

# CITiO's CROWDING API

Big Data & AI at the heart of  
public transport networks for vehicles'  
occupancy prediction

**FUTURE MOBILITY**  
AWARD

**CITiO**

# Our mission...

We develop SaaS solutions, based on Big-Data and AI technologies, to support PTAs and PTOs to leverage the millions of data generated by mobility networks. We aggregate the data in a single and ergonomic platform that allows PTAs to have a better data visualization to ultimately improve their knowledge of travelers; optimize the performance of their network; adjust their offer to the demand; and develop a data-driven culture.

**3 years**

**30 people**

**+30 transport networks**





**PTAs faced new challenges  
due to the pandemic :**

Less use of public transport\*



**38% - 45%**

\* Surveys carried out by Transit & Moovit



# How can PTAs make PT attractive again ?



Appropriation of technology



**80%**

commuters would use PT more often if they had access to the occupancy information\*



\* Survey carried out by the French CSA



"In 2020 we lost **50% of passengers**; some were starting to buy cars. Our concern was how to get people back on public transport. **With the help of CITiO, we believe we can reassure citizens to use public transport again**, by communicating the bus-occupancy information through our mobile app".  
**Christel Arzagot - Mobility Department, Orleans.**





# CITiO

## CROWDING API (Application Programming Interface)

**The solution to inform passengers about the vehicles  
occupancy**

# A solution in 3 steps

**1**

**Reconstitution of the load onboard**



Ticketing

Counting cells

**2**

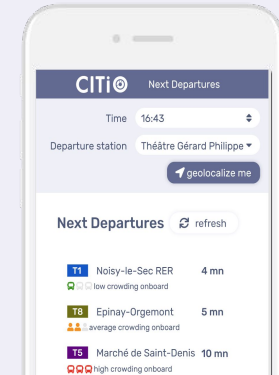
**Prediction of the occupancy**



Cutting-edge AI and Big Data Technologies

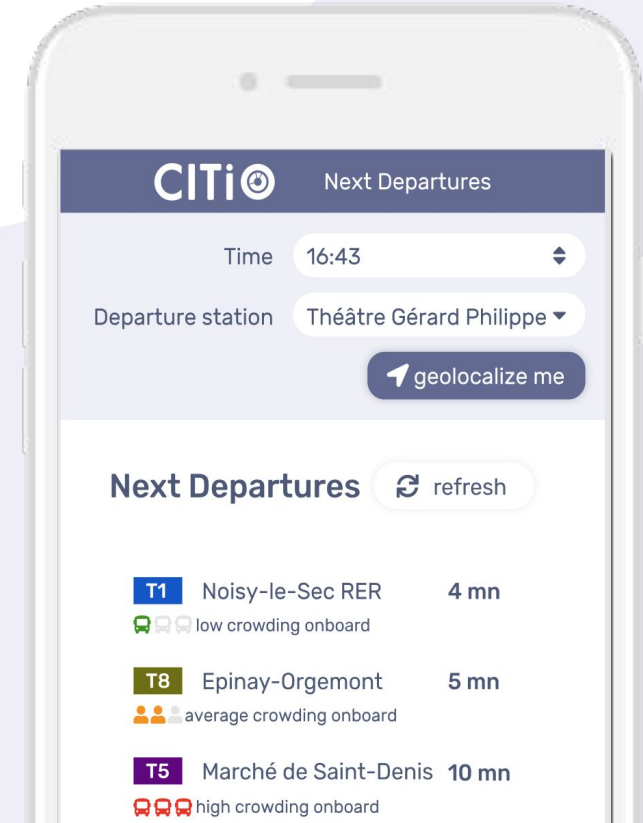
**3**

**API availability for PTAs  
Communication to commuters**



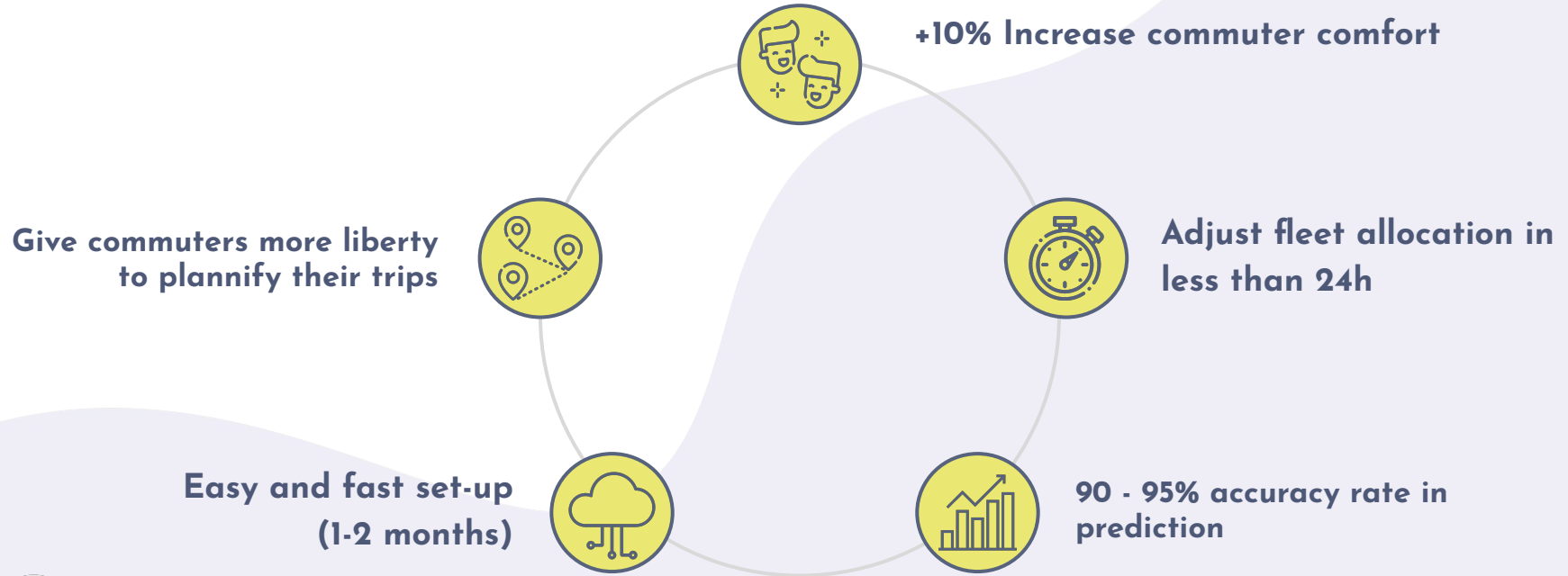
# CITiO Crowding API

- Fine prediction of traffic on the network (95% accuracy rate)
- Real-time passenger information
- Reassure passengers during the health crisis



