

DIGITAL
TOOLBOX

The Digital Toolbox

The key to the city



**GovTech is
the next big
thing.**

We can help you get increased market access.

Cities are facing challenges

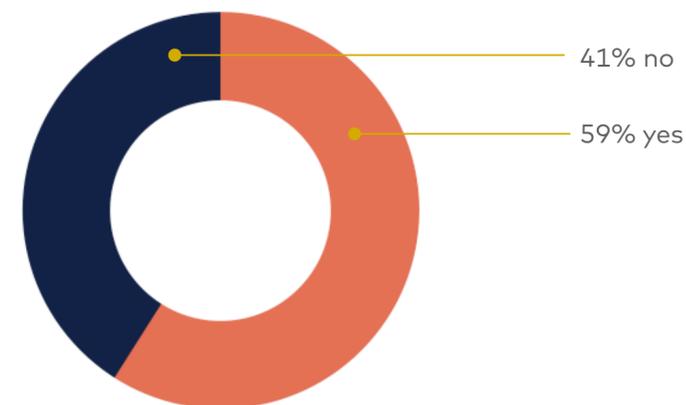
- ▶ Carbon emissions
- ▶ Underused potential of data and AI
- ▶ Congestion, maintenance, etc.

The global GovTech market is worth €330b as of June 2021, while Europe has a GovTech market value of €104b. Research among civil servants conducted in the Netherlands indicates that there are great opportunities for start-ups. 23% of respondents would like to work with start-ups but are not doing it right now.

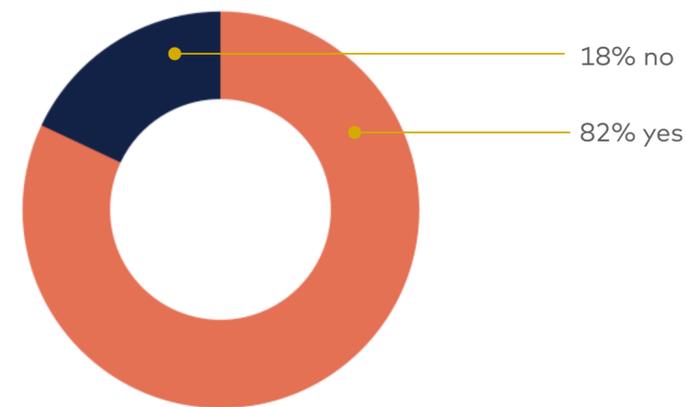
Global GovTech market



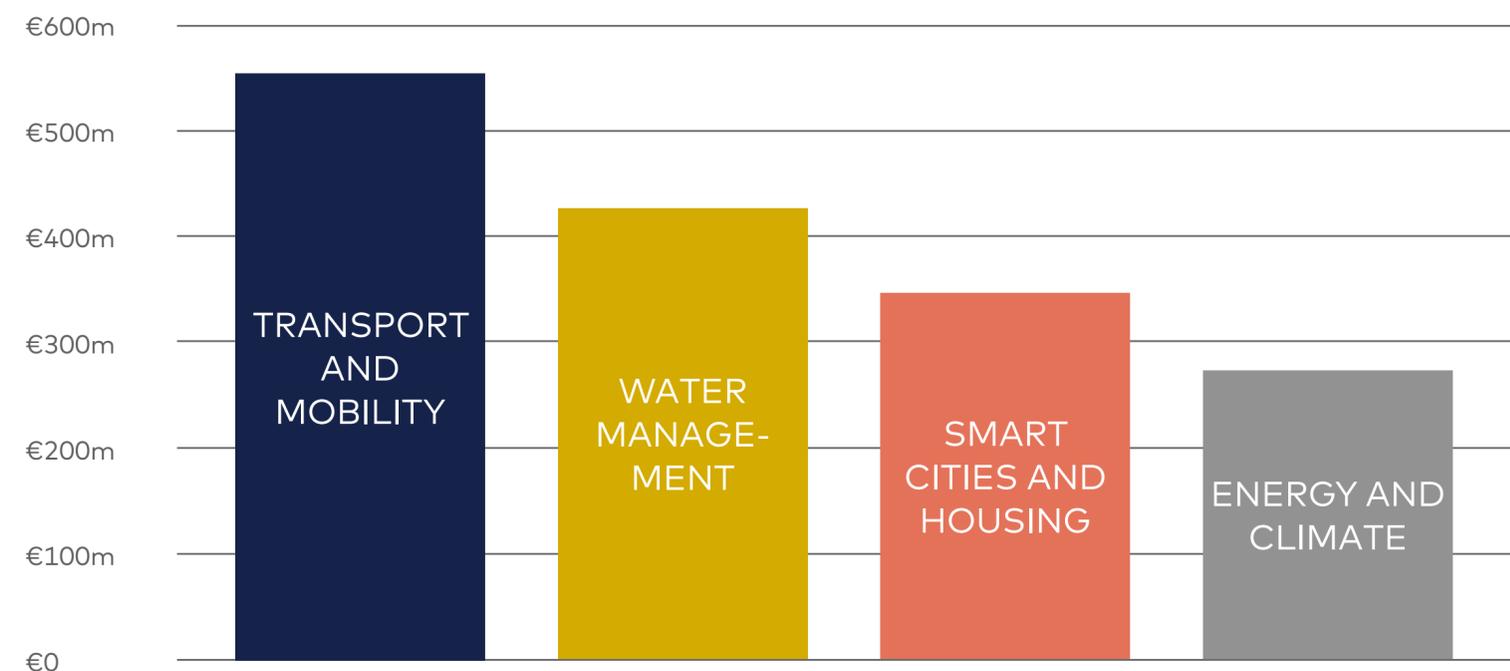
Civil servants currently working with start-ups



