Analysis of market and customer needs for assessment of risk in traffic

LEAD

Petra Nordgren, Lovisa Sterner, David Århammar, Joachim Andersson, Johanna Lundin

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Supervisor: Associate Professor Ghazwan Al-Haji
Linköping University

GOZINTO studentkonsulter

Project team

Petra Nordgren

Project leader

Industrial Engineering year 4

Lovisa Sterner

Consultant

Industrial Engineering year 4

Joachim Andersson

Consultant

Industrial Engineering year 3

David Århammar

Consultant

Industrial Engineering year 1

Johanna Lundin

Advisor

Industrial Engineering year 5

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Executive summary

Method

Market overview

Customer analysis

Competitors & collaborators

Recommendations

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Executive summary

Segments	Key takeaways
Market overview	• The market for traffic risk assessment is estimated to **~9.2 MSEK in Sweden, with market actors predicting relatively slow growth** • Interest in data-driven risk assessment that increases efficiency and technological development are **key drivers** for the market • The **main challenges** are price sensitivity and bureaucratic inertia amongst municipalities
Customer analysis	• **Municipality traffic planners identified as the most attractive customer**, entry barriers too high for private companies • A user-friendly tool that can collect large data volumes and see patterns that **makes traffic risk analysis more efficient** is wanted • To make the product interesting, it must be clear how it can **contribute to cost savings and reduce manual labor** for traffic planners
Competitors & collaborators	• Few profitable competitors identified, most are funded by other companies or government initiatives • **Complementing** a potential partner and **teaming up with brands that can provide data and expertise** is deemed important for a successful collaboration • **Several potential partners are interested in further collaboration**
Recommendations	• The market for traffic risk assessment is **deemed attractive**, if a clear complement can be defined and a broader use case than just schools can be found • In a market where price is paramount, **demonstrating the effectiveness and the time- and cost-saving qualities of the product is essential**
Next steps	• Next steps will be to have **commercial dialogues** with identified potential partners. In order to do this **a clear USP with the product must be defined** • The next steps involve defining the **product specifications, identifying potential collaborators, and securing funding** • **Securing funding for a pilot project** follows finding the data suppliers. This project can then be used for marketing purposes when municipalities are approached at a later stage

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Multiple methods and workstreams were used to gain a holistic view of the market for risk assessment in traffic

Market overview

Desktop research
Information about the global market for risk assessment in traffic situations

Interviews
Interviews with existing players in the market

Market players

Desktop research
Potential partners and competitors were identified through desktop research

Interviews
Interviews with potential partners and competitors for qualitive data regarding metabolic tracking

Customer analysis

Interviews
Interviews with potential customers for qualitive data regarding customer needs

Desktop research
Information about the regulatory constraints for customers

Product offering

Desktop research
Information about existing technology and solutions

Discussion with Ghazwan
Discussion with idea owner regarding product specification

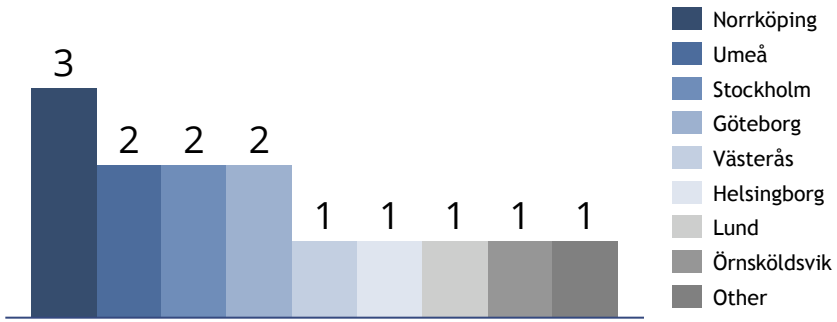
In depth interviews were conducted with focus on municipality traffic planners and experts in traffic risk assessment from a variety of locations

