



# DECENTRALIZED AI-BASED TRAFFIC OPTIMIZATION FOR A FRACTION OF A FULL-FLEDGED ATMS PRICE

# IMPACT OF CONGESTIONS

547 years

Lost time in EVERY 30 minutes trip

99%

Fixed timing traffic lights

4 100 000

Metric tonnes CO2 emission

due to traffic congestions

# NON-SMART COMPLEX CITIES CONSUMING

5-10

stakeholders

10+ integrations

existing  
infrastructure  
replacement

\$70M - cost of

Automated  
Traffic

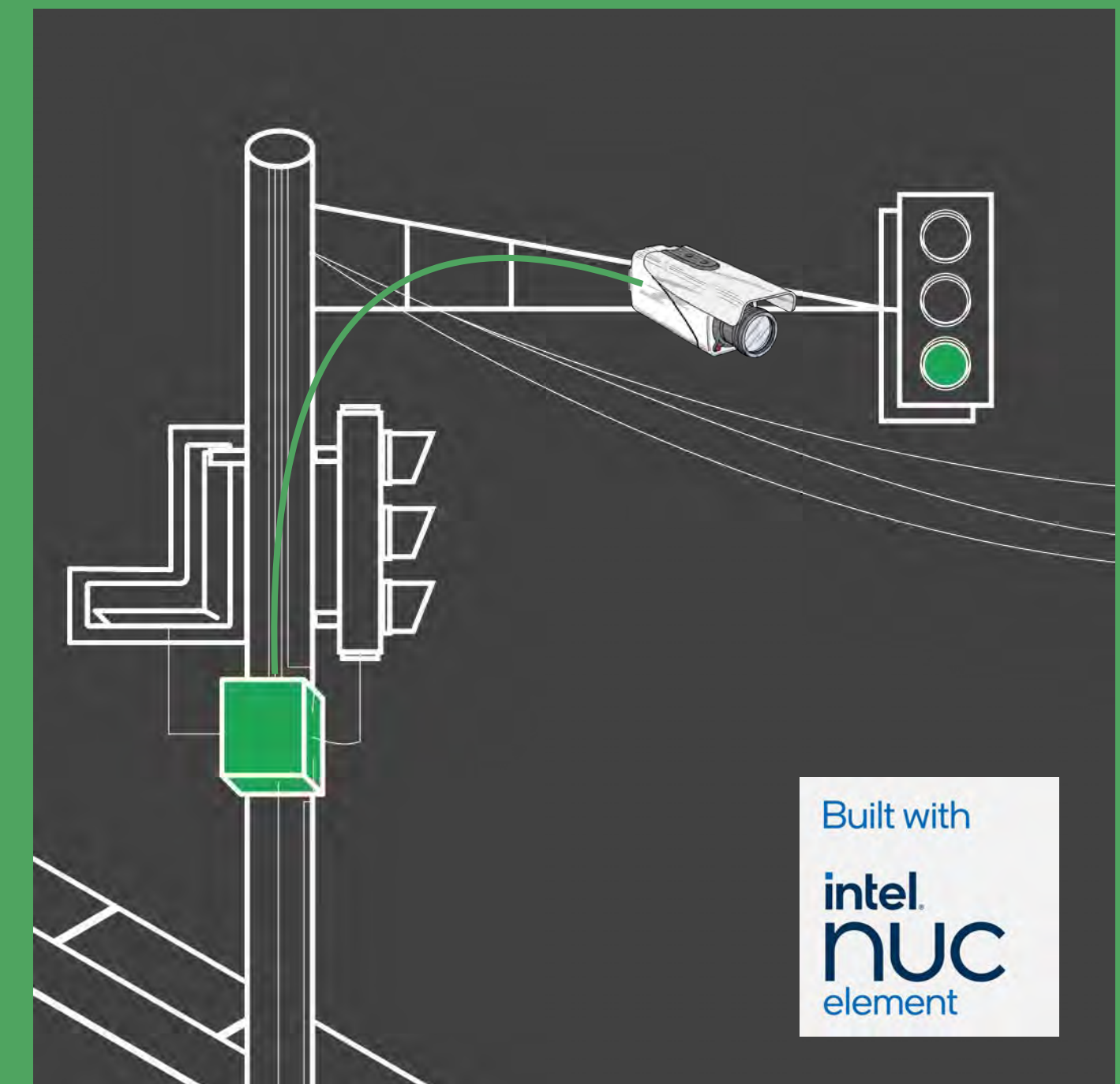
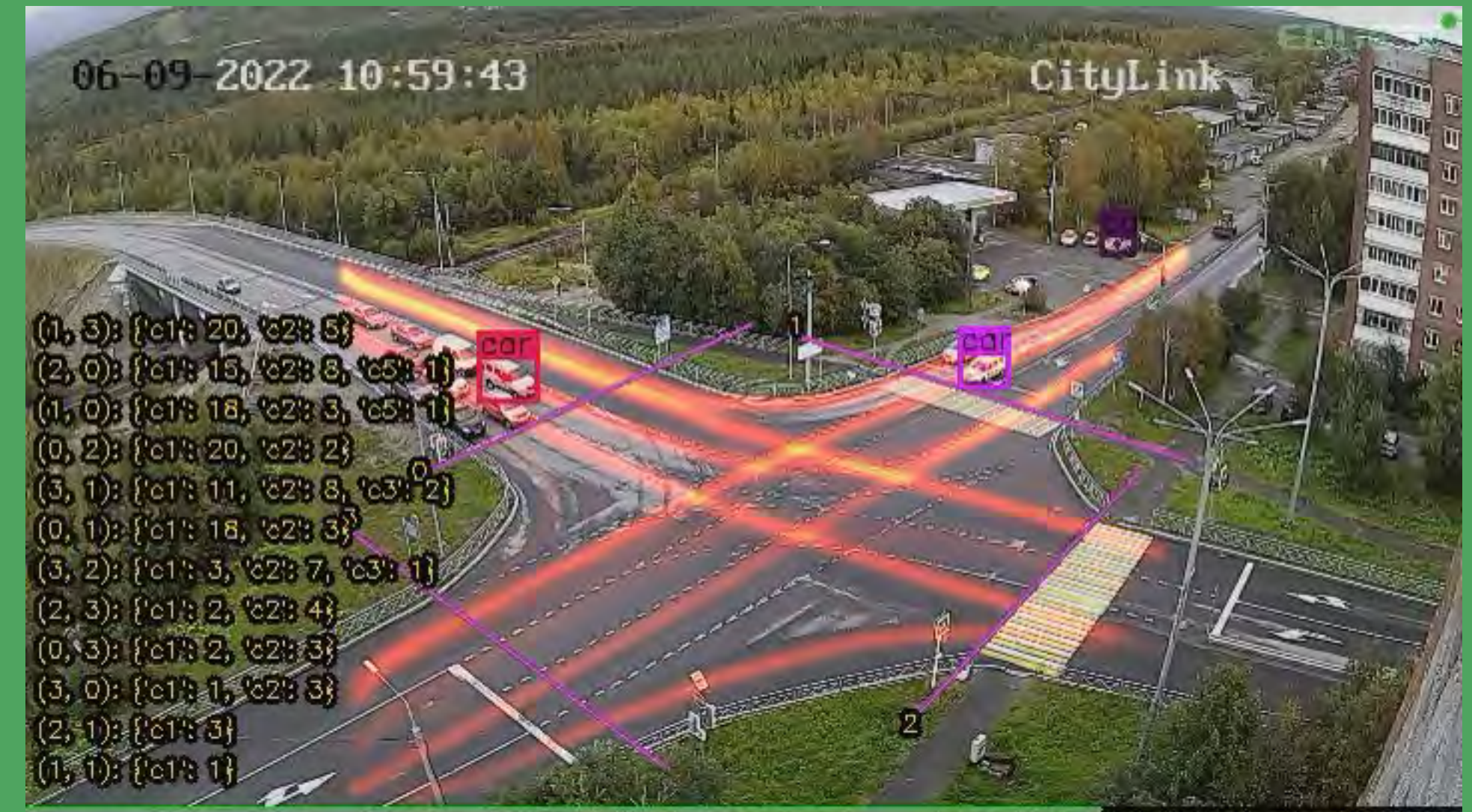
Management  
System  
deployment