Civil servants who see the benefits of working with start-ups



Addressable market in the Netherlands



The Total Addressable Market (TAM) in the Netherlands is €4.3b. At the same time, the Dutch governmental Digitalisation Strategy 2.0 is pushing for investment in the GovTech sector. Of this potential market value, €550m is specifically for transport and mobility, €425m for water management, €349 for smart cities and housing, and €272 for energy and climate.



Cities need you. They need innovative solutions.
You have the opportunity to make an impact.



BARRIERS IN ADOPTION

Lack of expertise

Most municipalities are not aware of and lack knowledge on the value of technology.

Procurement

The current procurement process is ill-suited for selecting high quality innovative solutions.

Modularity

Quickly changing needs and desires asks for an approach in which systems are modular.

Serendipity

- Lack of expertise
Building trust and guidance to solve societal challenges with GovTech.
- Procurement
Improving the process to ensure that high-quality solutions surface.
- Modularity
A functional systems design ensures adaptability.

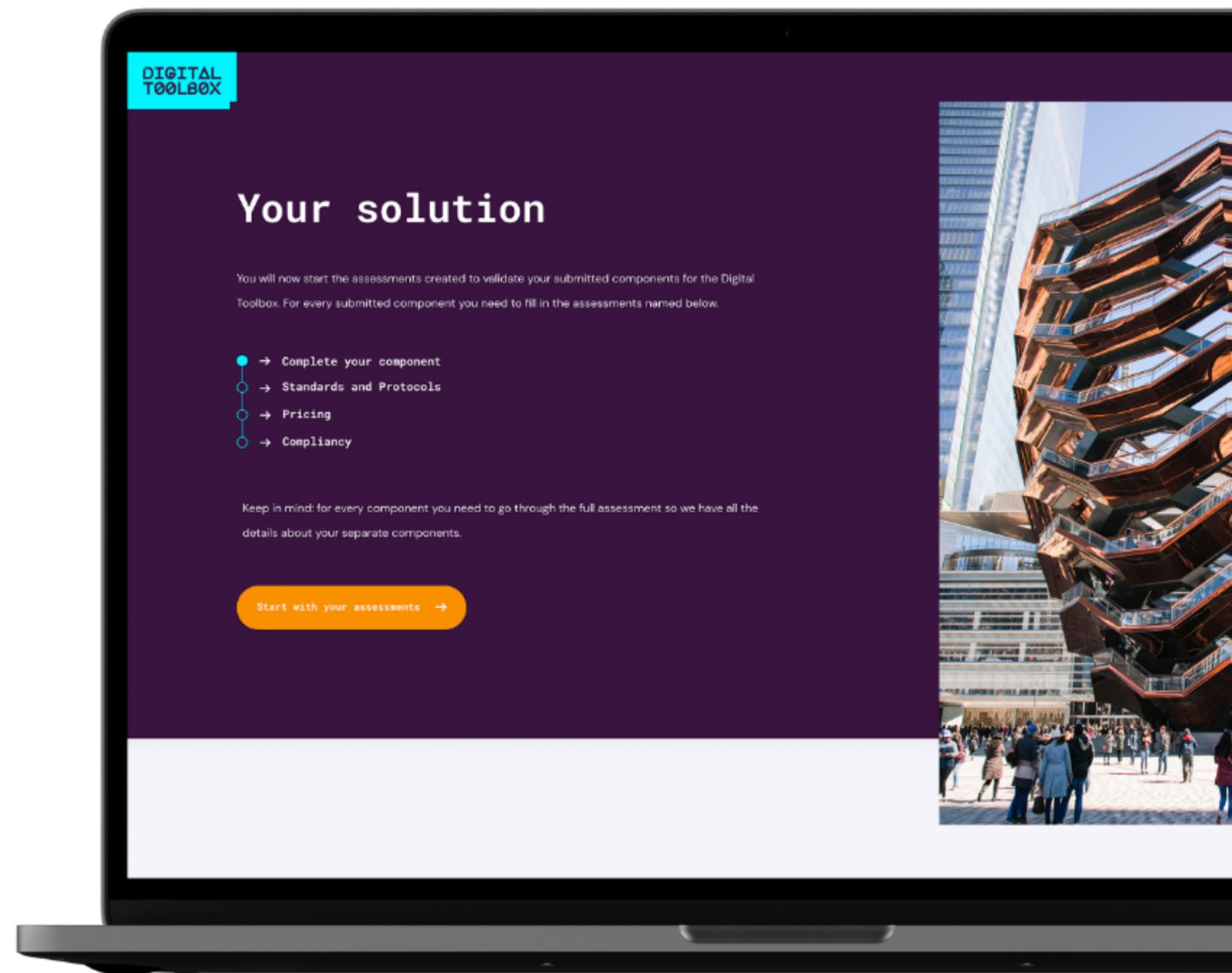


**DIGITAL
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The webshop for future proof digital infrastructure and next generation solutions

The Digital Toolbox is a procurement tool to help cities make better decisions. Kind of like a candy store for the best technologies and opportunities for cities.



The next generation solutions



Human centred services

What
People make the city, let's give them the best experience that they could have. Human centred services are technologies and practices that will make people feel engaged with and appreciated by the city.



Urban Air Mobility

What
Urban Air Mobility (UAM) has long been the prediction of science fiction films, but now it is really there! This opens all kinds of possibilities unimaginable before, we can help you make use of them.