The project in numbers

61
Contacted market actors

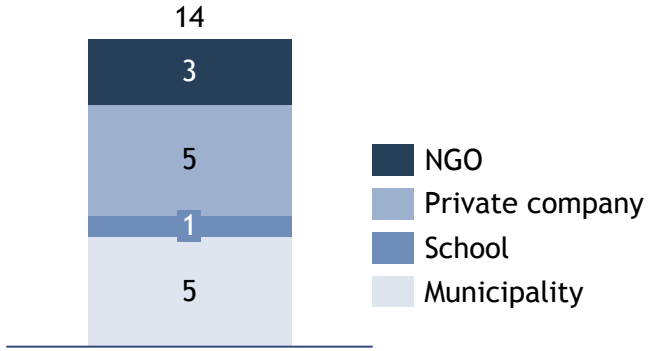
14
Interviewed

Geographical distribution of interviewees

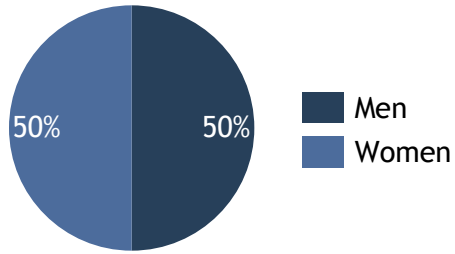


Distribution of interviewees

Sector



Gender



Key Takeaways

- People working in **the public sector and NGOs are generally more likely to take the time** for an interview
- Getting in touch with **school workers right before summer break proved hard** as they have little time
- **Asking in interviews for further suitable interviewees** proved very helpful
- **The traffic risk assessment network is generally quite closely knit**, a lot of people are already working together or know of each other

Source: Interviews

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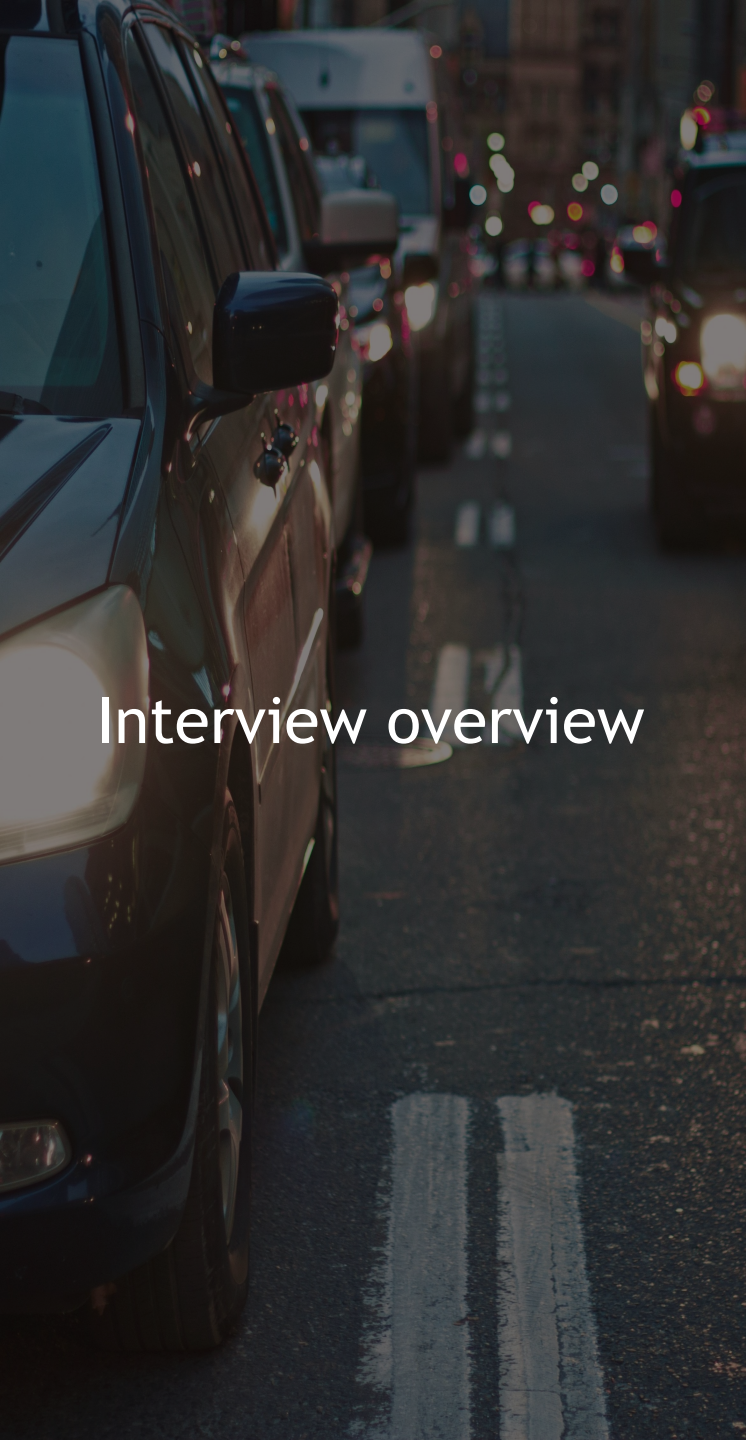