7-8 years -  
average  
project time

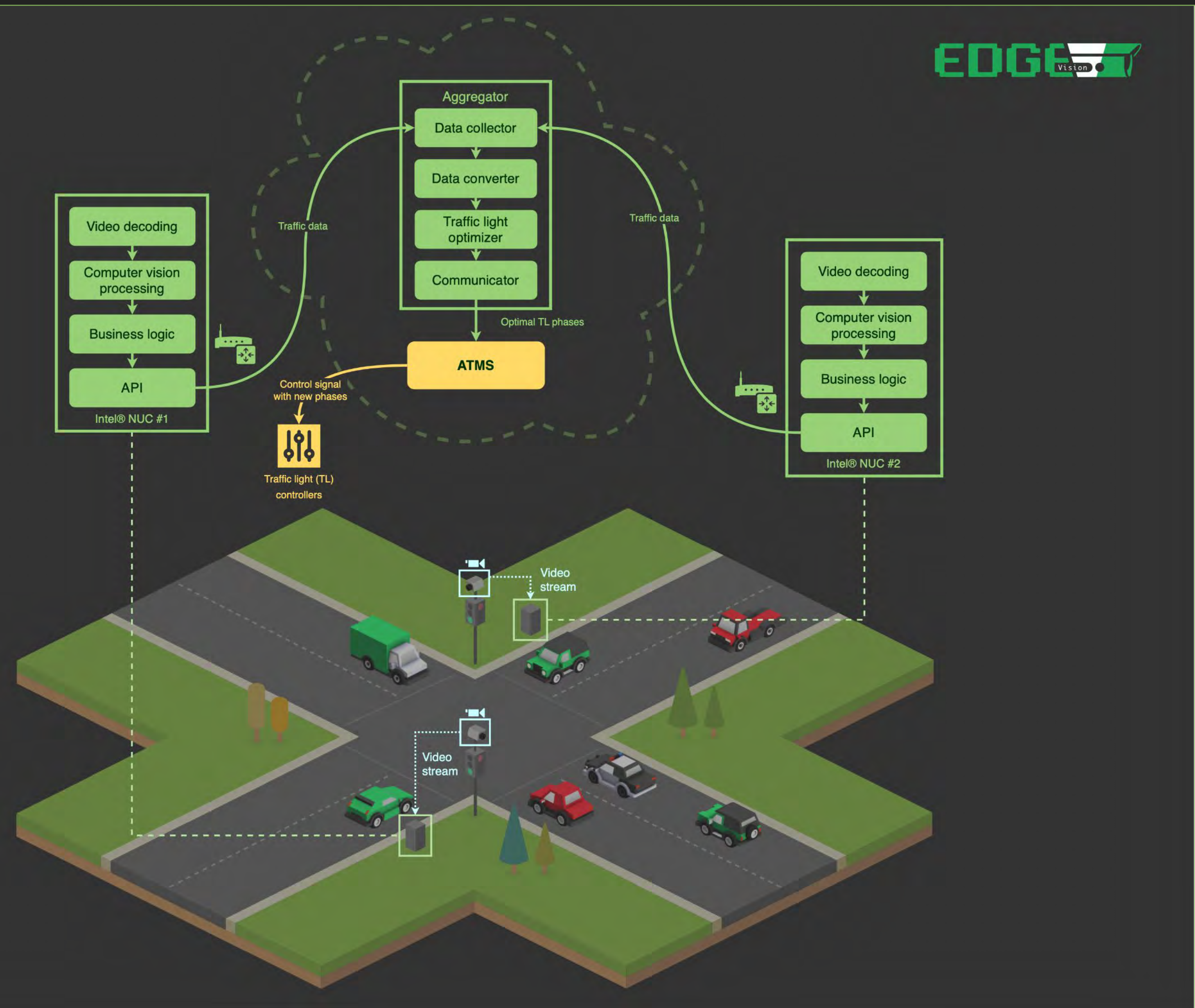
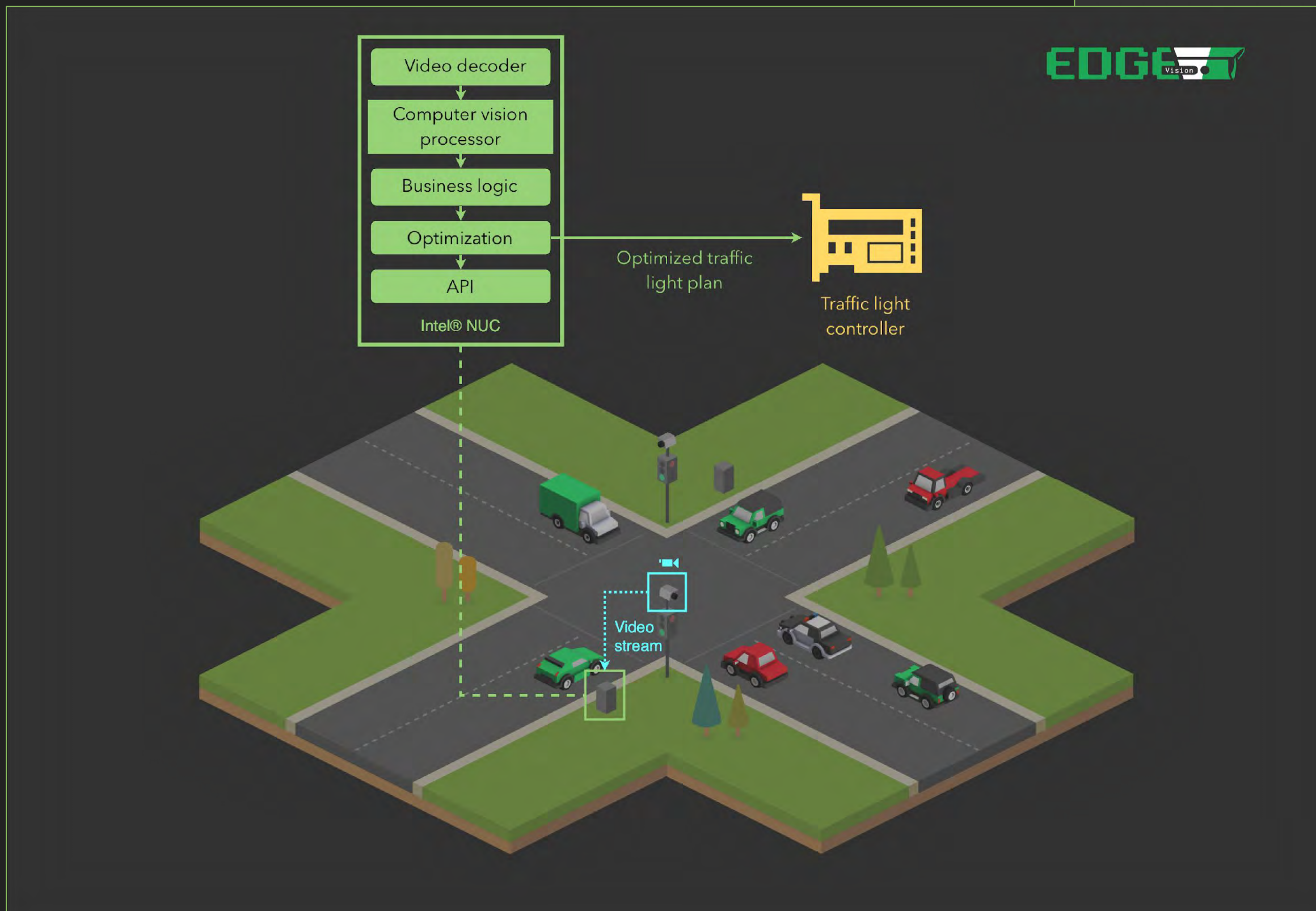
# SOLUTION

