

City Challenge – Supplier Side

Pitch to European, Nordic and national cities on **the City Challenge on the future of mobility – part of CitCom.ai**

Cities face complex challenges in managing traffic flow, analysing mobility behaviour, and improving green mobility. Technological advancements and increased data availability offer exciting new opportunities to address these issues. This City Challenge, initiated by Guldborgsund Municipality (see the challenge description here: [\[link\]](#)), aims to create a robust data foundation for informed decision-making in this critical area.

We invite You and your company to apply on pitching your solution towards the City Challenge focused on leveraging intelligent technologies to optimize urban mobility, specifically by enhancing, analysing and cycling and public transport. This initiative is particularly relevant for companies currently developing technologies at Technology Readiness Levels (TRL) 6-8, with a potential for real-world application.

Why Participate?

- **Market Validation:** Gain valuable feedback and real-world testing opportunities for your near-market-ready solutions within a collaborative urban setting.
- **Strategic Partnerships:** Connect with potential customers (municipalities) and other key stakeholders in the smart mobility ecosystem – European as well as national.
- **Solution Refinement:** Contribute to shaping the future of urban mobility and refine your technologies based on real-world needs and challenges.
- **Impactful Deployment:** Solutions developed and validated through this challenge have the potential for implementation in participating cities, creating significant market opportunities.

Unique opportunity to Pitch:

We encourage all companies with relevant solutions, or components thereof, to apply via the link below. A selection committee comprised of representatives from participating cities will shortlist eight applicants to present their solutions. Those that are not selected will be contacted regarding potential alternative opportunities for collaboration.

The application process requires adherence to specific criteria, detailed below:

Commitment:

To demonstrate a broad supply-side we request permission to use your organization's logo/name in connection with the two "Open Innovation Calls." This commitment is non-financial.

We believe your expertise in smart city technologies, particularly in traffic flow optimization and analysis, would be invaluable to this initiative. We look forward to your participation.