



19/10/2020

# Localisation and Majority World Mobility Solutions

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# Solution:

Mobility Data and Technologies  
for Emerging-Market Cities





# Data and Solutions for Emerging-Market Cities

- **1,000,000 km** of formal and informal public transport network data collected in **40** cities, **27** countries, **4** continents
- **Localisation** for reliable processes, valuable solutions
- **Global technology standards** for maximum impact



## Goals:

Impactful Processes and Outcomes,  
Informed by Research







# Our Research in Emerging-Market Cities

- Builds understanding of **lived public transport experience**
- Enables **accurate data** collection and technology solutions which meet a **genuine need**
- Supports **informed client outcomes**



## Effects:

Impact and Opportunities from  
Making the Invisible Visible







# Impact in Emerging-Market Cities

- Urban development and transport infrastructure **feasibility studies** supported by reliable commuter insights
- **New markets** for consumer software solutions
- **Existing markets** benefit from new opportunities



# THANK YOU!



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