Interview overview

Insights

Municipalities

- **Interviews conducted with traffic planners,** one head of traffic planning, one project leader who previously worked for SWECO as well as the Chairman of the Umeå technical board
- Generally, the **municipality workers are aligned in their wishes for the product**, and show relatively low willingness to pay

Private companies

- **Viscando was interviewed regarding collaboration possibilities** for traffic risk data
- **PEAB and SVEVIA were interviewed** to investigate purchasing interest in traffic risk assessment solutions
- **Dublett interviewed regarding collaboration possibilities** and showed interest
- **Traffic risk expert working for the industry organization for Swedish insurance companies** interviewed regarding their interests in traffic risk tools

NGOs

- **NGO "Nationella Trafiksäkerhetsförbundet" interviewed** to gain market insight and expertise from working with municipalities and Trafikverket
- **NTF showed great interest in the idea** and seem interested to find funding for pilot project from Trafikverket
- **Coordinator at Star Rating for Schools interviewed** to gain insight into their work as a competitor with similar technology

Schools

- **Principal at private school** interviewed regarding possibilities of collaboration with private school sector
- **Reached out to public schools** for interview but no response

Note: NGO = Non-governmental organization

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Expert interviews | Interviews with market experts gave valuable insights of traffic risk assessment market, interviewees positive to further collaboration

Amritpal Singh

CEO and co-founder at Viscando

- **Viscando is a data insight company, with a system to track vehicles and humans** to help customers understand movement patterns, traffic flow and human behavior
- **>10 years experience** of computer vision and related product development
- PhD from Chalmers, and specialist in **bringing basic research to commercial products**

*What I would say is that if Ghazwan can develop such a tool, we can **provide relevant data for him**.*

Magnus Granström

Director at SAFER - Vehicle and traffic safety center at Chalmers

- **Research and competence center where close to 50 partners** from the Swedish automotive industry, academia and authorities work
- **>20 years experience** of working with research in automotive industry and expert in traffic safety research
- Post Doc from **Cambridge**

*There is a lot of interest, but ideas often get shot down on the fact that it shouldn't cost anything. **Municipalities must be involved as demanders, but do not necessarily have to finance the projects themselves**.*

Elisabeth Westman

NTF Operations Manager

- ”Nationella trafiksäkerhetsförbundet” (NTF) is an **independent and non-profit organization** that works for safe traffic in Sweden
- **Experience with working on government funded projects regarding traffic safety**, for instance “Min skolväg”
- In her role she works closely with both **municipalities and funders**

I think there is a great need for this! *Not only for schools but also for leisure facilities.*

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The market for traffic risk assement tools is challenging and likely seeing slow growth - winning customers in municipalities is key

Market

The market is growing, but slowly according to Viscando.

There are few competitors, but this also seems to be due to relatively low interest from potential customers.

The most interesting customer group is municipalities, but there is **bureaucratic inertia in the system regarding procurement and budgeting.**

Municipalities

Municipalities are responsible for purchasing risk assessment tools for schools and other areas.

Willingness to pay is relatively low, but there is interest in solutions that reduce the workload of their traffic planners through automating assessment of traffic risk.

Technology

Private companies are more interested in high-tech solutions doing traffic simulations to investigate the impact of measures at workplaces in proximity to traffic.

Municipalities have some interest in software that can see correlations in data and make it easier for traffic planners to analyze traffic situations.