The Modular Infrastructure

What
A truly modular infrastructure that makes you agile and allows you to adapt. Helping you solve today's societal challenges, but also tomorrow's.



Digital Twin

What
The digital twin is a way of making processes transparent, understandable, and traceable. It already helps industry to make better decisions real-time. We can bring this to the city too!



Virtual Boardroom

What
Real impact and real participation. The virtual boardroom is a way of visualising processes and potential changes in the cities in order to make good decisions. With management and with stakeholders.

Serendipity

What we offer

Increased market access

The Digital Toolbox is a webshop for digital infrastructure and next generation solutions.

- Display of your products
- Tapping into market of cities
- ▶ Building forth on the trust and relationships that we have with clients.

Business case

We help you position yourself towards cities.

- Business and use case
- Pricing model
- Awareness on opportunities for development
- Improved procurement
- ▶ Heightening the chance of partnerships with cities.

Legal compliance

Awareness on key EU legislation

- Legislation currently in effect
- Upcoming regulations
- Walkthrough of all requirements
- ▶ Legal compliance is needed to do business with local government.

Technical standards

Effective collaborations with other parties

- Common industry standard awareness
- Walkthrough of what is need to collaborate with other parties
- ▶ Working together allows you to focus on your core competencies and become even more innovative.

Serendipity

What we ask

Delivery in microservices

Components instead of services ensure adaptability.

- Cities want to prevent vendor lock-ins
- API's and protocols ensure integration
- You might need to consider rethinking your product in components.

Onboarding on Digital Toolbox

Positioning you on the Toolbox requires onboarding.

