



# CloudCity

Smart City 2.0



Cloud City is a data analytics and management platform for cities and development companies that is reinventing how managers make informed decisions in order to run our cities better.



City managers are crushed under the weight of bad data and bad decisions





# Google street view in Belgrade





# Reality





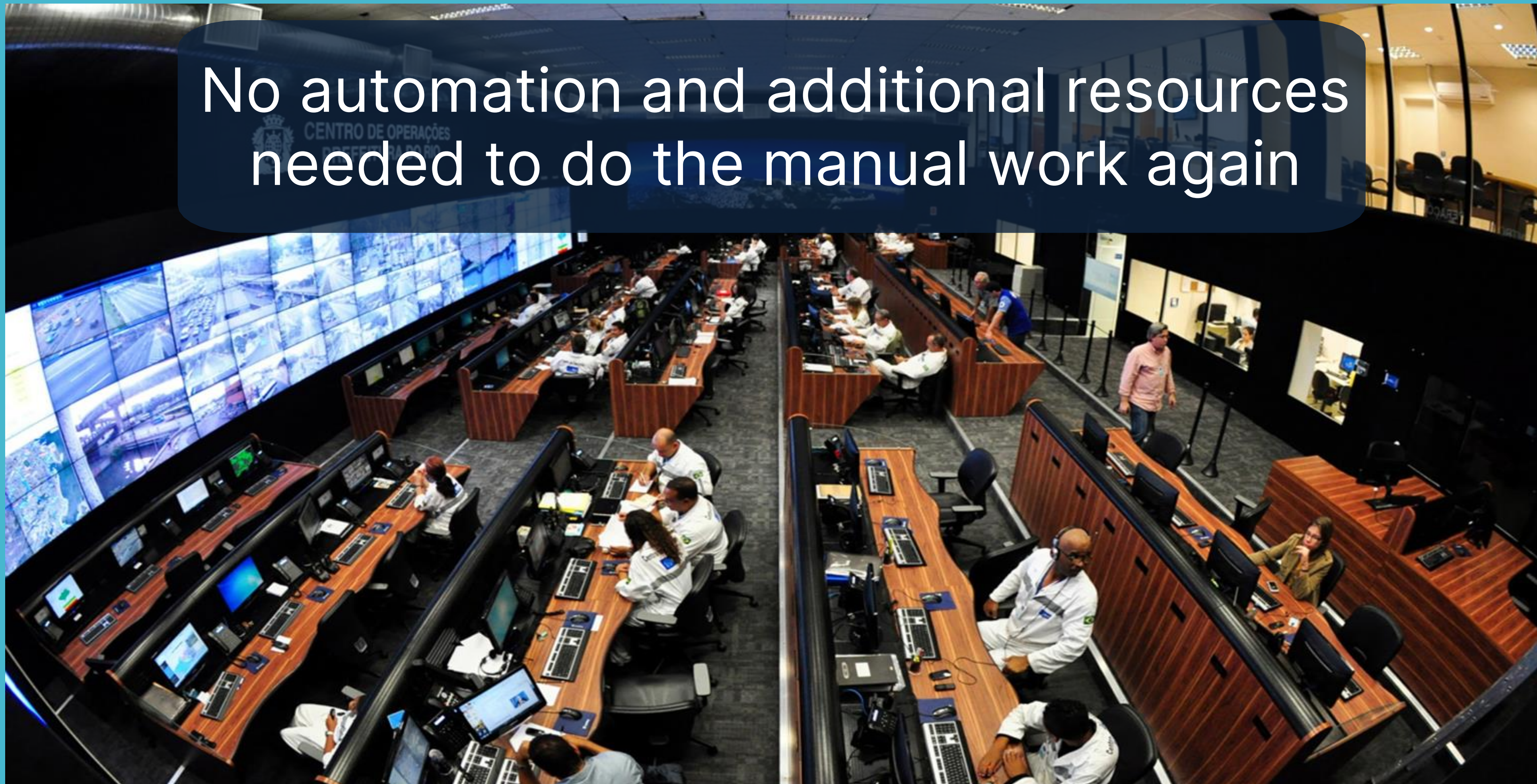
# Reality for every City Manager - everywhere



