

## Big Data Mobility Analytics

### Financing to date:

- USD 650k equity (06/18)
- USD 400k soft loan (12/18)
- USD 1.6M grant (05/19)
- USD 850k pre-A (08/20)

### Milestones:

- Operations in 8 countries
- 30+ paying customers

### Team:

- 15 FTE
- 50+ years telecom industry experience
- 20+ years B2B sales experience
- 30+ years computational physics
- 4 PhD Software Engineering & Physics

### Finance:

- 2018: USD 150k
- 2019: USD 650k
- 2020: USD 1.0M (exp.)

### IP:

- EP 18 202 716.9

### Contact details:

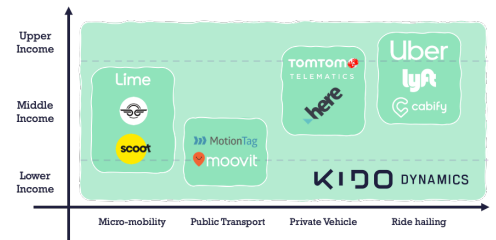
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## Democratize Big Data / Simplify Mobility Solutions / Boost Data Driven Economy

### For who are we building the cities of the future?

Data is the new oil, but Big Data analytics remains a luxury good.

Good quality, inclusive mobility data is paramount to tackle an increasingly complex mobility ecosystem, where current players provide partial and biased solutions (micro mobility, ride hailing).



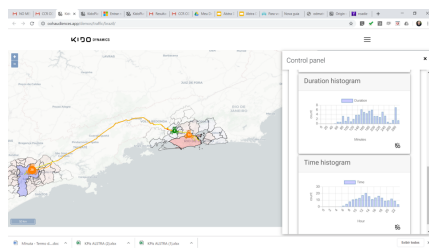
There is a pressing need to make data readily available and move from consultancy to services and products, where value comes from the **information**, not from one-shot analysis.

Mobility market (*data, operations and fleet management*) represents a **USD 10T** opportunity.

### The most inclusive and scalable mobility analytics solution

Kido Dynamics democratizes Big Data, with the most advanced insights to boost the data-driven economy. We leverage (and pay for) mobile phone data, the **most accurate proxy** to understand people's mobility. Companies, governments and public institutions can now make faster, smarter and better-informed decisions.

After more than 10 years of academic research, we have developed the most advanced, scalable and available technology to efficiently transform mobile phone data into mobility insights (EP 18 202 716.9, patent pending).

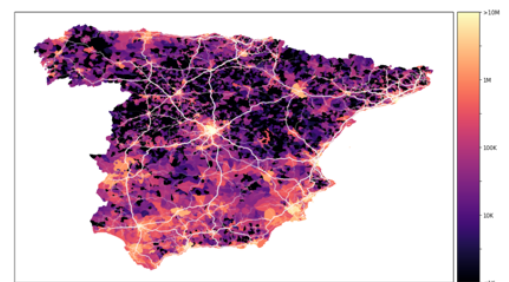


Our web-based SaaS and API are World reference in advanced mobility analytics, offering a scalable and easy to use platform to meet the needs of each client segment.

We have analysed and stored in our servers, in just 18 months, more than 10T events and 200B trips across 8 countries (more data than Uber, Lyft and Grab... together).

### Proven business model to optimize decision-making process

Utilizing our platform, **retailers** analyze 50 new sites per day instead of 5; **traffic engineering firms** obtain 10M trips in few clicks instead of 2'000 interviews after 6 months; **governments** save millions avoiding F2F interviews; **ride hailing** companies reduce lead time 40%; and **marketing agencies** increase 50% price per billboard having a much more accurate audience analysis. We count more than 30 paying customers across 8 countries, and we are now landing in US through AT&T.



Our totally automated technology solves all major issues to broadly adopt Big Data: **cost optimization, complexity reduction, avoid multisource**, and **ease of integration**.

### Investing in Kido Dynamics

We look for **USD 3.0 M Series A** to finance:

- New commercial activities in US, and broaden footprint in Asia and Middle East
- Integrate new data sources in our portfolio (e.g. SDKs, connected cars)
- Develop new product suites and enhance data pipeline