

SPARROW : Next Generation Urban Data collection & Analysis Ecosystem



Maxim Interbrick

Co-Founder
&
COO of Sparrow Analytics SA

SPARROW : Next Generation Urban Data collection & Analysis Ecosystem



You can manage only what you can measure





City Environment Measurement for Better Life

URBANIZATION CREATES MASSIVE PROBLEMS

6 Billion people live in cities aggravating health, climate, mobility, and economic problems which degrade human health and life quality



7 Million

no. of deaths / year due to
air pollution caused by
urbanization



70%

of world's greenhouse gas
emissions are from urban
areas



90%

of world population resides
where air quality levels
exceed the levels suggested
by the WHO

Air pollution "likely" to increase mortality from
Covid19: experts



Los Angeles Times

1 in 8 deaths linked to air pollution, WHO says



Limiting air pollution 'could prevent
50,000 deaths in Europe'

World Health Organization estimates air pollution kills more than
7 million people each year



The
Guardian

WE ALL ARE FACING COMMON INVISIBLE ENEMIES

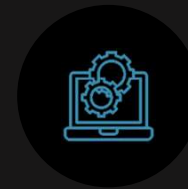
If you don't measure it, you cannot
manage it and fix it!



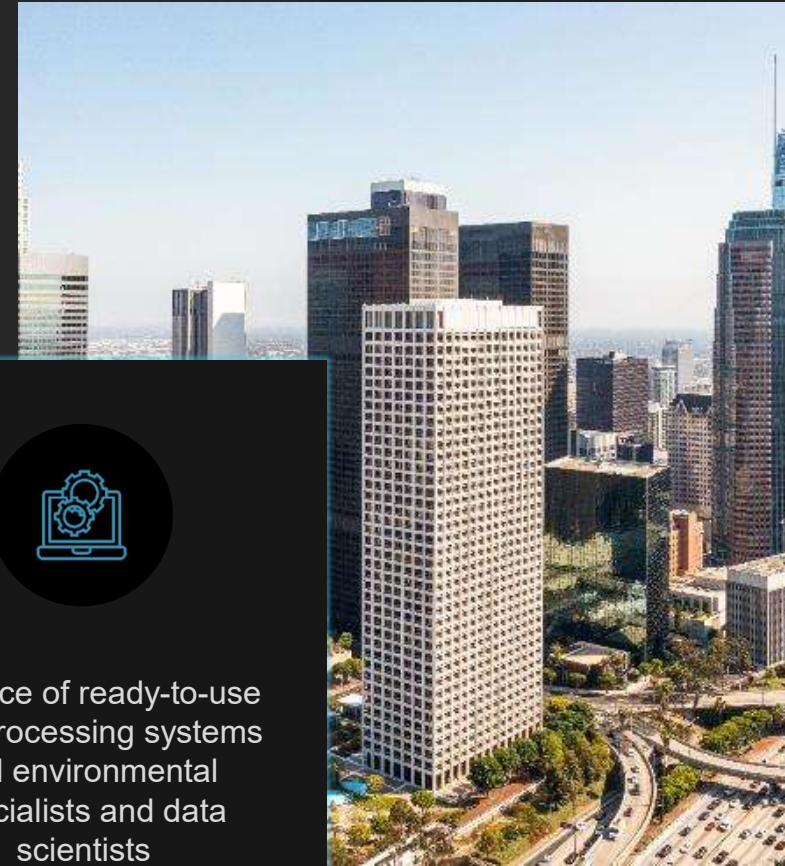
Existing systems are unable
to measure all necessary
factors leading to sporadic
and insufficient data



Existing systems are costly
to invest and maintain



Absence of ready-to-use
data processing systems
and environmental
specialists and data
scientists



MODERN URBAN PROBLEMS REQUIRE DATA FOR SOLUTION!

With the help of the right data, we be able to deliver a true smart city.



City administration can take proper action and design legislation to protect the people



Producers of electric vehicles, air filters, pharmaceuticals, energy companies, etc. can better design and market their products and services



WHAT IF THERE IS A SYSTEM THAT...