Today different systems provide fragmented data and no real value



No automation and additional resources needed to do the manual work again







# Cloud City

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Turn Every City  
into a Smart City



# Cloud City Solution

## Cloud City dashboard

Plug & Play / AI powered  
Customizable / Interoperable



### Universal City Sensor

Mobile hardware with camera and sensors  
Turns any vehicle into a mobile data logger





# AI powered IoT Network

Centralized system / Monitors in real time / Identifies problems / Automate & Optimize workflow / Creates Invaluable Data sets / Integrates in one Data base

Real time incident reporting and management

Real time and historical data analytics

Indoor and outdoor area management tool

Smart infrastructure integration platform





# \$150B smart infrastructure market in EU and MENA with 24% CAGR

1.000+ potential customers

on EU and MENA market looking for  
a new smart city solution

Preferred clients and industries

- Property development and management
- Sanctuary cities (b2b)
- Progressive cities (b2g)
- Resorts
- Airports
- Industrial parks

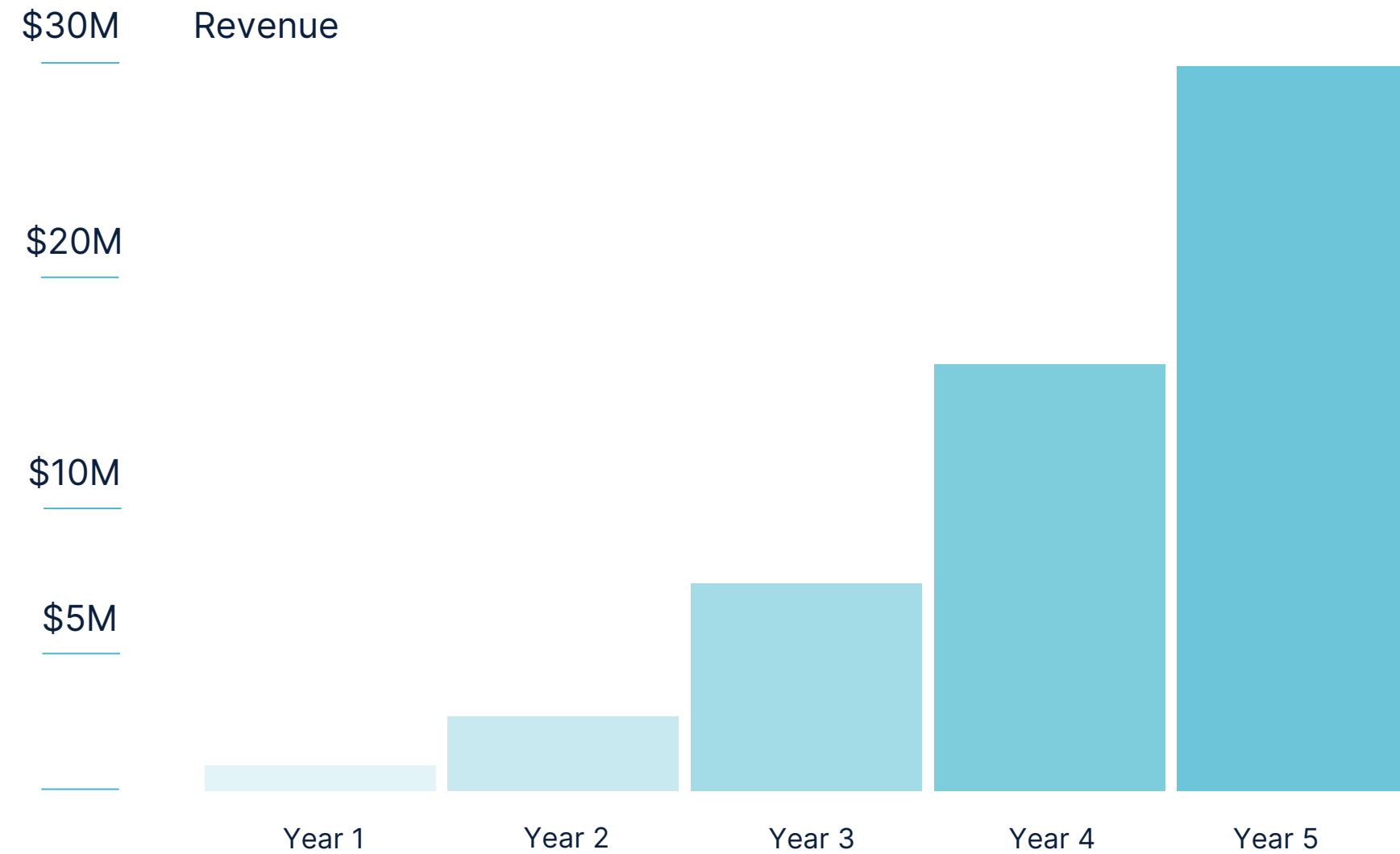


Source 1: Market.us  
Source 2: Allied Market Research  
Source 3: Frost & Sullivan