## DECENTRALIZED AI-BASED TRAFFIC OPTIMIZATION FOR A FRACTION OF A FULL-FLEDGED ATMS PRICE

- ▶ Works with any IP camera
- ▶ No personal data stored on device (GDPR compliant)
- ▶ Real-time data processing
- ▶ No GPU required
- ▶ No fiber-optics required
- ▶ No ground work required



# HOW IT WORKS





## “CONSTRUCT” YOUR SMART CITY

- ▶ Ability to launch system locally on any intersection
- ▶ Seamless integration with ATMS operating in the city (if any)
- ▶ AI based traffic lights optimization
- ▶ Deployed in weeks
- ▶ Baseline for connected vehicles



# BUSINESS MODEL

## PILOT PROJECT

- ▶ One intersection
- ▶ 1-2 single board computers
- ▶ Up to 6 cameras
- ▶ Up to 10k USD expenses

## LICENSE

- ▶ 20k USD per intersection in avg.
- ▶ 9 intersections per client per year in avg
- ▶ 135k USD revenue per client per year

## SUBSCRIPTION

- ▶ 500 USD per month per camera
- ▶ 100 cameras per client in avg.
- ▶ LTV - 3 years
- ▶ 600k USD revenue per client per year

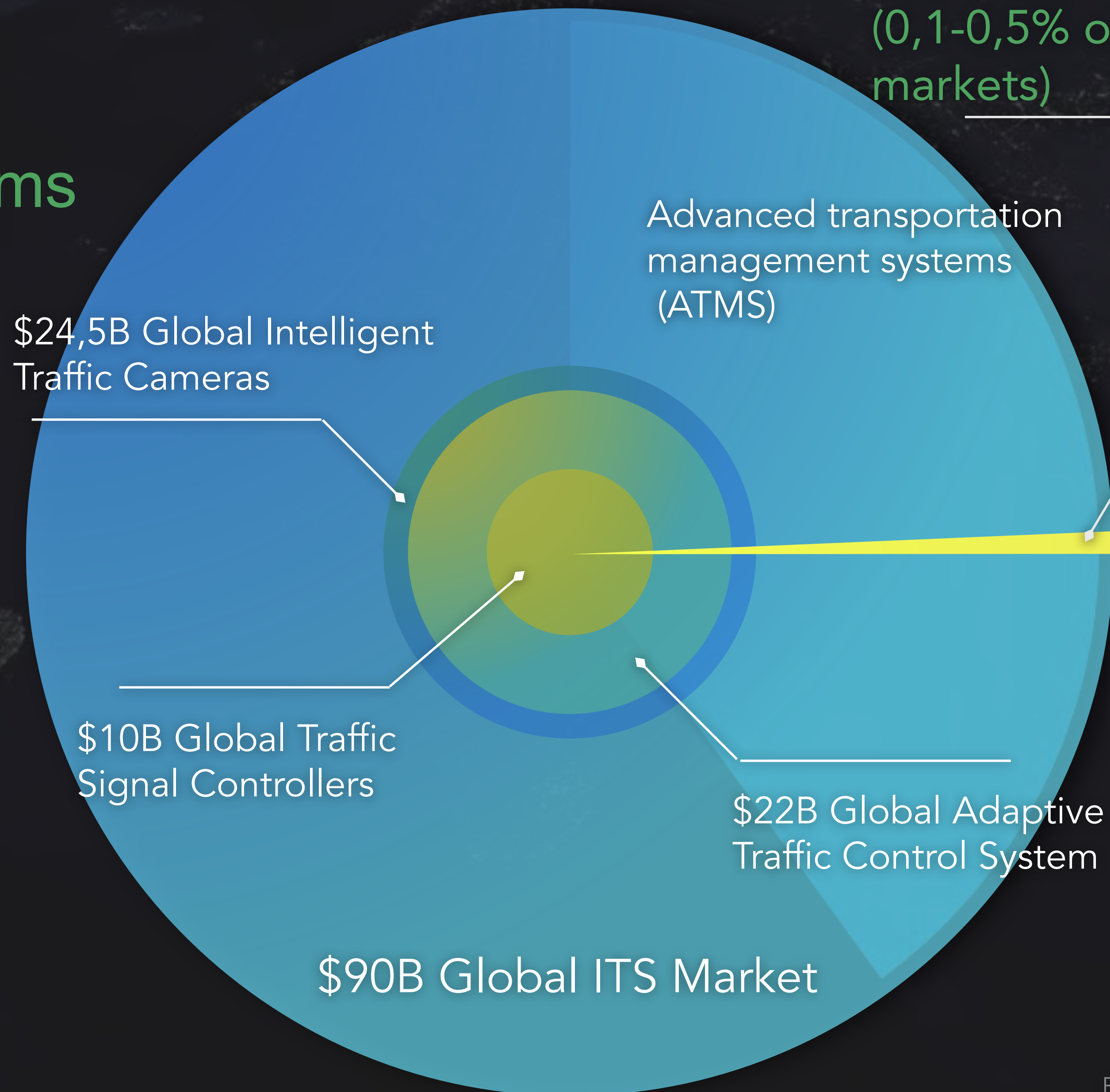
SSO



# MARKET

## Intelligent transport systems

- ▶ Digital twins
- ▶ Sensor technology and data science
- ▶ Real-time data
- ▶ Decision support
- ▶ CAV



Market potential  
\$90M-450M Edge Vision  
(0,1-0,5% of merged markets)

# COMPETITION

## TRANSPORT DATA COLLECTION



## NO HW REPLACEMENT



## CONNECTIVITY / I2V



## DIGITAL TWIN



## EDGE COMPUTING



## TRANSPORT DATA ANALYSIS



## TRANSPORT MANAGEMENT



Edge Vision

Cloud

Indirect

Direct

# EDGE VISION TEAM

6+ years

Experience in  
commercial computer  
vision solutions

2 Software engineers

2 R&D engineers

1 Project manager

CBD0 – Andrey Star

15+ years IT&T key  
account  
management &  
sales (Huawei)

1  
CEO – Vyacheslav  
Lukin

15+ years IT&T  
engineer, MSIT-SE  
(Megafon, Huawei,  
NVision, Innosoft)



# UNIVERSITY OF LEEDS



**Dr Mahdi  
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Assistant  
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Science and a  
University  
Academic Fellow  
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Institute for  
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# ACADEMIA SUPPORT UC BERKELEY S