Key takeaways

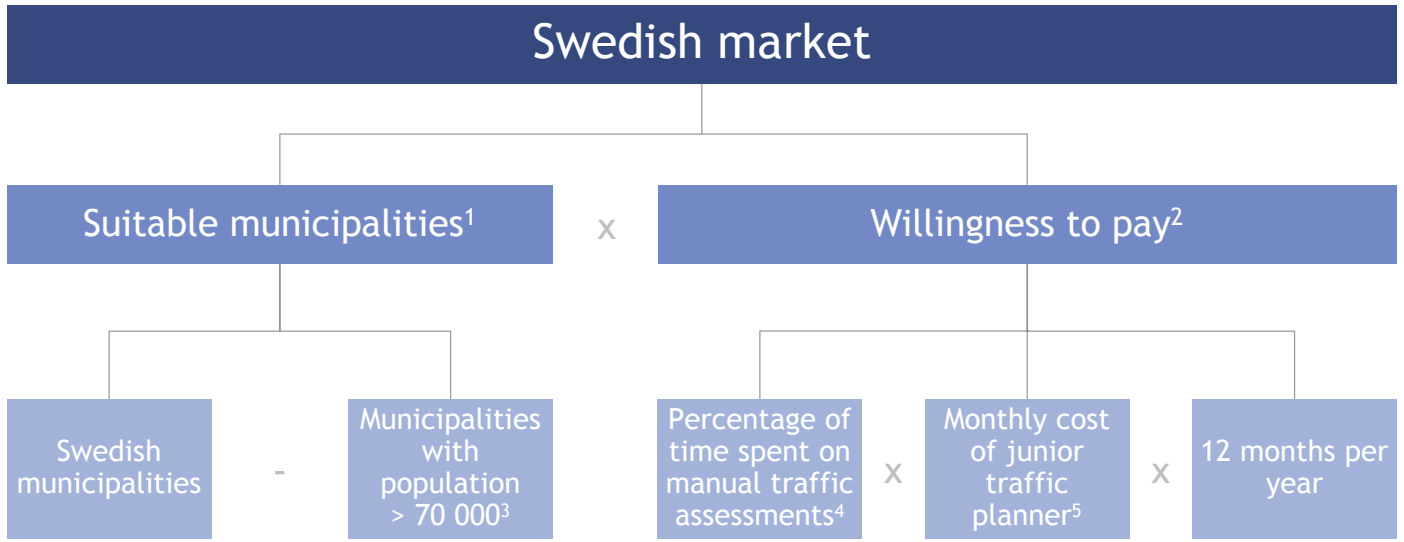
Winning over the municipalities may be difficult because of their budget and high requirements on efficiency in the product, but *if a user-friendly solution that streamlines the current analog work methods can be identified, it is desirable. The idea needs to be integrated with software to be interesting.*

Market sizing| Larger municipalities deemed most attractive on the 9.2 MSEK Swedish market for traffic risk assessment tools

Estimated Swedish market for risk assessment tools

~9.2 MSEK

The market for traffic risk assessment tools is estimated to 9.2 MSEK



Willingness to pay affected by municipality size

Population size is a critical factor to determine a municipality's willingness to pay. According to expert interviews, the tool is **only relevant for municipalities with a population over 70 000**.

The larger the municipality, the more complex the traffic situation which consequently leads to higher budget for traffic management.

For the product to be worth purchasing for municipalities, **it must replace manual observations currently done by junior traffic planners**. This to reduce man-hours and increase cost efficiency.

The estimated starting salary for a junior traffic planner is around 33 000 SEK. This results in a **monthly cost of 46 500 SEK per junior traffic planner for the employer**.

1. Interviews; 2. Interviews; 3. Population in Swedish municipalities 2021 according to SCB; 4. Gozinto estimation; 5. PWC, interviews

*Governments wants to **have evidence-based data** in order to make decisions regarding infrastructure for traffic safety.*
- Minh Vo, Coordinator at Star Rating for Schools

There is a general **increased interest in risk measurement internationally**, both private and public actors want to examine traffic situations based on tangible data.

Technological development makes it possible to use AI and big data to analyze traffic situations in a relatively automated way, which is in demand by customers.

There is interest in a traffic risk assessment tool that increases efficiency and **provides tangible measures with which the traffic situation can be improved.**