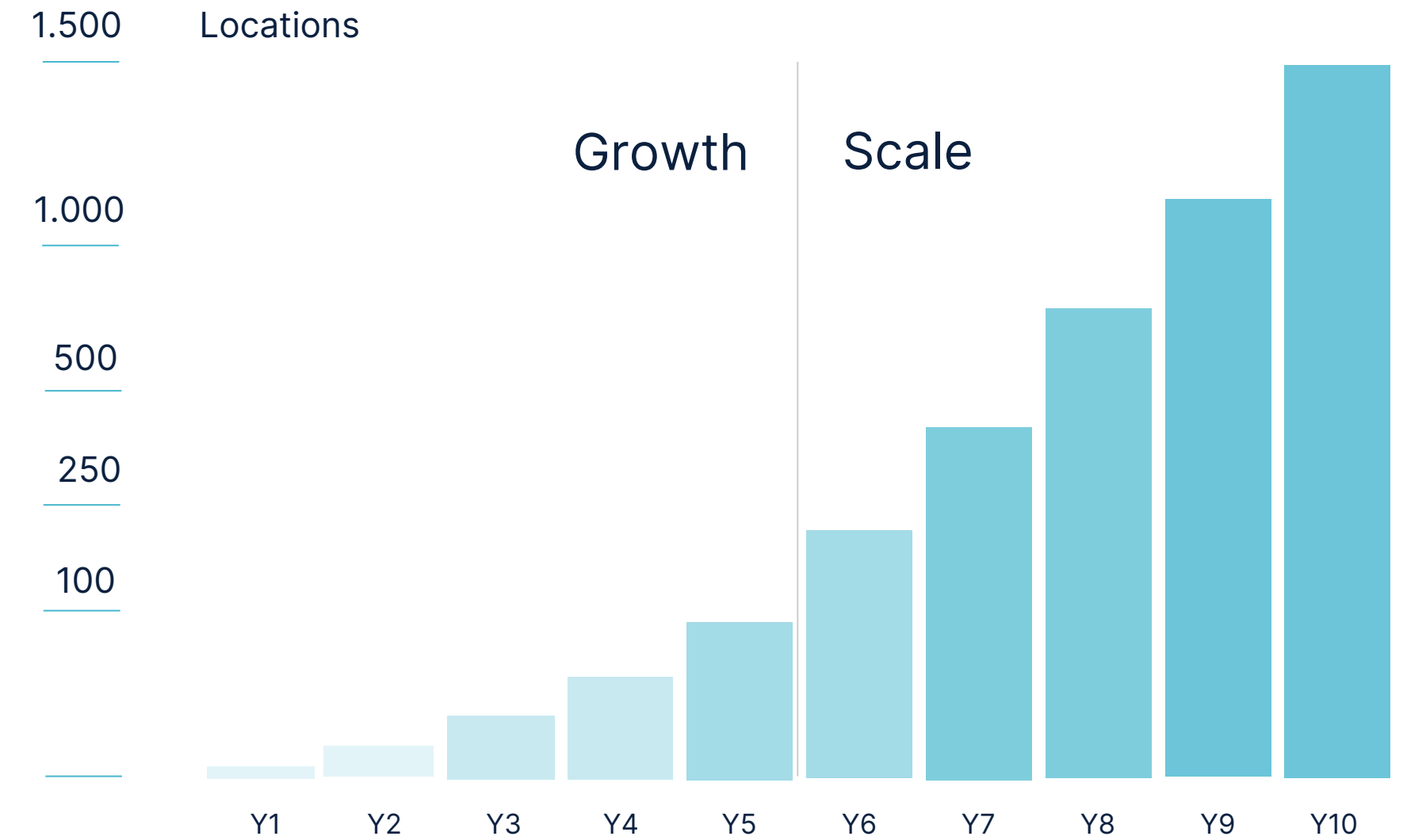


# \$1,5B market share in 10 years - <1%

## \$60M revenue in 5Y



## 1,500 locations in 10Y



50  
devs

\$150  
avg

\$7,5k  
MRR

\$90k  
ARR

10  
Years

\$900k

CLTV



# Custom annual subscription

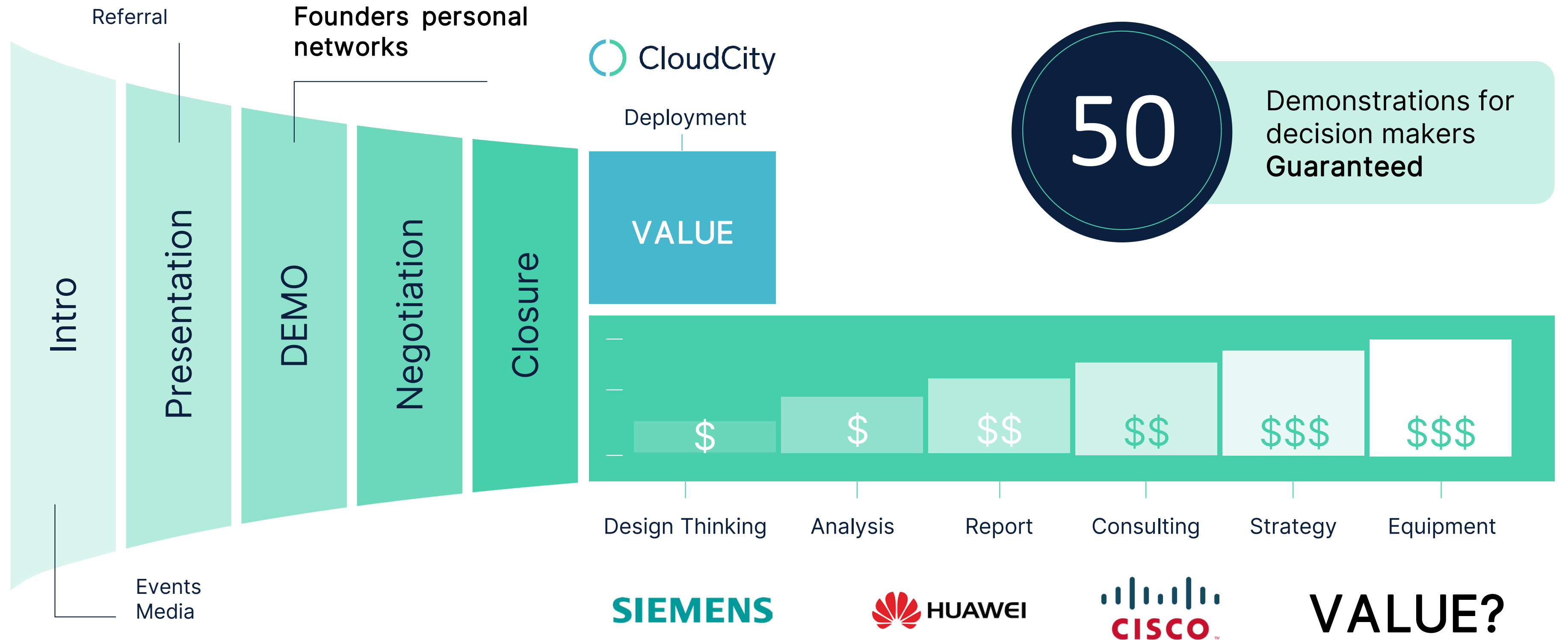
## Now

Basic Device / Month	Advanced Device / Month	Premium Device / Month	Custom Device / Month
\$60-100	\$100-150	\$150-200	Custom
No of devices - 500+ Active features - up to 5 Frequency of data - 4x day Customization - none	No of devices - 100+ Active features - up to 10 Frequency of data - 12x day Customization - limited	No of devices - 50+ Active features - unlimited Frequency of data - real-time Customization - limited+	No of devices - custom Active features - custom Frequency of data - custom Customization - unlimited