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Kurzhanskiy**

Associate Research  
Engineer at  
California PATH  
**California Partners  
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Transportation  
Technology**



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Associate  
Professor  
Institute of Data  
Science and  
Artificial  
Intelligence  
Head of  
Laboratory of  
Data Analysis and  
Bioinformatics





OUR MISSION IS TO IMPROVE  
TRANSPORT MOBILITY AND  
SAFETY WITH REAL-TIME  
DATA AND INSTANT  
DATA-DRIVEN DECISIONS



[www.edgevision.pro](http://www.edgevision.pro)



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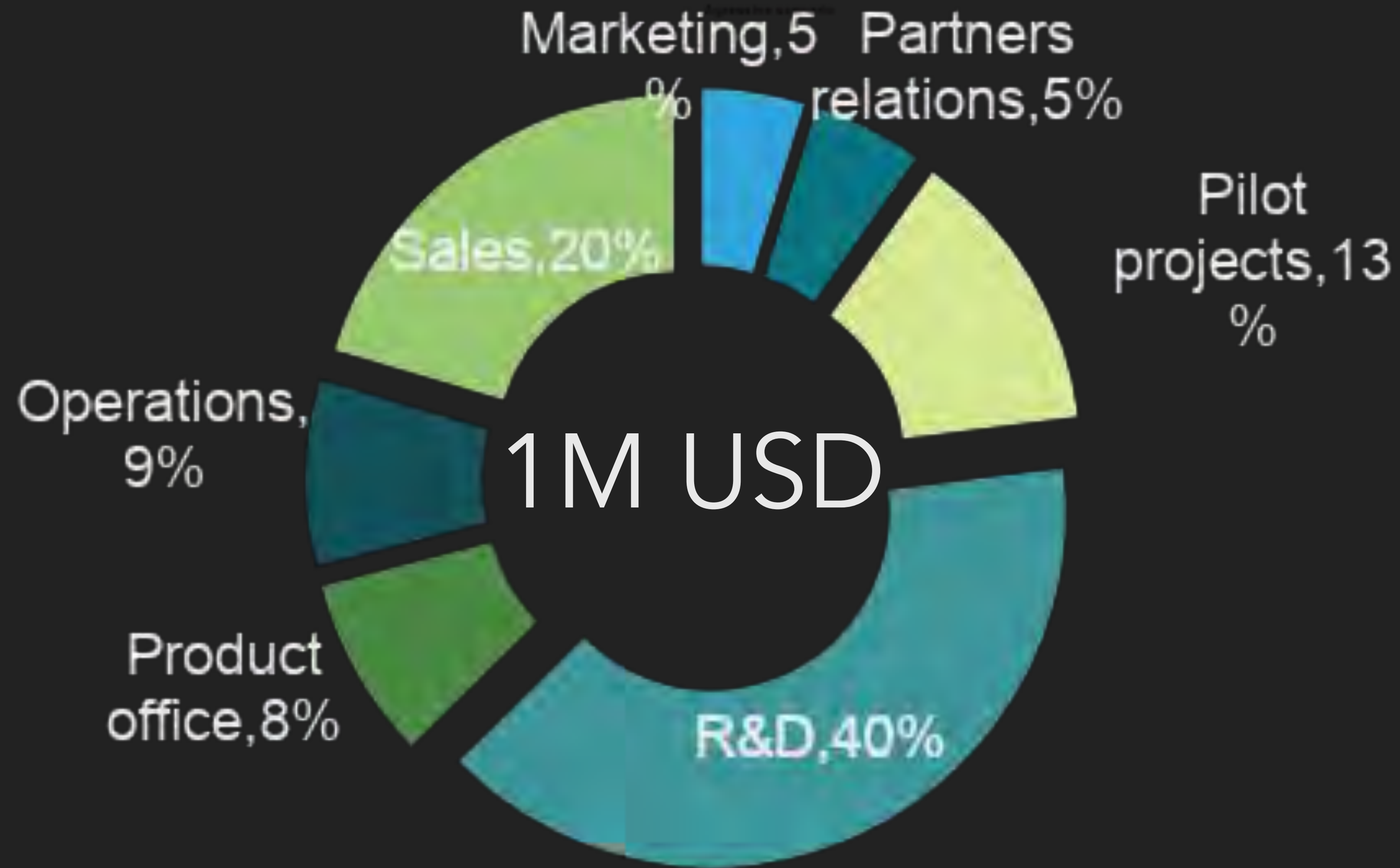
Slava Lukin

Co-founder & CEO

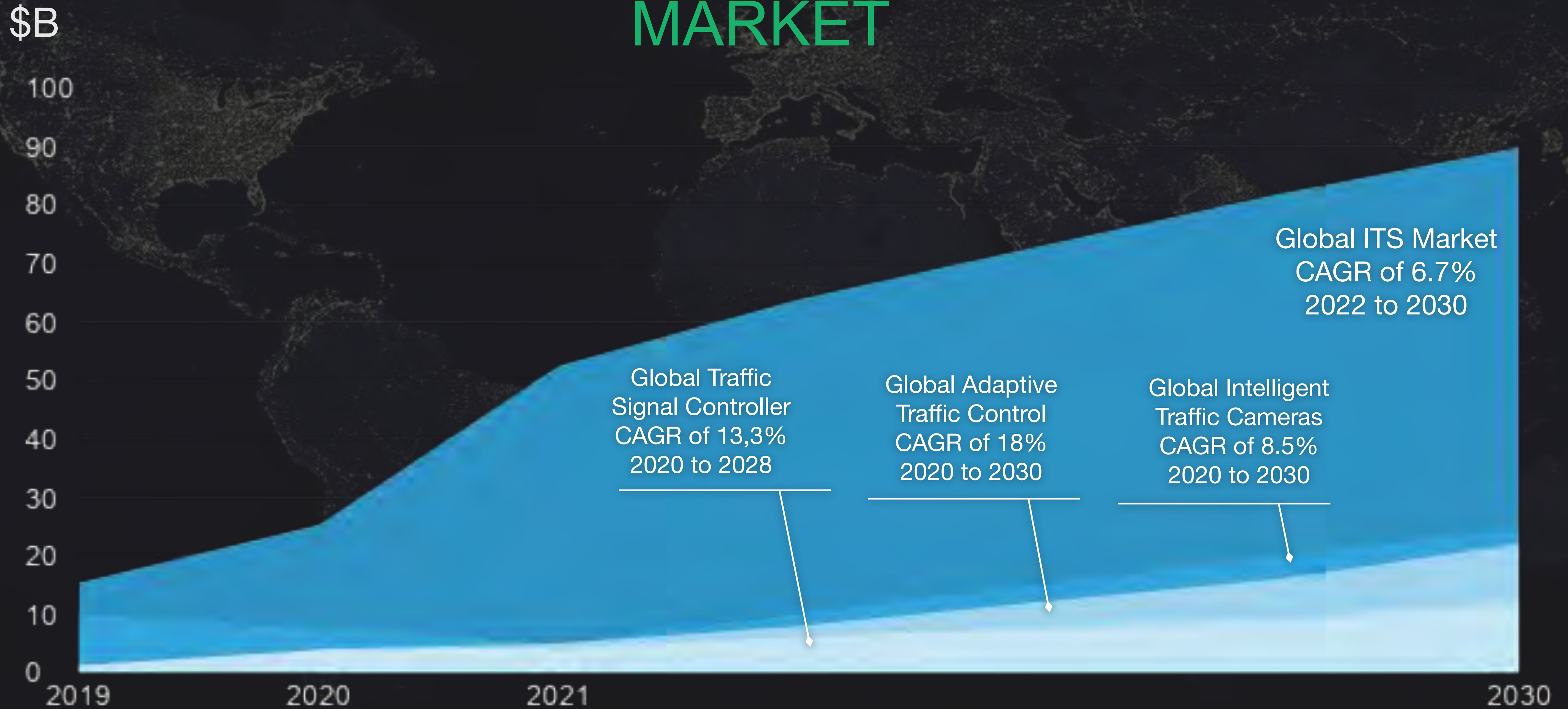
[LinkedIn ->](#)