Drivers

Challenges

Opportunities

Source: Gozinto analysis, Interviews, Research

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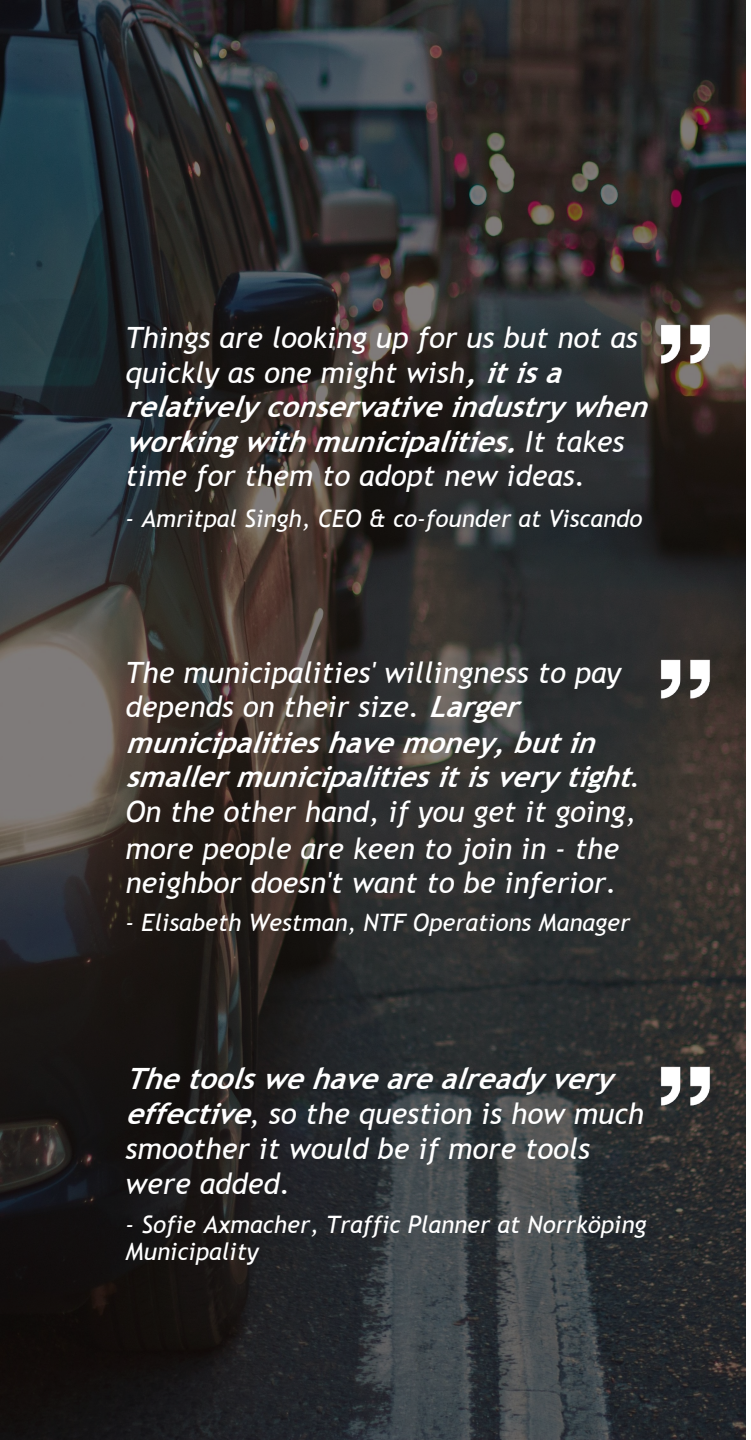

*Things are looking up for us but not as quickly as one might wish, **it is a relatively conservative industry when working with municipalities.** It takes time for them to adopt new ideas.*

- Amritpal Singh, CEO & co-founder at Viscando

*The municipalities' willingness to pay depends on their size. **Larger municipalities have money, but in smaller municipalities it is very tight.** On the other hand, if you get it going, more people are keen to join in - the neighbor doesn't want to be inferior.*

- Elisabeth Westman, NTF Operations Manager

***The tools we have are already very effective**, so the question is how much smoother it would be if more tools were added.*

- Sofie Axmacher, Traffic Planner at Norrköping Municipality

Potential customers are generally satisfied with the solutions they have today. For the product to be of interest, they want it to be a clear complement that simplifies the work process rather than adding another tool that makes traffic analysis more complicated.

The municipality market is price-pressured as everything is procured and a tool is compared in terms of price against other alternatives, where the cheapest and most efficient is chosen.

Private actors are mostly interested in very high-tech solutions, **making investment costs and entry barriers high.**