## Future

Licence	APIs	Labeled Datasets
Per request / Usage	Per request / Usage	Per request / Usage

# Instant value with Cloud City and a rapid Go To Market





# Four pilot projects in line for up to \$200k

Lustica Bay

MONTENEGRO

Port City  
Colombo

SRI LANKA

Belgrade  
Waterfront

SERBIA

Globotix

SINGAPORE

First commercial contract in Q1 2024

## Sales pipeline

Masdar City

UAE

Kragujevac

SERBIA

Porto MNE

MONTENEGRO

Helsinki

Finland

Gzira

MALTA





# Proven team with 4 exits



**Marko Šćepanović**  
CEO

Serial entrepreneur, 10+ years  
Ono Bikes, Odo Ride



**Lazar Lekić**  
COO

Manager 5+ years  
MI, Serbia Inovira, ICT Hub, UMPS



**Slavko Fodor**  
CTO

Senior IT eng, 15+ years  
Facebook, LotusFlare



**Svetislav Simić**  
AI PM

Senior IT eng, 10+ years



**Blagoje Ivanović, PhD**  
AI Lead

Senior IT eng, 10+ years



**Bojan Lungulov**  
Hardware Lead

Senior hardware eng, 15+ years



**Marko Krajnović**  
CMO and PM Lead

Project manager, 10+ years

**Jana Vukićević**  
AI developer

**Stefan Antić**  
Platform Lead

**Marko Vukićević**  
Frontend developer

**Mihajlo Mrvošević**  
Hardware developer

**Katarina Časić**  
UX Designer

**Jelena Kocić, PhD**  
AI / ML advisor

**Aleksandar Jevtić**  
QA Manager

**Marko Petrović**  
Customer Support

**Branislav Miletić**  
Business Developer

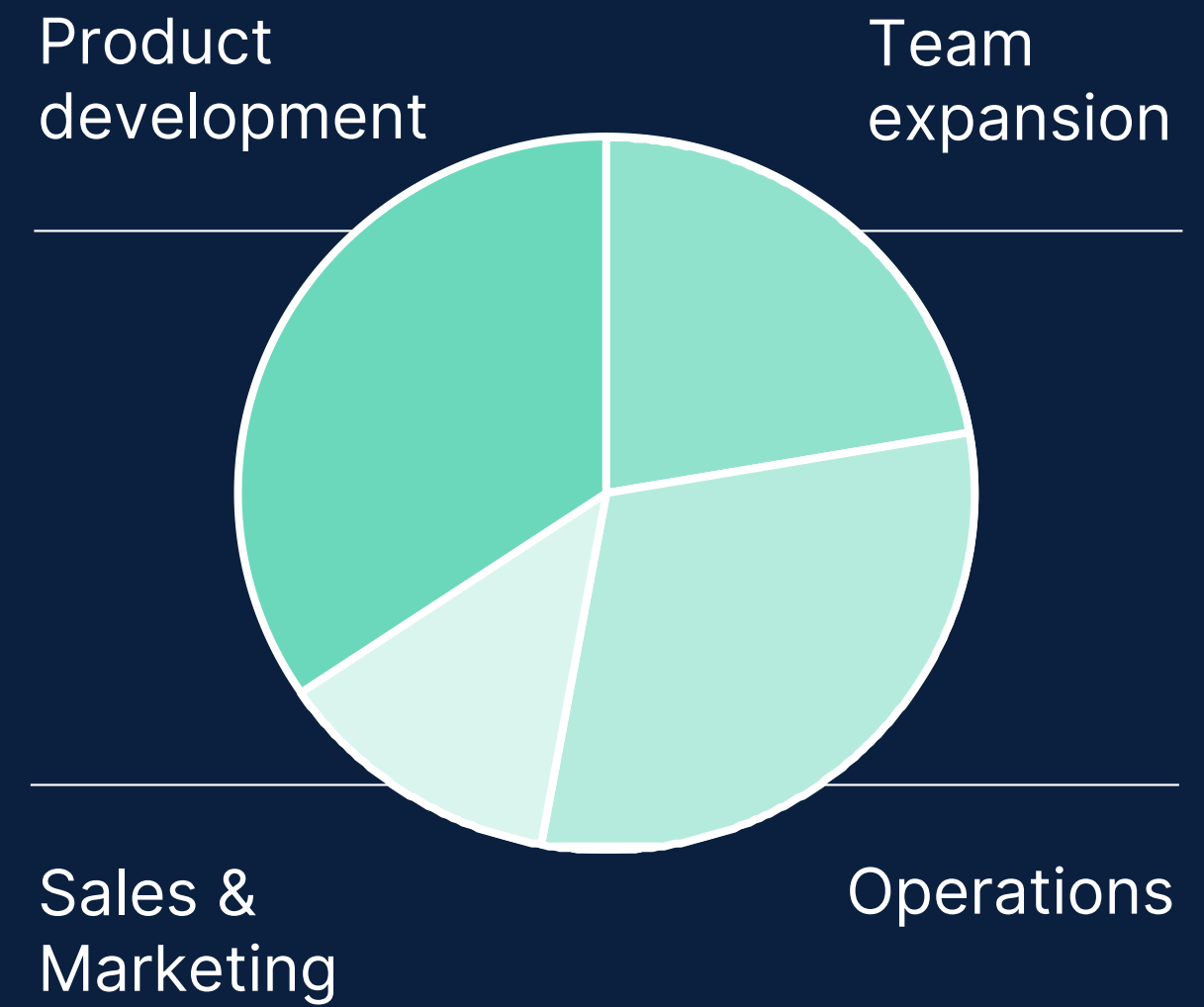
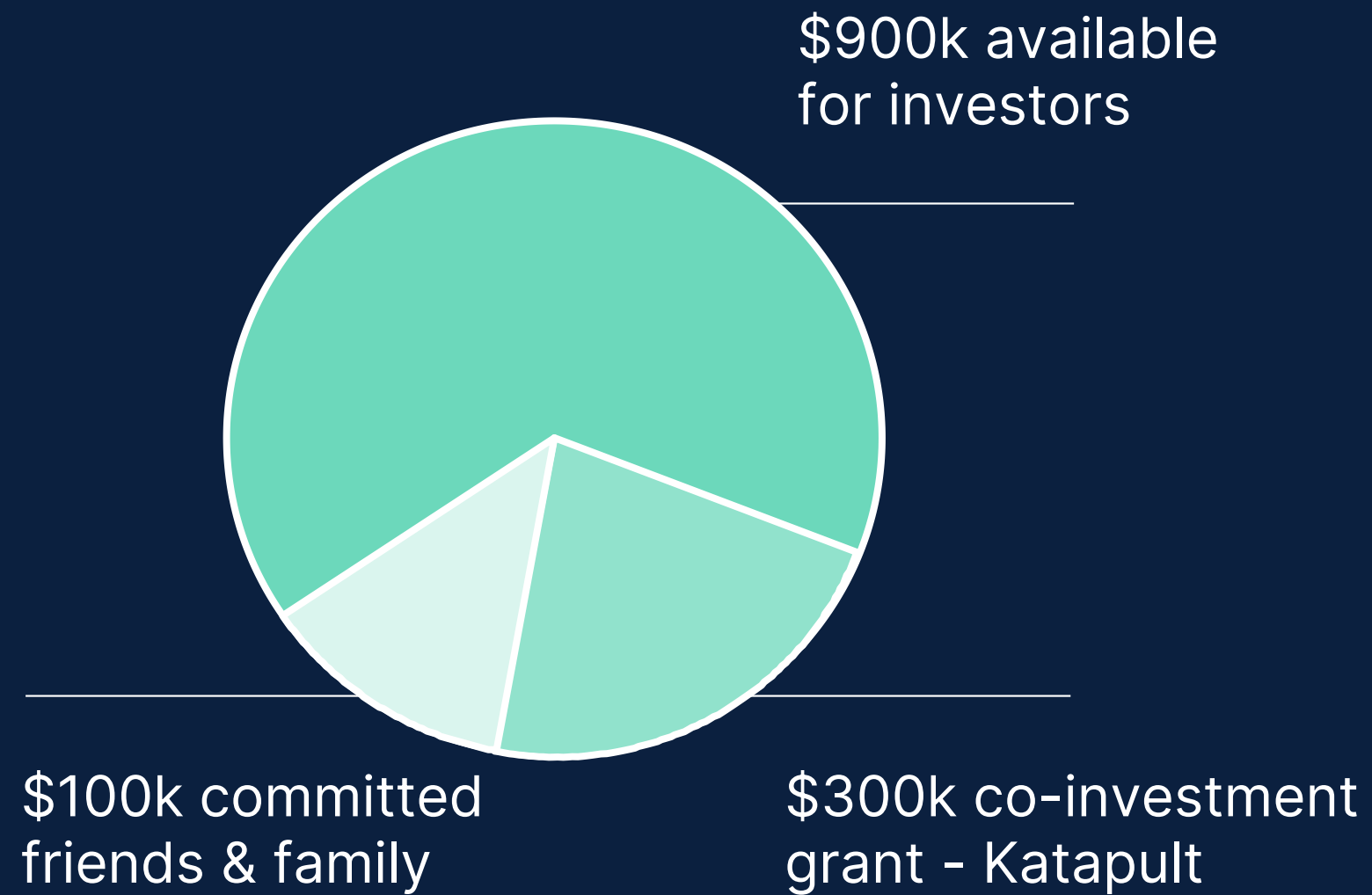
**Saša Mičević**  
CFO



