive Reward
Pro-Active Behaviour

Access for
Incentive
Platform

**\$URBN
wallet**



CITY BUSINESS

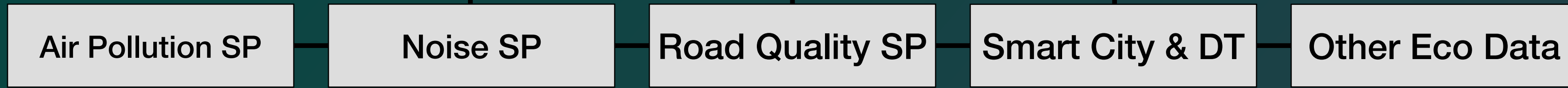
Engaging Local Economy

CITIZENS





Smart and Sustainable Cities



\$URBN - Incentive Reward for Measurable Actions



City Residents | ESG Business

\$URBN Wallet

Governmental

Local Business

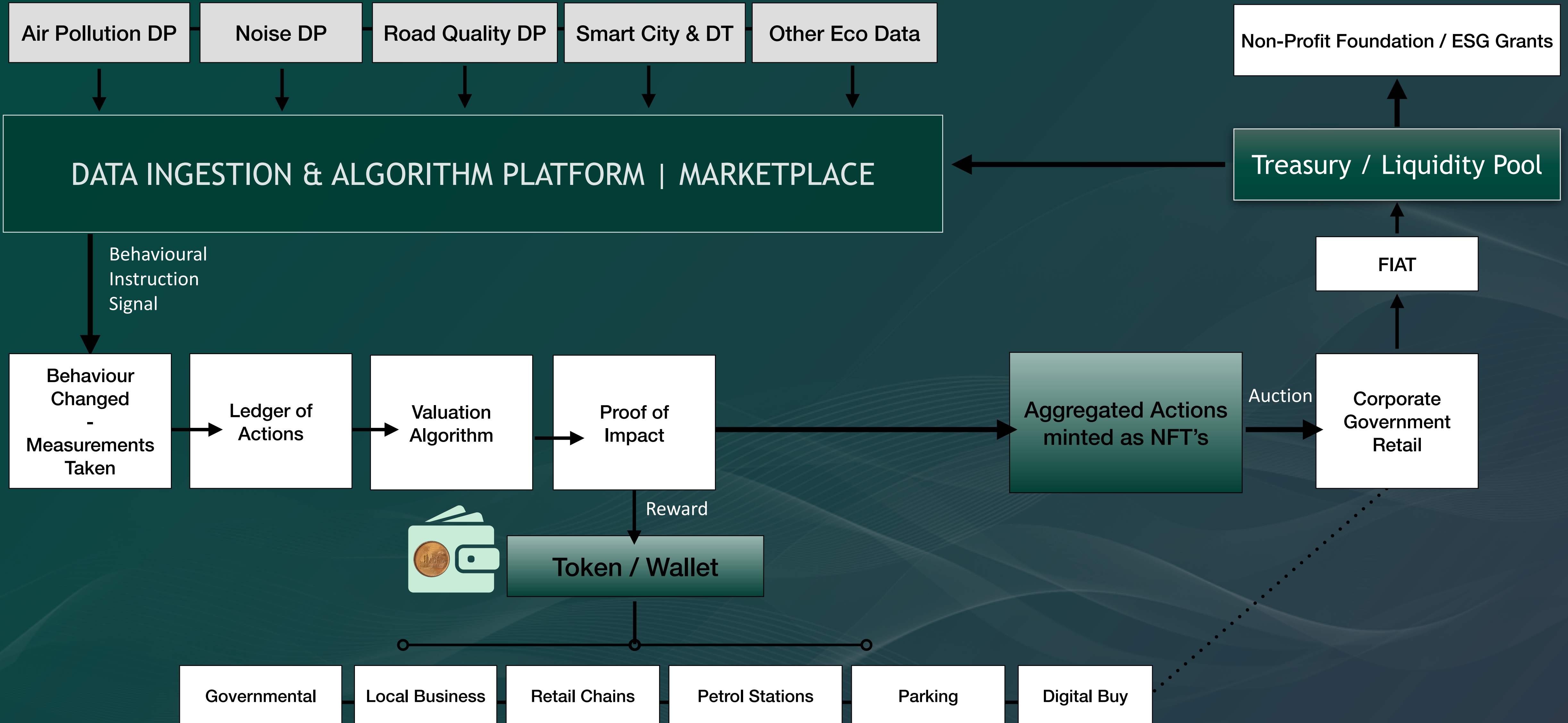
Retail Chains

Petrol Stations

Parking

Digital Buy

Urbanomica Platform Technology



Value Accrual



Treasury | Liquidity Pool

Purchase tokens
Aggregated measurable
actions as NFT

Grants
Non-Profit Foundations

Crypto Exchange

Urbanomica Platform
Data Providers
Remuneration for staking

Access to Environmental Data
Can be used as a benchmark

Real Estate Agencies,
Booking.com, Airbnb

Energy companies
(BP, Shell, Socar etc)

Other Digital Buy | Crypto
Exchange

Users | B2B

Retail | Local Economy

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Rewards for
Responsible Behaviour

Users B2B

Payments for accommodations,
pricing depending on urban
parameters

Payments for fuel,
CO2 tax as a part

Tailored promotions