Measures and monitors a broad variety of urban parameters



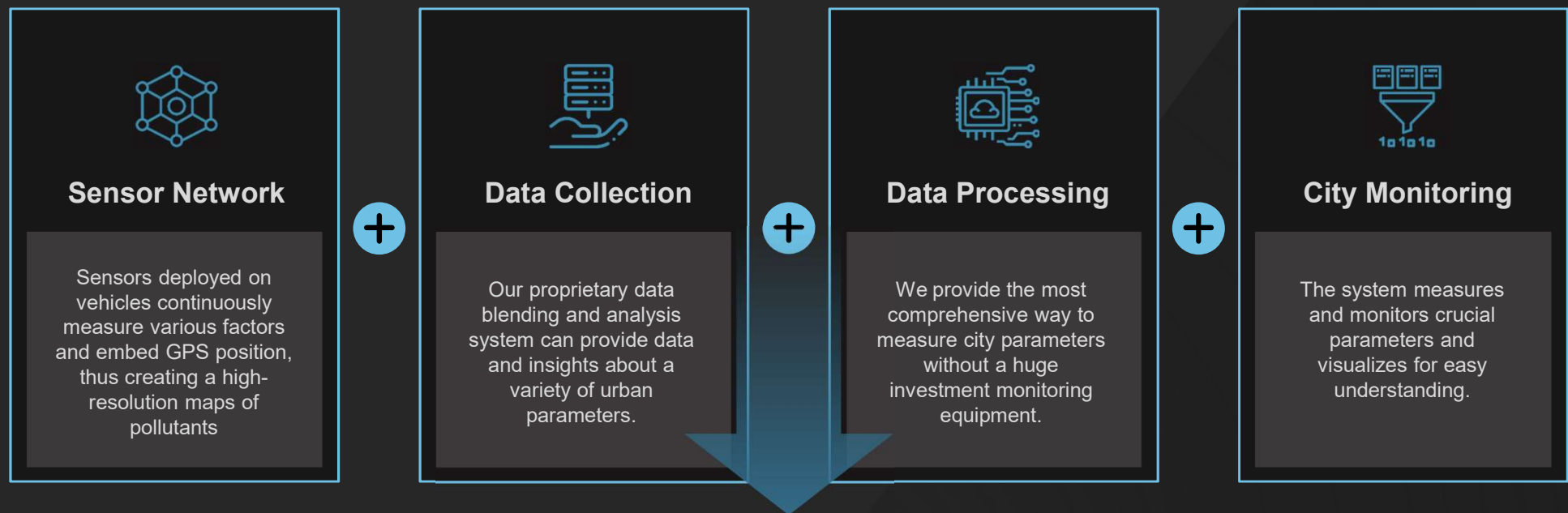
Provides high-resolution city scanning and data collection



Utilizes cutting-edge technology to determine reasons and correlations for easy solutions

SAY HELLO TO SPARROW

The most advanced and high-resolution urban environment scanning system



Cost-Effective, Real-time, Complete, and Accurate

We help make life better in urban cities

MAGIC IS IN THE DATA



Machine Learning

Advanced ML for cleansing and interpretation of environmental data



Cloud Applications

A platform for an easy access to built-in and 3rd party applications and data models on the cloud



Monitoring System

First real-time environment monitoring for law enforcement and compliance for environmental regulators

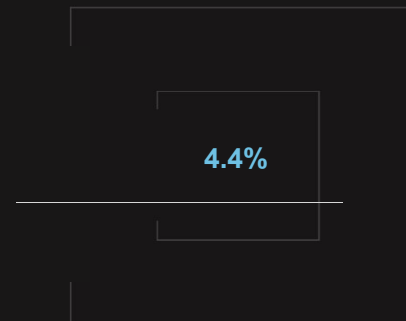
THE MARKET OPPORTUNITY FOR MEASUREMENT SENSORS AND DATA IS ASTOUNDING!

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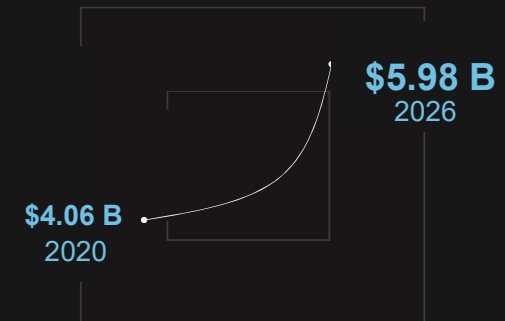


Some factors contributing toward the growth of the market are:

Government norms and regulations (e.g. the Clean Air Act and Sustainable Development Scenario by the UN) for monitoring pollution are likely to drive demand for efficient air monitoring