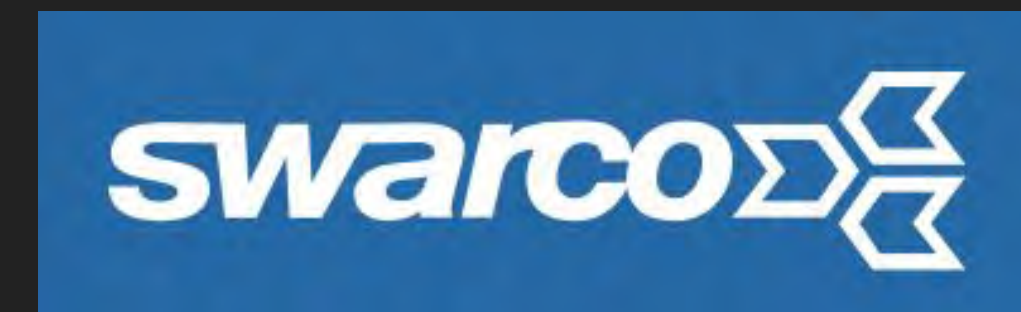
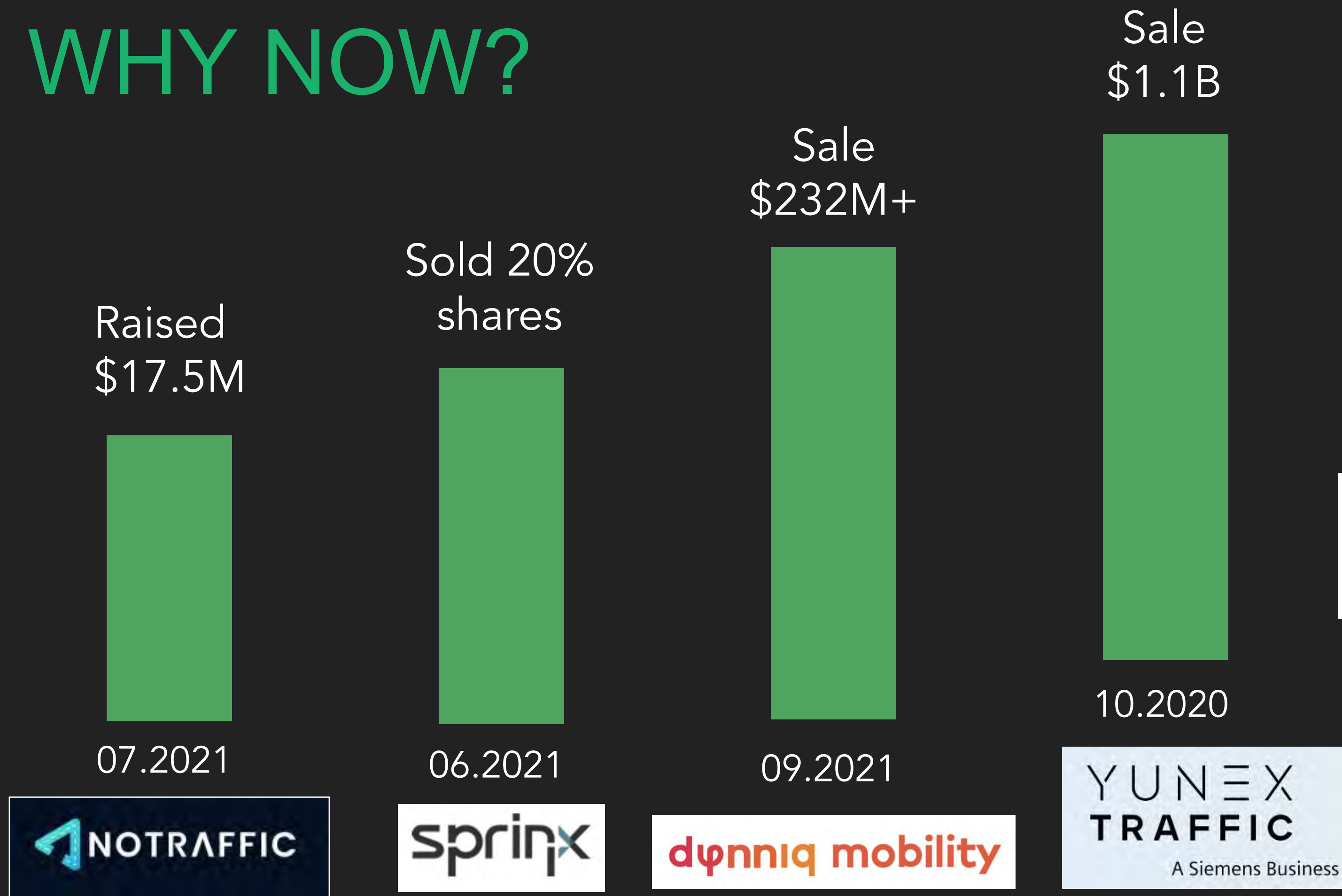
# SEED ROUND



# MARKET



# WHY NOW?



FRANKFURT (Reuters) - Italian infrastructure group Atlantia has agreed to buy Siemens' Yunex Traffic division for 950 million euros (\$1.1 billion) to expand its cutting-edge transport services.

MERCHANT INNOVATION

## NoTraffic Raises \$17.5M To Make Dumb Intersections Smart

By PYMNTS

Posted on July 16, 2021

[Listen to Article](#)

22.06.2021

**"It is a pleasure to announce that Friday last week Embron Group acquired 20% of the shares in Sprinx Technologies. This is a fantastic opportunity to strengthen an already well-developed relationship", says Trond K. Johannessen, CEO of Embron Group. It is already agreed that another 35% ownership of Sprinx will be acquired in 2022 and 2023, making Embron Group the majority shareholder in the company in 2023**