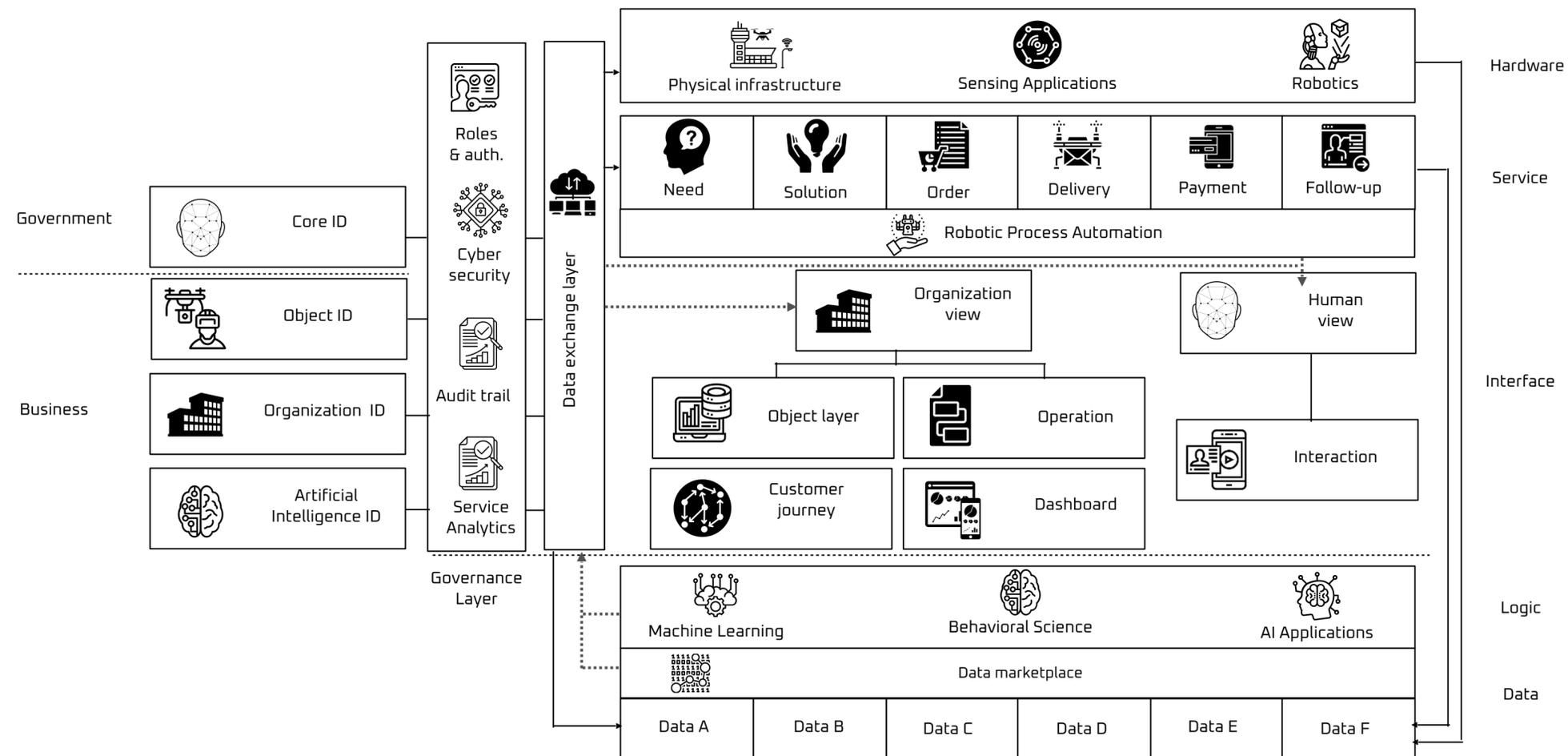
- Guiding questions on business case, legal compliance, and technical standards
- Allowing you to present yourself
- Basic information
- You are goot to go for the automated sales channel!

For free!

We do not ask a fee from you.

- Serendipity is focussed on delivering value for cities
- Our pricing model is a yearly subscription fee for cities
- We stay agnostic
- High quality servicing and consulting from Serendipity will attract more customers for you!