Growth in Global Sensor Market

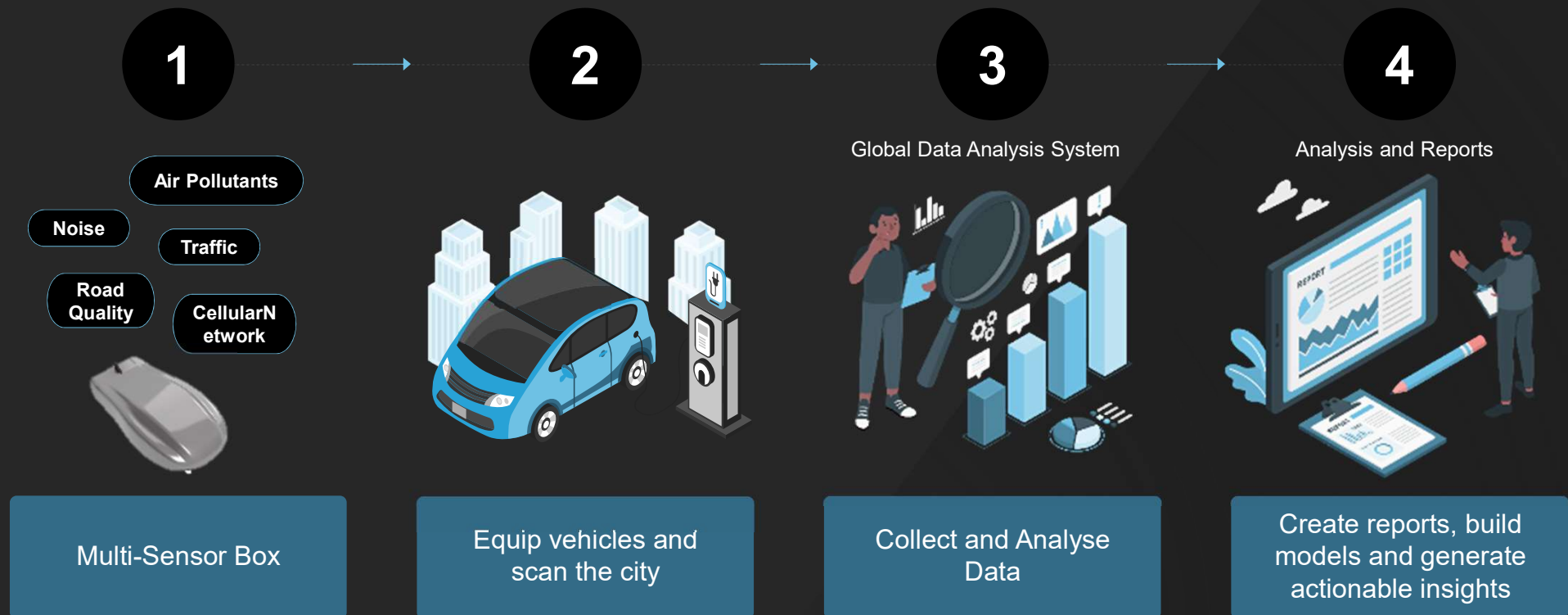


The Global Air Quality Monitoring market is expected to grow from USD 4.06 Billion in 2020 to reach USD 5.98 Billion by 2026



HOW IT WORKS?

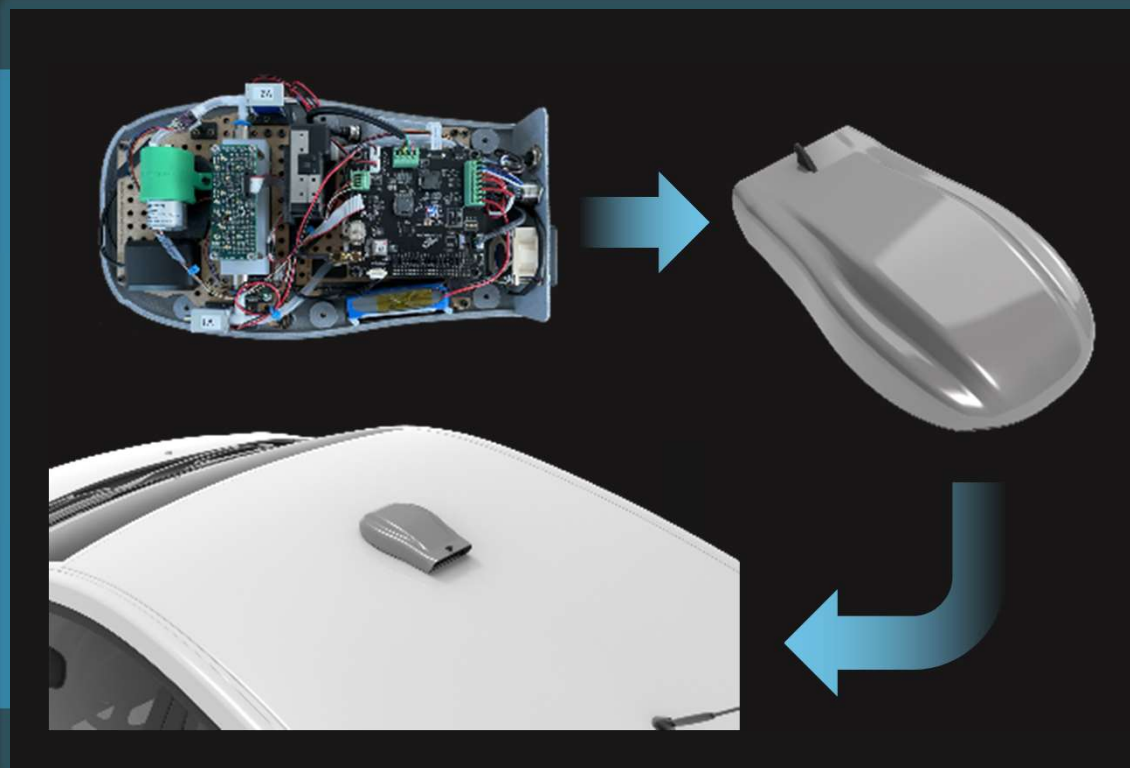
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TECHNOLOGY