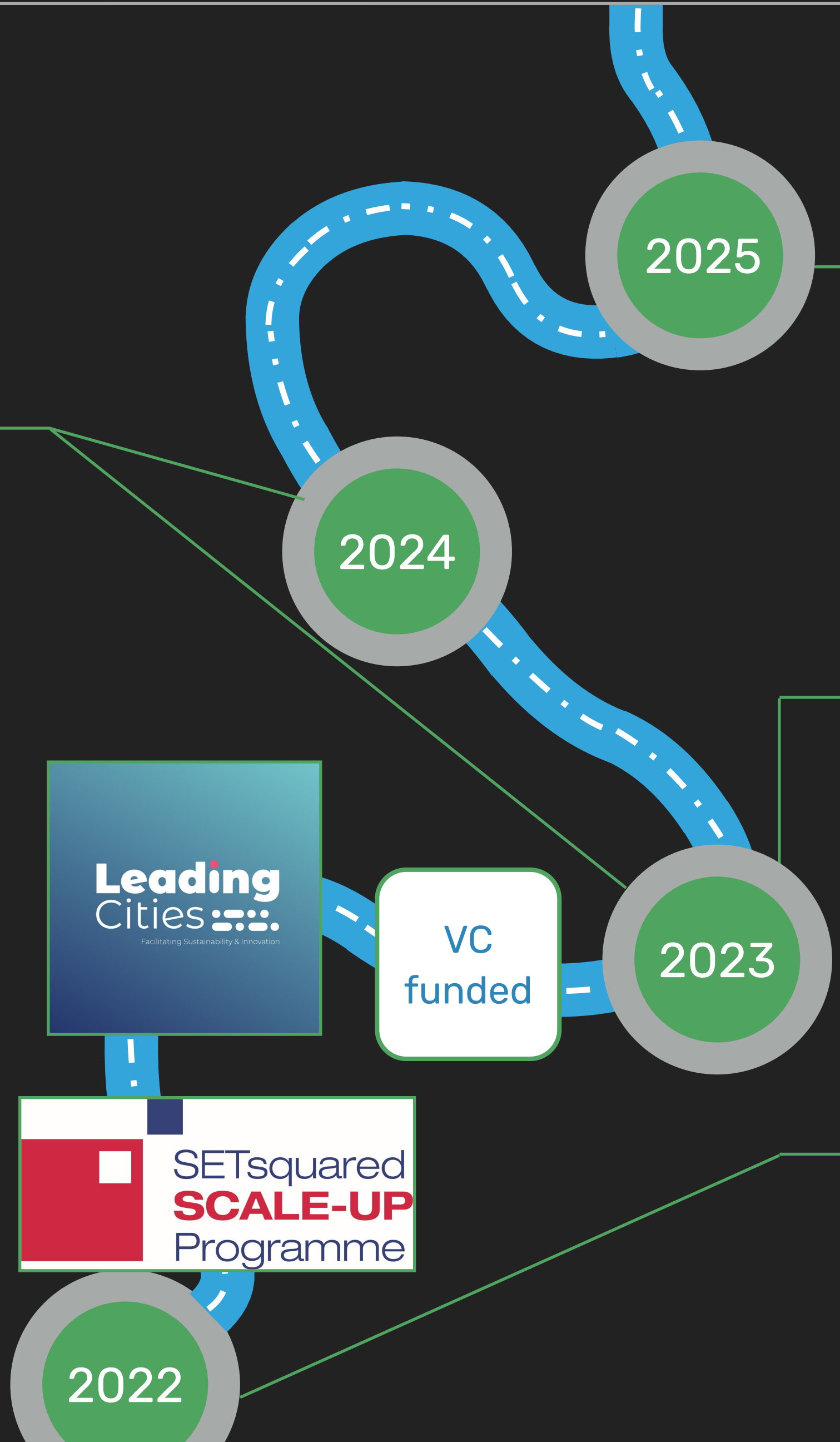
Yunex NoTraffic



# ROADMAP

- C-V2X interface support
- V2I smart infrastructure scenarios:
  - Platooning
  - Smart crosswalk
  - Speed assistance (cyclists)
  - Incidents avoidance

- Community:
- London & Partners
  - TechUK
  - Connected Places Catapult
  - SETsquared Scale-Up
- Partners and advisers in:
- Leeds University
  - Berkeley University
  - Innopolis University



- Mobility as a Service**
- **V2I** decentralized sensors
  - SaaS access to traffic data
  - AV ready assistant on road intersections and parkings

- Local AI-driven traffic light
- Web-interface for monitoring and management of systems
- Micro-mobility with priorities on intersection

- EdgeAI traffic analysis software
- Cohesive team
- Hands-on experience in edge solutions development and deployment
- Local AI-driven traffic light MVP