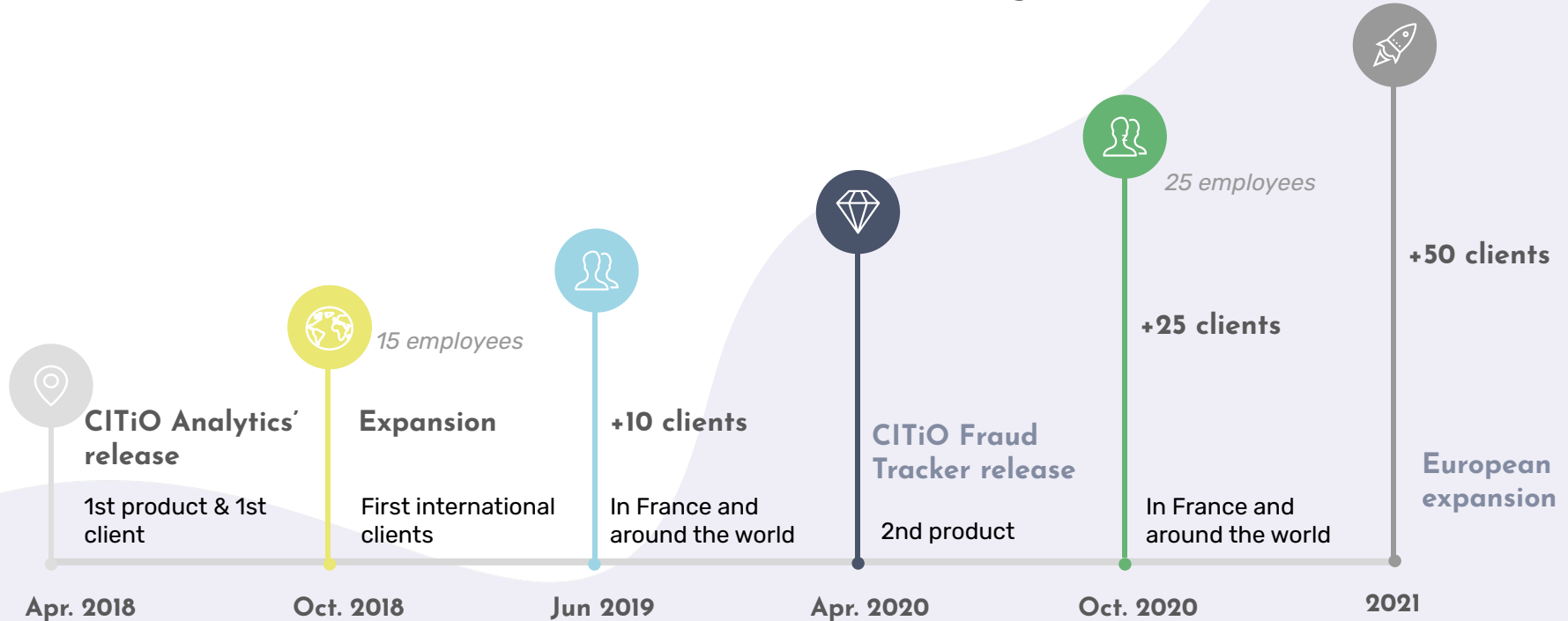


# Key Benefits for PTAs

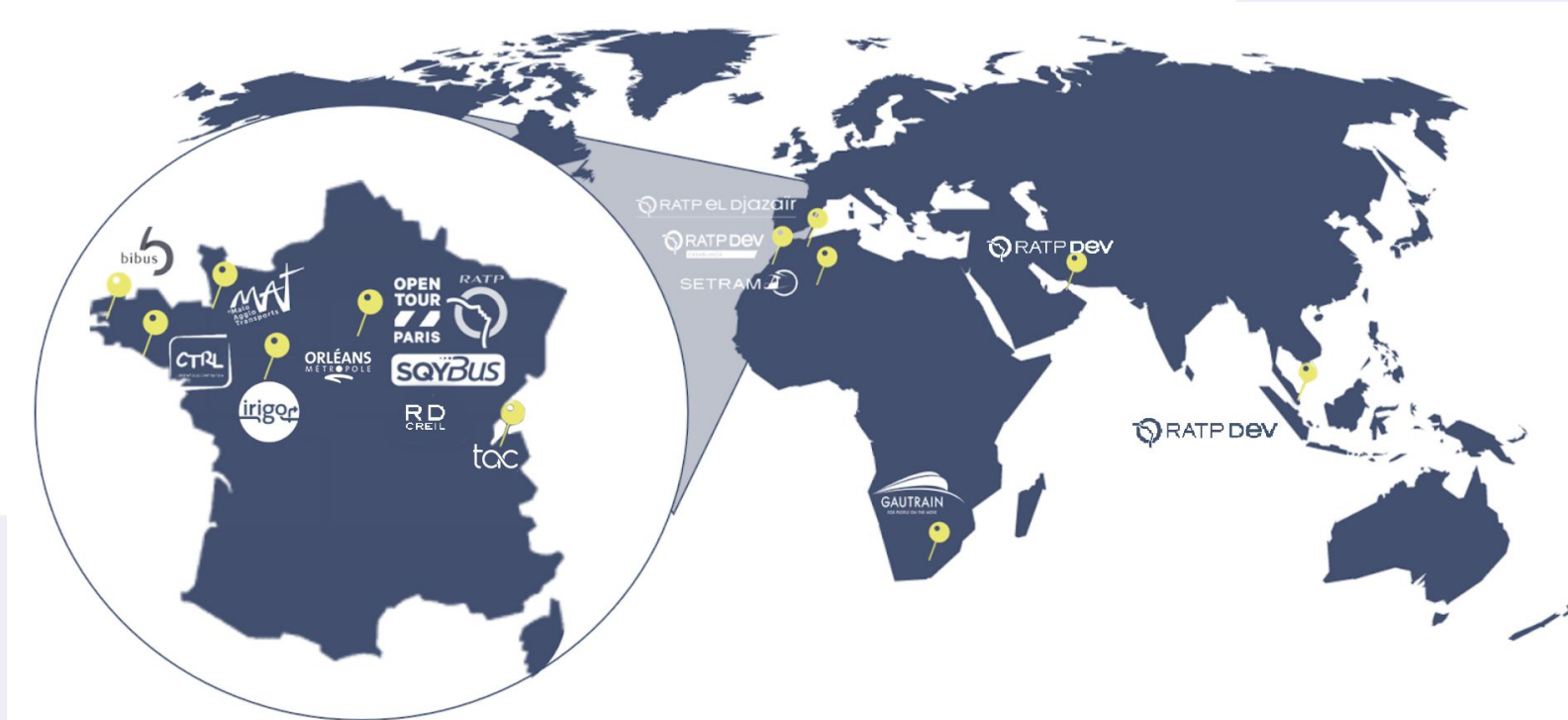


# Appendix

# CITiO, 100% annual growth



# They already trust us





# CITiO is the 1st data partner for transit agencies & authorities

Based on our unique **Big Data** **Artificial Intelligence** technology, CITiO offers **SaaS** (Software as a Service) solutions that allows you to:



## Visualize

See all your data in a snap of fingers (maps, figures, ...)



## Analyze

Your data with spatial or temporal filters and review your own KPIs



## Decide

Make decisions based on factual analyses and simulate alternative scenarios



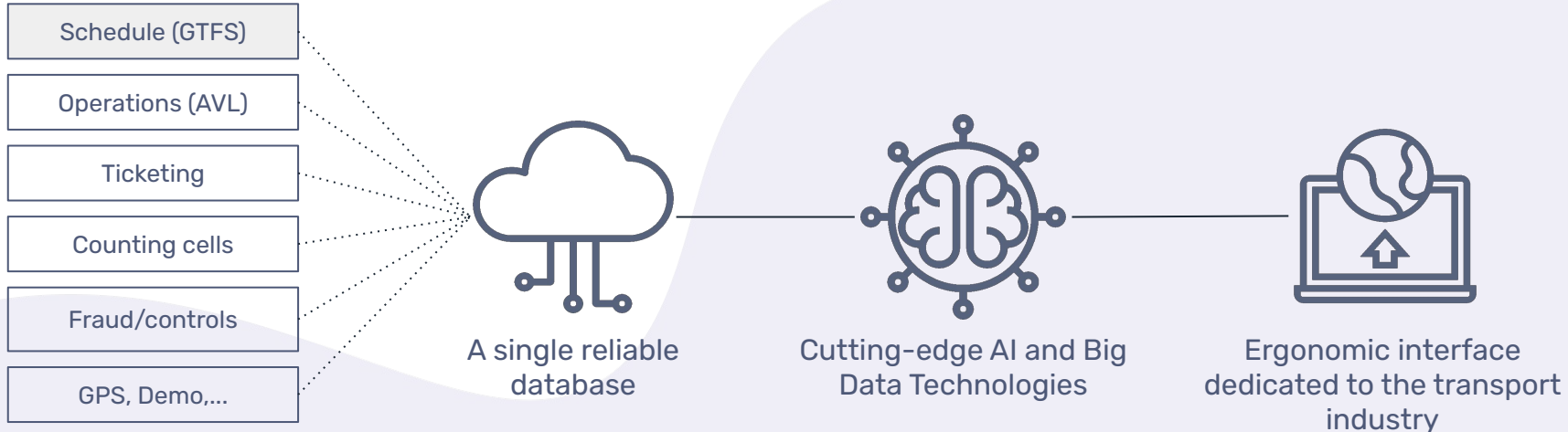
# A complete, automated technical process

Data **Sources**

Data **Aggregation**

**Algorithms**

**Interface**



# Set up and run phases

## Setup

2 to 3 months



### Deployment

Data analysis & improvement  
Interface configuration  
Trainings

## Run

One year, renewable



### Cloud service

Availability 24/7  
GDPR compliant  
Unlimited users



### Support

Online documentation  
Support service  
Regular follow-ups



### Follow-up

Skill improvement assist  
Access to software updates



# Our Team



**Guillaume Gibon**  
CEO

15 years of tech and  
entrepreneurship experience



**Pierre Sutter**  
CTO

15 people  
+6 years of experience in tech/data



**Armelle Chenevez**  
COO

3 people  
+6 years of experience in mobility



**Eglantine Schmitt**  
Product Manager

2 people  
10 years of experience in tech/data



**Julien Zamor**  
Lead Engineer

+12 years of experience in  
tech/data



**Florian Pellet**  
Head of Sales

3 people  
+6 years of experience in mobility and  
tech/data



**Armon Rohani**  
Data Science Manager

6 people  
+8 years of experience in  
tech/data



**Amir Amib**  
Scientific Director

3 people  
+6 years of experience in data  
for mobility