We have created the best in class mobile multi sensor with unlimited potential

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- Air Pollution
- Toxic gas detection
- Noise Pollution
- Road Quality Mapping
- Traffic Patters
- Temperature and Humidity



BUSINESS MODEL

We monetize the following services



Monitoring Systems

- Renting Sensors:
\$100 per unit, per month
- Access to platform:
\$50 per unit, per month



Data Services

- Data APIs
- Cloud application
- Clean air maps for navigation



Custom Reporting

- Pollution reports for the electric vehicle, air filter, and air purifier sellers
- Air and noise report for real estate investors

We intend to market the project through ITU (UN) and smart city networks and calibrate with state stations to overcome regulatory barriers

THE TEAM



Elshad Hajiye
Co-Founder & CEO

Experienced business developer, product designer and corporate manager



Maxim Interbrick
Co-Founder & COO

Business execution with entrepreneurial spirit and excellent communication skills



Eli Bernstein
CDO

Data engineer and system designer with engineering background



Dima Gochstein
CBDO

Software engineer with business development experience and broad network



Vakhtang Gegechkori
CTO

Full stack developer with 20 years of experience and brilliant problem solving skills



Prof. Prashant Kumar
Advisor

Decades of experience and hundreds of publications on climate and air pollution

TRACTION



Developed the most
advanced sensor
box in the market



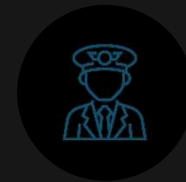
Developed cloud
data collection
environment in
AWS



Partnered with
suppliers,
universities, and
cities



ITU (UN) Associate
Member for building
standards for urban
measurement



Planning pilots in
Geneva, London,
Antwerp and Tel
Aviv

TARGET DEMOGRAPHICS

Potential areas where data can be used to evaluate, trade, design and market products and services

Government (41%)

- Air Quality Dept.
- Transport Dept.
- Ministry of Environment
- Pollution Compliance Bodies
- Certification Bodies

Energy and Healthcare (23.1%)

- Carbon credit trading
- Medicine development
- Health Insurance
- Hospitals
- Air quality tracking for asthma patients

Commercial and Residential (27.6%)

- Data Aggregators (Google Maps etc.)
- Hospitality (AirBNB and similar)
- Real-Estate Industry
- Utility Management
- Construction

Others (15.28%)

- Security services
- Utility Management
- Municipality Bond traders

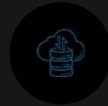
WHY IS SPARROW DIFFERENT?

We have created the best in class mobile multi-sensor that can measure parameters like Air Pollution, Noise Pollution, Traffic Pattern, Toxic gas detection, Road Quality Mapping, Temperature and Humidity, and others

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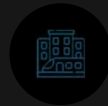
Turn-Key
Solution for
cities



High-Res
Measurements
and BIG data



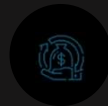
No need for the
specialist due to AI
data analysis



No need for
building
infrastructure



Eliminates the
need for initial
investment



Cost-effective



SPARROW WILL HELP SAVE MILLIONS!

E.g. Breath London

Cost:

- **Sensors:** \$780,000 investment
- **Depreciation:** \$156,000 per year
- **Platform:** \$1,500,000 investment
- **Maintenance:** \$120,000 per year
- **Specialist Team:** \$600,000 per year

Sparrow

Cost:

Annual fees: \$180,000 per year

That's it!