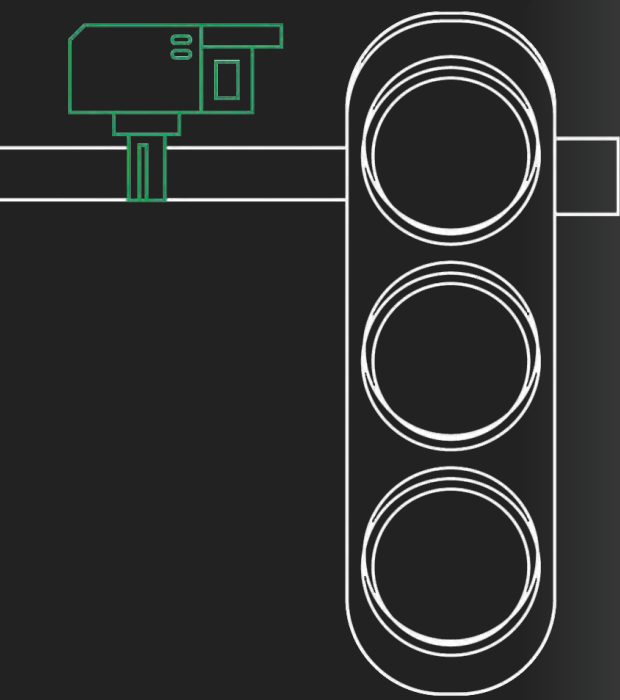


VC funded

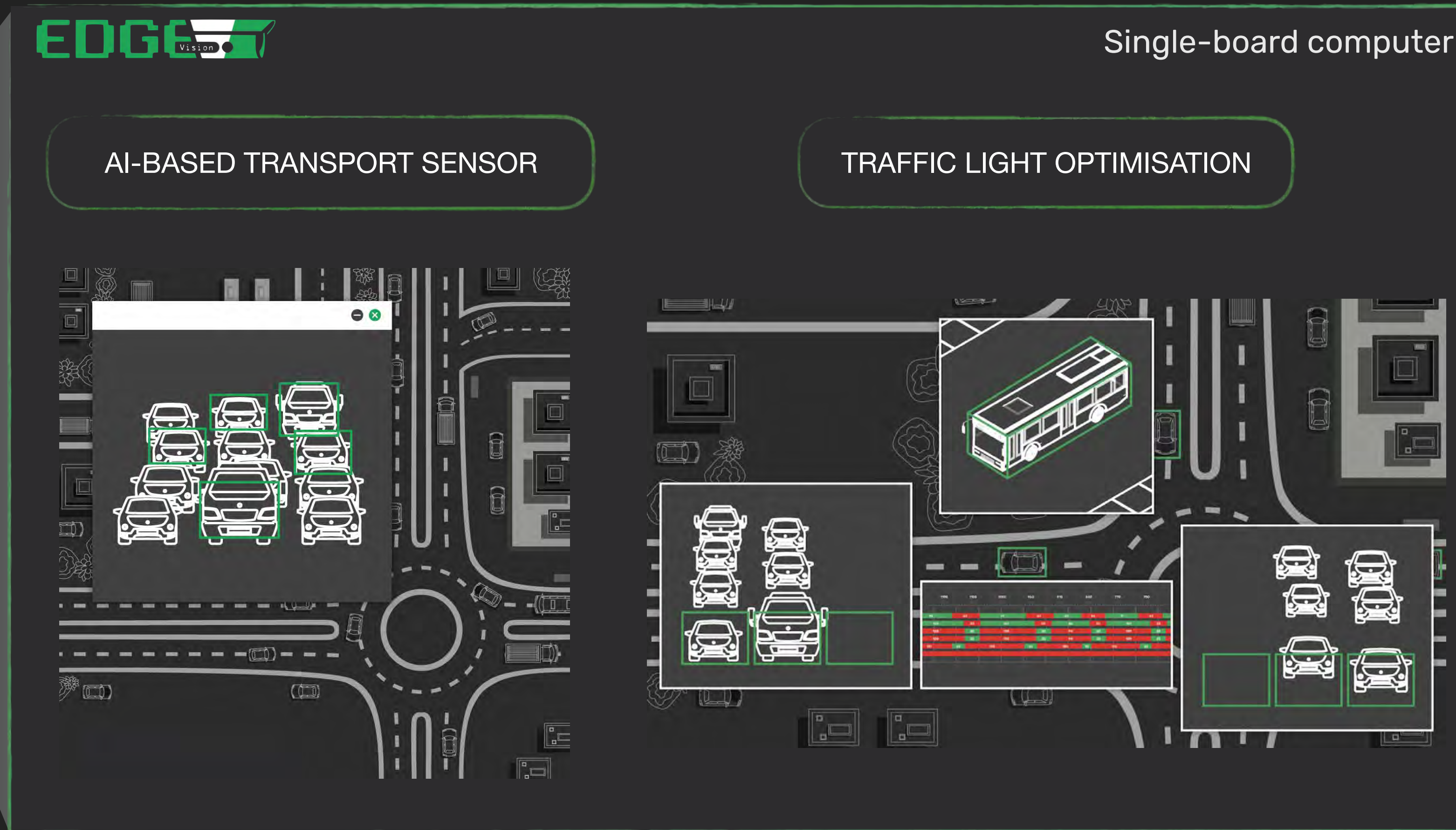


# HOW IT WORKS

## NEAR REAL-TIME TRAFFIC MANAGEMENT BASED ON TRAFFIC PATTERNS LEARNING



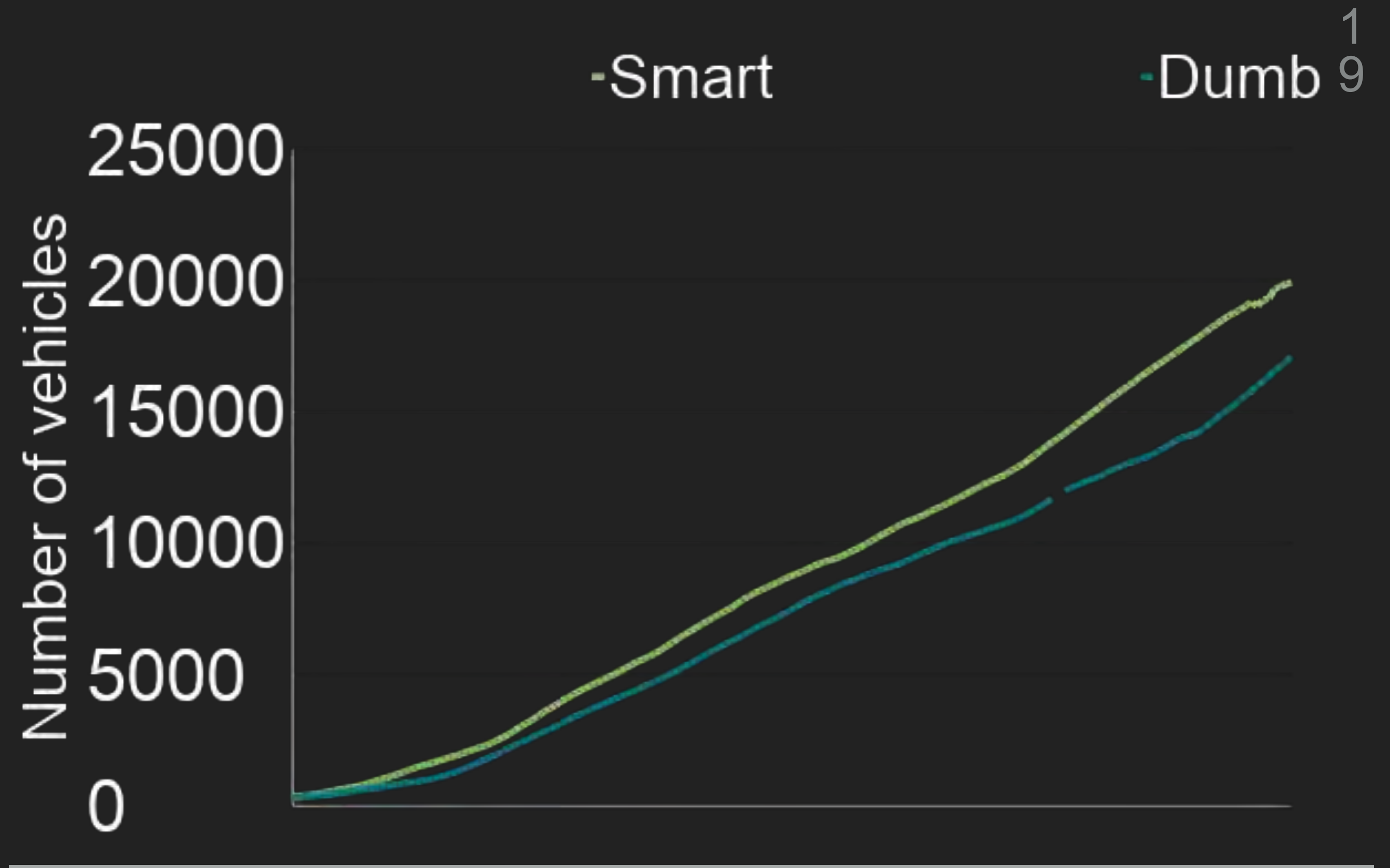
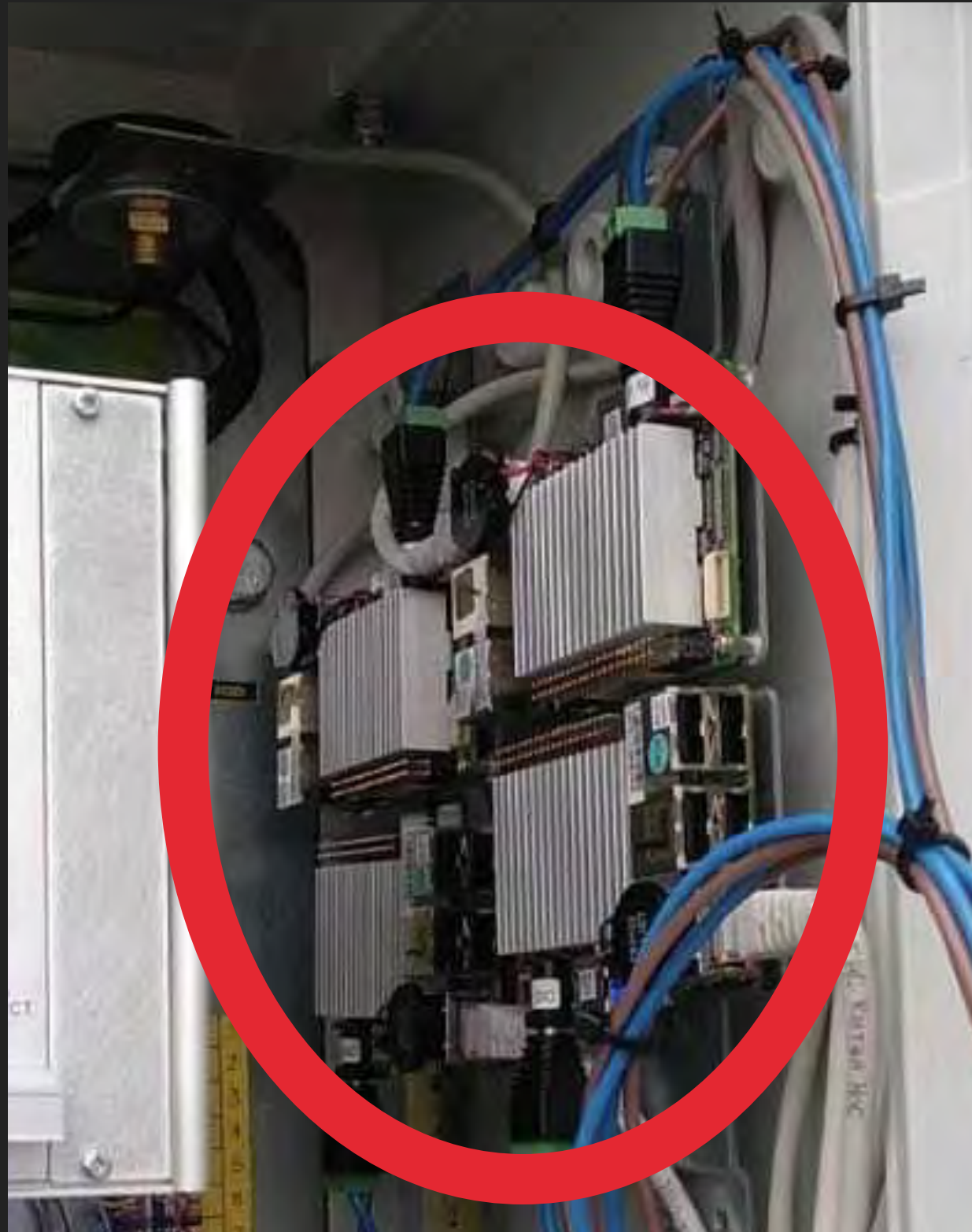
ANY IP-CAMERA