Drivers

Challenges

Opportunities

Source: Gozinto analysis, Interviews, Research

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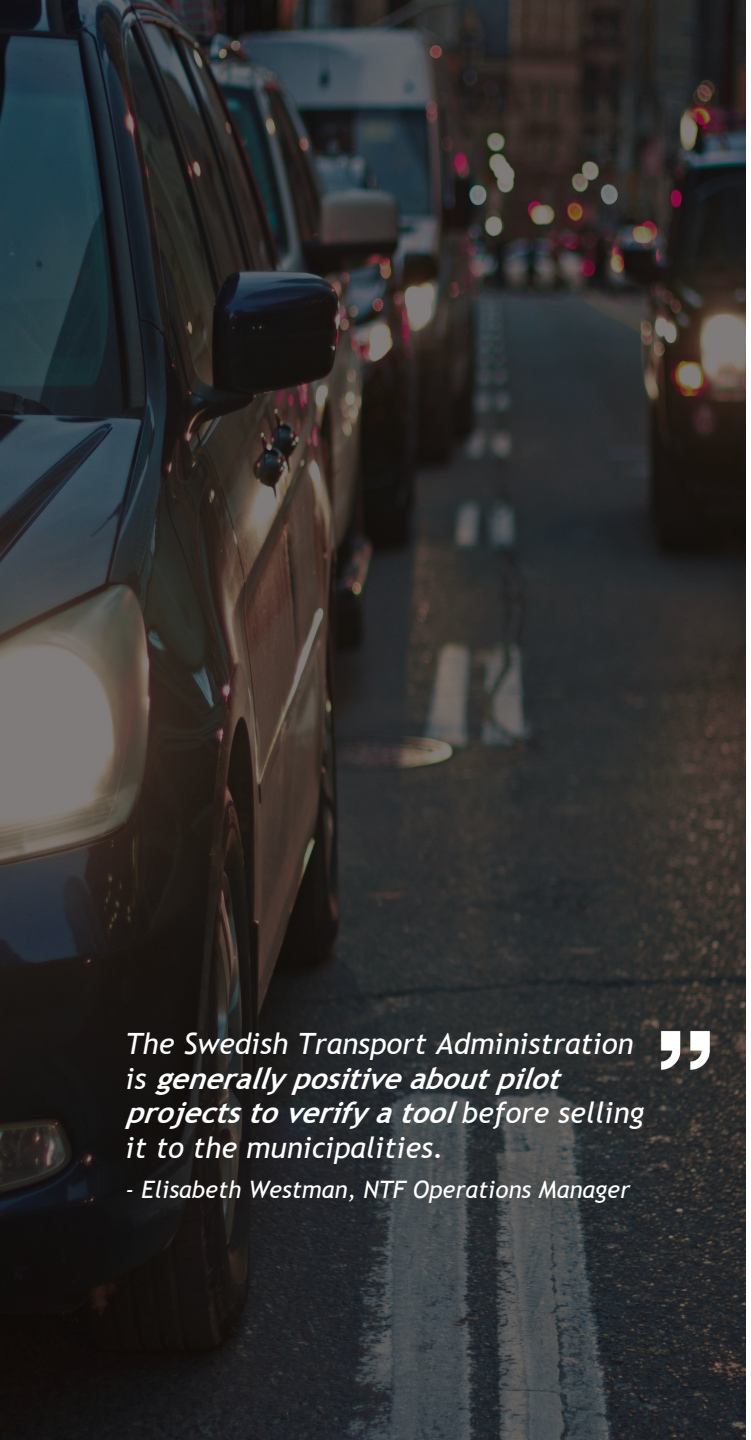

*The Swedish Transport Administration is **generally positive about pilot projects to verify a tool** before selling it to the municipalities.*

- Elisabeth Westman, NTF Operations Manager

To **work with a partner who can provide technical expertise and data points for the tool is desirable**. There is interest from potential collaborators.

If the **product is niched so that it is specific enough and not part of a framework contract**, there is a chance to increase your competitiveness when it comes to municipalities.

Receiving funding for a pilot projects seems possible as there is interest from industry experts for such a product. A **first step would be to apply for a grant to further technically develop the product**.

Drivers

Challenges

Opportunities

Source: Gozinto analysis, Interviews, Research

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Two main customer segments were identified

Customer segments

Market for traffic risk tools

- **Municipalities**
  - Public sector institutions
    e.g. hospitals etc.
  - High risk traffic environments
    e.g. crosswalks with high volume of pedestrians
- **Private companies**
  - Infrastructure construction
  - Traffic consultants

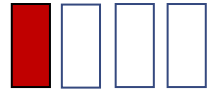
Key takeaways

Municipalities were found to be the **main target** for the traffic risk assessment tool. They are also able to target **multiple schools** within the surrounding area, although they are **price-sensitive**.

Private companies have a **stronger purchasing power**, but the product **must then be adapted** more extensively to the customer's wishes and needs. There is a demand for a **more technically advanced** product which is outside the scope of what the product is intended to do.

The schools have **different responsibilities** depending on the ages of children. It is **easier to target municipalities** and have schools as the end user.