# \$1.3M Seed Round Convertible Note or SAFE

\$1M equity round  
\$900k available

18 months runway  
10 clients



Better data.  
Better decisions.  
Smarter solutions.

Thank you.

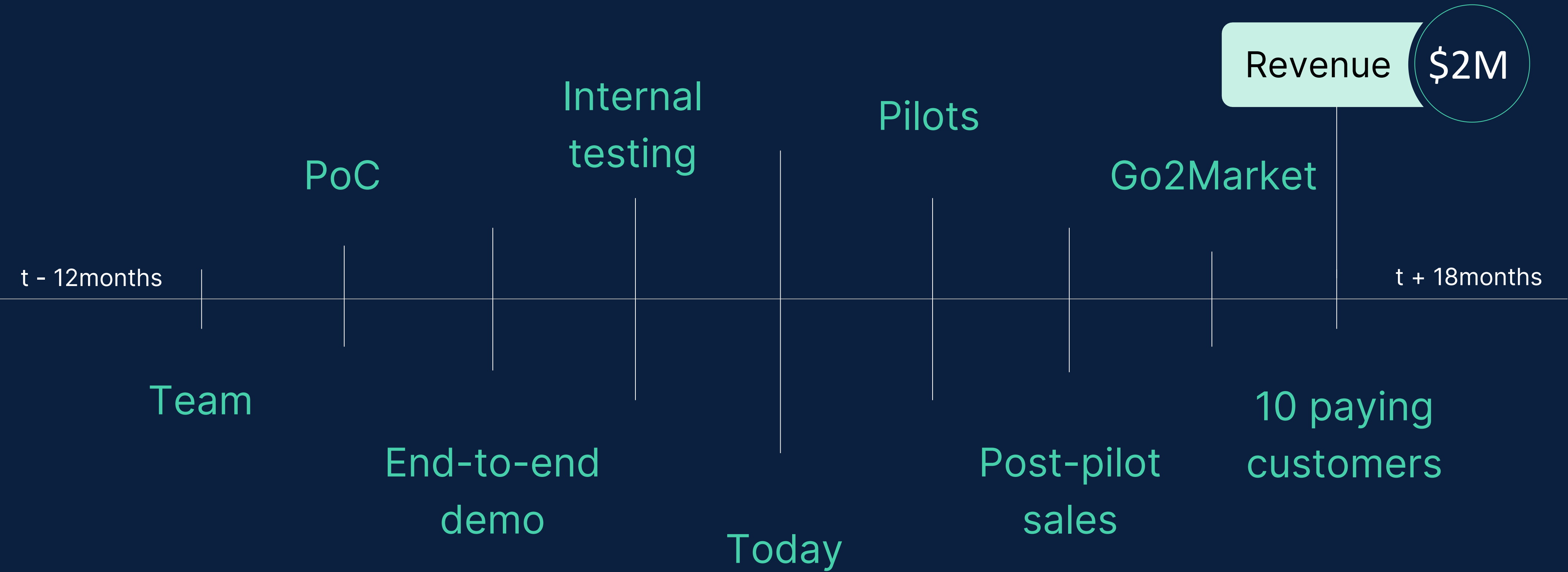


CloudCity

[www.cloudcities.co](http://www.cloudcities.co)  
[office@cloudcities.co](mailto:office@cloudcities.co)



# Roadmap





# Financial projection

	Number of clients	Revenue
Year 5	100	\$30.750.000
Year 4	65	\$17.000.000
Year 3	35	\$8.500.000
Year 2	15	\$3.000.000
Year 1	4	\$750.000



# Competition

Competitor - Feature	Cloud City	Sparrow City	Mega Sense	Nexar	Siemens	Huawei
Video monitoring	✓	✗	✗	✓	✓	✓
AI powered problem detection	✓	✗	✗	✓	✓	✗
Sensor monitoring	✓	✓	✓	✗	✓	✓
Integrated management system with analytics	✓	✗	✗	✓	✓	✓
Mobile Data Collection	✓	✓	✓	✓	✗	✗
Utility service automation (increasing efficiency)	✓	✗	✗	✗	✗	✗
Easy and affordable setup	✓	✓	✓	✓	✗	✗

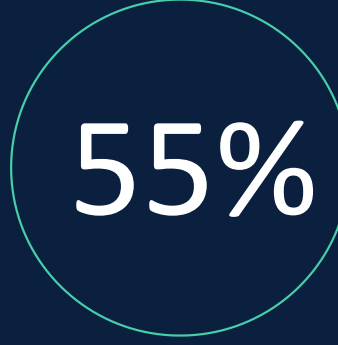


# Cloud City structure



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Senior AI eng

Senior IT eng, 10+ years



**Marko Krajnović**  
Project manager

Project manager, 10+ years



Key employees and ESOP – Marko dilutes

Investments – everyone dilutes



# Key Developments

## Developed

- Platform demo
- Cloud City box 1.0 – pilot ready
- Web page and promo video
- Urban area management tool – incident reporting:
  - street condition / potholes,
  - service efficiency tracking
- Mini meteo station with all relevant meteo real time data – temperature, pressure, humidity
- Pollution levels real time data – air, noise
- AI modules – fire detection, accidents, face and plates blur
- Custom, historical data reporting system

## In development

- AI modules:
  - street and traffic light malfunction,
  - park and street furniture vandalism
  - waste management,
  - construction site panels falling,
  - muddy trucks exiting construction sites,
  - vehicles driving through pedestrian areas,
  - vehicles delivering goods during forbidden hours
  - Real time runway condition
  - Real time information on drivers behavior
  - Asset management – vehicles in use
- Urban area management tool – incident reporting:
  - Automated system for work order creation
  - Automated system for work order forwarding
- Setup initial sales team and launch Go To Market strategy





# AI powered plug & play IoT network

## Incident reporting in real-time

- high noise levels
- road potholes
- damaged inventory
- waste management
- fire detection
- other anomalies / changes

## Asset management and control

- usage of vehicles
- real-time information on drivers behaviour
- automated problem ticketing and management system
- creates work orders
- assigns tasks
- tracks efficiency

## Integrability and interoperability with other systems

### Real-time environmental data

- meteorological data
- air pollution
- noise levels