No Internet connection required  
No GPUs required

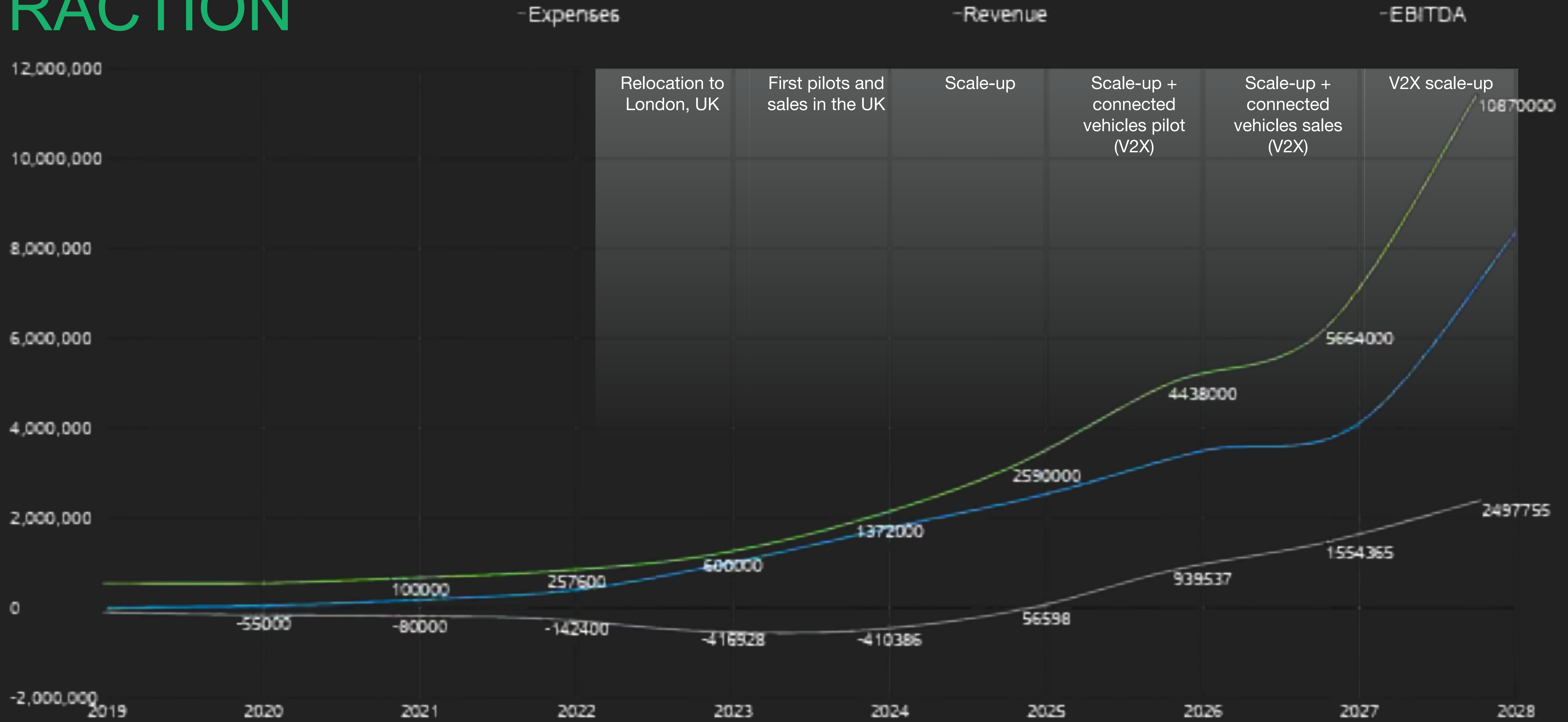
- SMART CROSSWALK
- LOCAL SMART TRAFFIC LIGHT
- DECISION SUPPORT FOR ATMS
- TRAFFIC LIGHT-LESS V2X INTERSECTIONS

Traffic light cabinet



INCREASE IN THROUGHPUT FOR +18%  
(+3000 VEHICLES PER DAY)

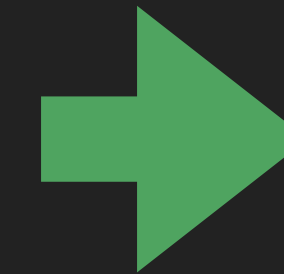
# TRACTION



# GO TO MARKET STRATEGY - INDUSTRY LINE

Infrastructure companies leading in ITS or IT innovations

- ▶ Amey
- ▶ [AECOM](#)
- ▶ Costain



- ▶ Extend solutions portfolio
- ▶ Success stories
- ▶ Channel to end user



Approach target customer via LinkedIn, direct contact and conferences



Pilot project and business case







Country/regional manager in target location

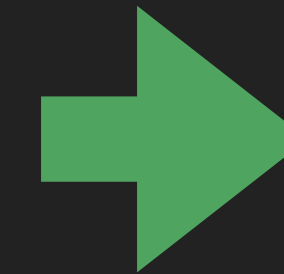


Scale across country

# GO TO MARKET STRATEGY - UNIVERSITY LINE

Personal contacts in:

- ▶  **Leeds University** - Institute of Transport study
- ▶  **Berkeley University** - Institute of Transport study
- ▶  **Bristol University** - Intelligent Transport System
- ▶  **INTECH University** - Transport System



- ▶ Grants
- ▶ Pilot projects
- ▶ Channel to local government



Extend university contacts network



ITS, mobility and Transport study Labs



Collaborate on grants and pilot projects



Create trustful name within GR