Customers want to have a user-friendly interface and are cost-sensitive

Segment	Customer need	Willingness to pay	Target	Challenges	Attractiveness
Municipalities	• A user-friendly interface with possibilities to **access raw data** • Being able to collect **large volumes of data** and see patterns • A tool that tracks **different traffic types**, including pedestrians			• **Bureaucratic** business environment • Users have the tools that **fulfill their needs today** • **Slow decision-making** process	 *Relatively high demand but cost sensitive segment*
Private companies	• **Suggestions** of how to address traffic safety risks • Data of the traffic environment • **Simulation tool** how different solutions affect the traffic	 *Require more data to be reliable*		• The **working environment is unique** for different locations • Create a **detailed map** of roads and surroundings	

KEY TAKEAWAYS

*The **need for the product is high** but the **willingness to pay** for the product is generally **low**. The tool needs to be **integrated into cameras, IT and technology** to work seamlessly together with existing tools and add to the user experience. The main targets should be **Municipalities**.*

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Municipalities want raw data and private companies want suggestions

Municipalities

Scientific measurements and evaluations is vital for traffic assessments

*Graphs and percentage variations are important for determining if we are doing the right things. **Ratings** might be a bit **too subjective**. Numbers are good for making relevant conclusions.*

- Traffic planner, Norrköping

*If the solution meets all the requirements (user-friendly, easy to install, withstands cold, etc.) and competently **replaces a traffic planner**, such solution could be something we are interested in, **if it is inexpensive.***

- Traffic planner, Umeå

Private companies

A detailed updated road map with traffic safety suggestions would be much needed

*Risk assessment is always simple: is there a risk of being hit by traffic? Yes or no. However, it would be relevant to get **suggestions on a solution** to prevent the risk.*

- Traffic engineer, PEAB

*Today, we mostly use a drawing tool and the road classification to develop relevant measures. But for us, a tool like the one you're talking about could **mostly be used to create safer workplaces** and, of course, to prevent accidents.*

- Health and safety manager, Svevia

Key Takeaways

Municipalities have the same basic needs and goals. They are also **experts in the field** and **prefer to retrieve data** rather than to get suggestions. Although, they would benefit from having software that can spot **patterns in the data**.

Private companies have standardized methods for deciding the risks but want **suggestions for how to solve** the problems. They are also missing **simulation tools** of how different traffic intensity and how temporary speed limits affect the traffic flow.

Municipalities and private companies both think that they could benefit from a risk assessment tool, but in different ways. Principalities **want data** and private companies **want suggestions.** Municipalities are more price-sensitive and private companies need to see massive benefits with the product to feel the demand.

Deep Dive | Municipalities

Description:
Municipalities are Sweden's smallest political divisions and are responsible, among other things, for **streets and roads in urban areas**. A common denominator is that the majority are **digitizing their work** and need tools to be able to do so.

Quantity: 32 municipalities with a population over 70 000

Average tax revenue:
46 733 SEK/inhabitant

Overview

How they work

- Small municipalities have traffic planners analyzing traffic on site and conducting reports **based on what they see**
- Bigger ones work with cameras and **large data volumes** to decide how to improve traffic safety
- The goal is to **improve traffic safety everywhere**, not only near municipal facilities

What to offer

- Collaborate with companies producing physical products and **offer a software** that discerns as much information as possible. E.g. Type of traffic including pedestrians and cyclists, traffic flow/intensity, speed, distances etc.
- **No suggested actions** are needed since they are experts in the field

Responsibilities

- Urban environment
- Highways
- Specific locations[1]

Price sensitivity

- Every transaction **exceeding 100,000 SEK** must undergo a public procurement process
- Municipalities also have a **responsibility** to not waste taxpayers' money

Demands on the product

- The product must be able to perform **accurate measurements** of each parameter
- The product must also be capable of **integration** with other systems they use