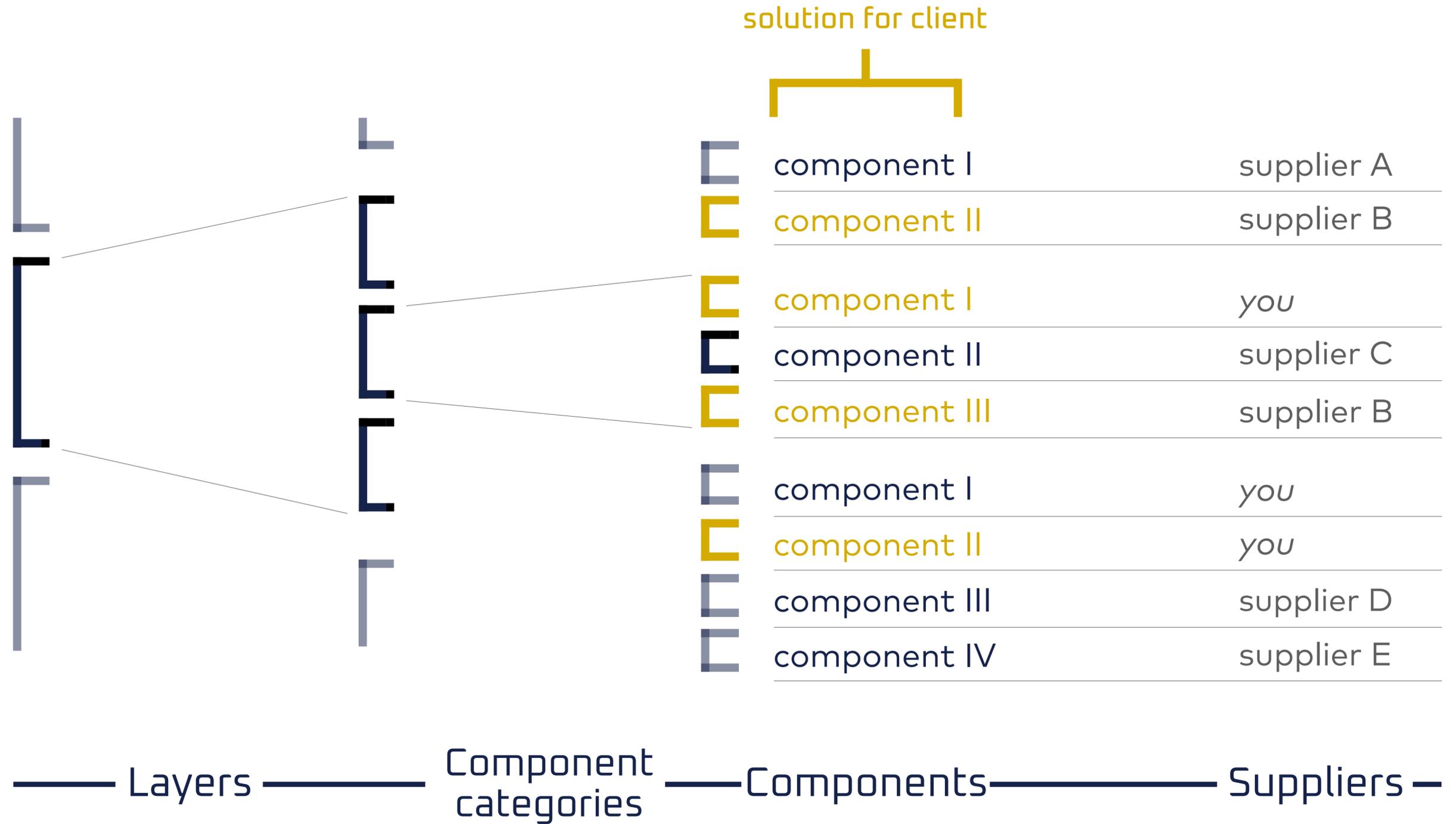
Functional system design



Our functional system design ensures adaptability and consists of eight layers:

- Identification
- Governance
- Data exchange
- Hardware
- Service
- Interface
- Logic
- Data

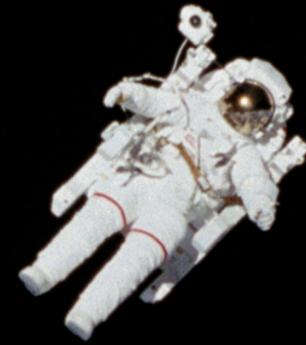
Component architecture





**Make money and make a difference.
Cities are places for business and impact.**





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