ADDITIONAL BENEFITS FOR CITIZENS

Children and elderly people with asthma can choose the location to live and walk

Parents can choose a safe walking route with children

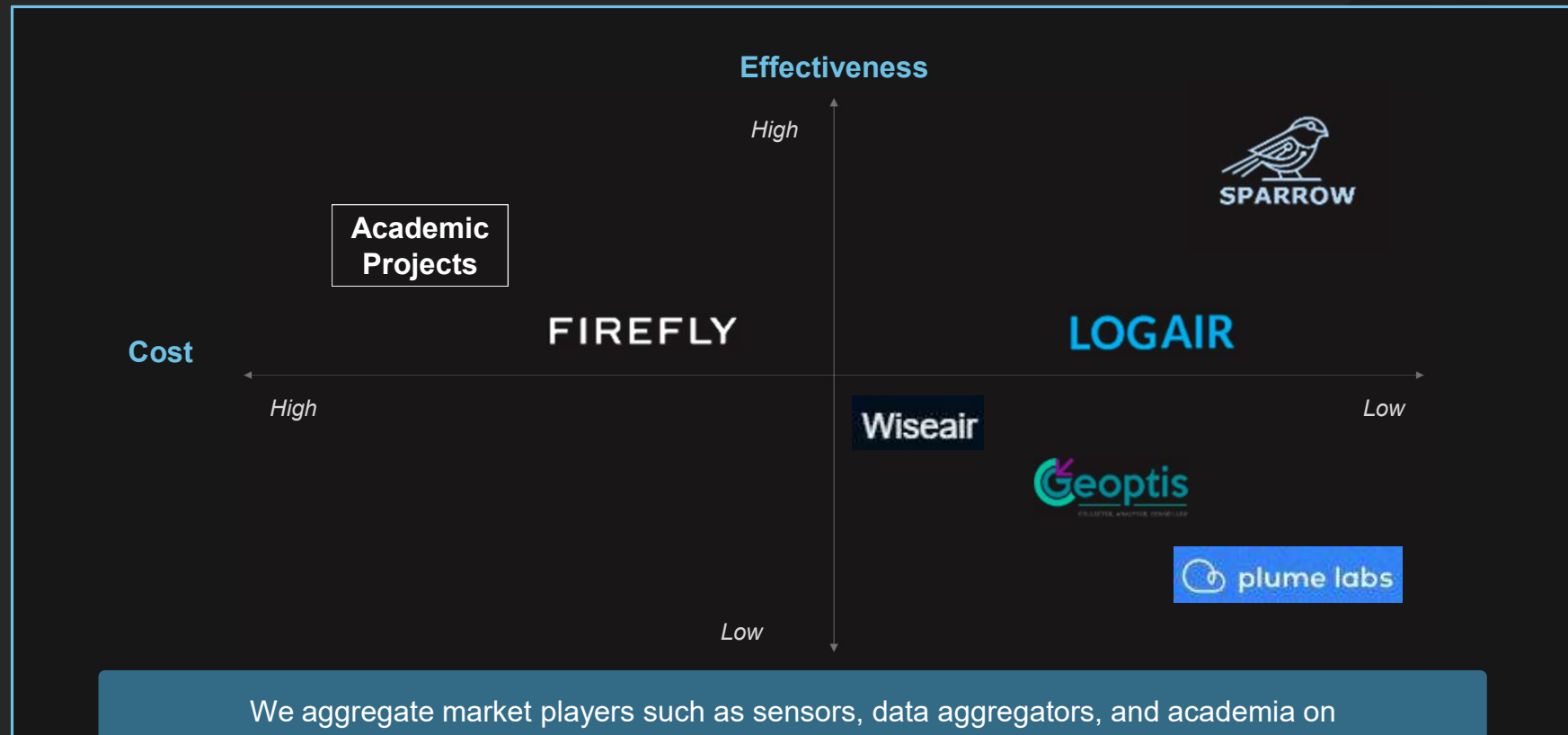
Hospitals and offices can install proper air filtering systems

Cyclists can choose routes through streets with less pollution

Navigation companies can optimize routes to minimize air and noise pollution

Banks and real estate companies can properly evaluate apartments and buildings

COMPETITIVE ANALYSIS



We aggregate market players such as sensors, data aggregators, and academia on one platform rather than competing with them

OUR VISION IS TO BECOME A GLOBAL PLATFORM FOR DATA COLLECTION, HARVESTING, AND COMPUTING FOR POPULATED ENVIRONMENTS

Become a part of our journey as we disrupt the market for a good cause!

Contact for more info:



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