Source: Gozinto analysis, Interviews, Researsh
1. Such as road works locations

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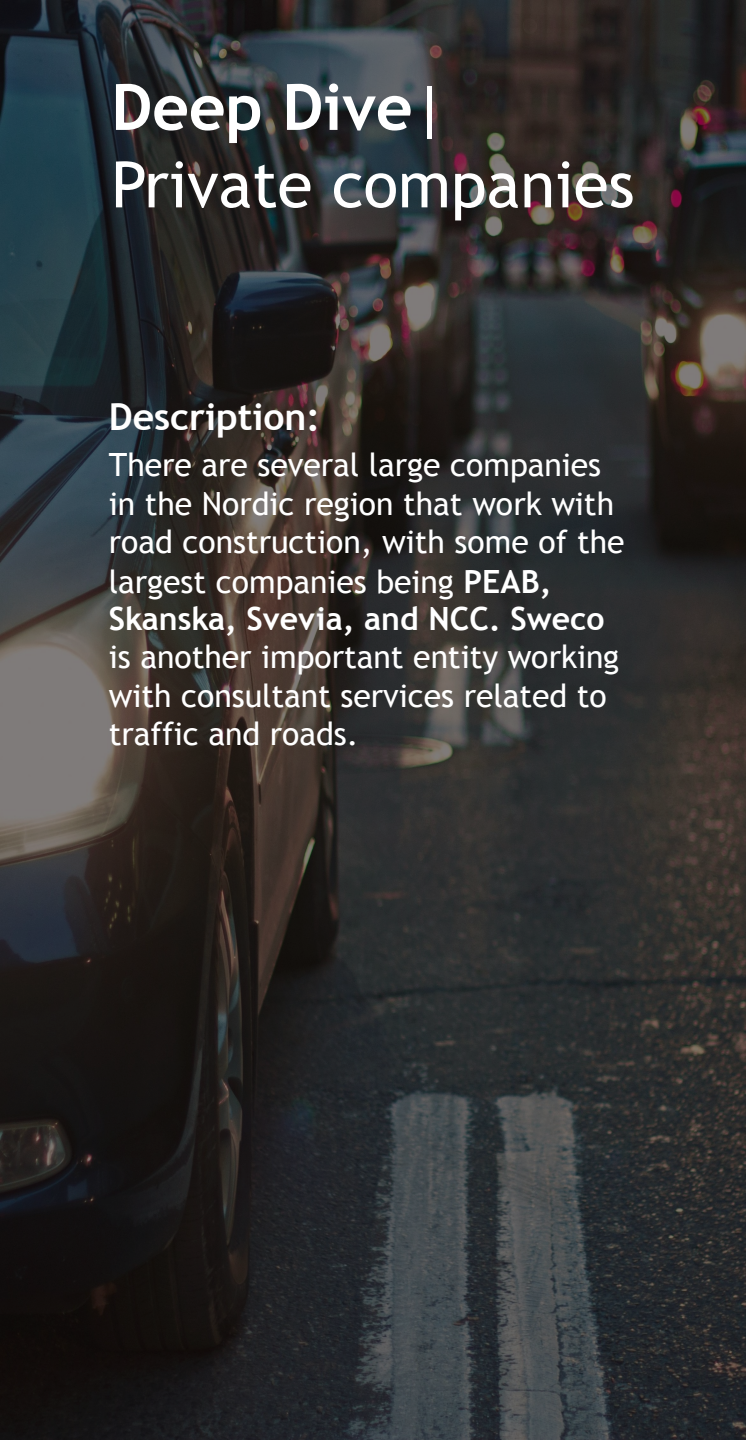

Deep Dive | Private companies

Description:
There are several large companies in the Nordic region that work with road construction, with some of the largest companies being **PEAB, Skanska, Svevia, and NCC. Sweco** is another important entity working with consultant services related to traffic and roads.

Overview

How they work

- The risk assessments for road constructions is easily conducted by **following rules and regulations**
- Companies use **"Google Earth" and drawing tools** together with visiting the area to decide what actions that are necessary
- Which measures that are best **is not always as clear**. It is a balance between the companies that want to close roads and the client who wants the opposite

What to offer

- The clients will likely need a more **customized software**
- What they are currently lacking is an efficient way to establish the risk and **suggestions** based on the risk assessment
- Simulation tools that can **simulate how road construction affects** traffic in different scenarios

Responsibilities

- Urban environment
- Highways
- Specific locations[1]

Price sensitivity

- It depends on **what value the product can give** the company

> *A million (SEK) is not that much money for us. So **it really depends what kind of value the product can give**.*
>
> *- Health and safety manager, Svevia*

Demands on the product

- To be valuable, the product needs to give **the user suggestions**
- It also has to be **accurate** and be able to simulate how different actions affect traffic
- **Easy** to use

Source: Gozinto analysis, Interviews, Researsh
1. Such as road works locations

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Competitors & Collaborators | Few profitable competitors exist, but organizations in the same field can complement the idea with data & expertise

Few Profitable Competitors

There are few competitors to be found. The main one, **Star Rating for Schools** is a **non-profit** initiative of an NGO. The initiative is already active in Sweden and mirrors the concept of the idea.

The **lack of similar actors** and the non-profit structure of Star Rating for Schools **might indicate that the market or idea is not profitable**, which could be essential for the possibility of continual development and growth.

Many Potential Collaborators

Because of the common mission of reducing traffic incidents, and today's developed data analytics tools, **market actors with interest of partnership exist**. The collaborators could contribute with **data tools and expertise.**

Additionally, large private stakeholders have been identified that **can supply funding** for **development and implementation** of the concept.

Defining Concept With Market Actors

Interest from collaborators and stakeholders is **dependent on the definition of the idea**. Hence, it is suitable to **develop the concept using feedback** from potential stakeholders to guarantee viability.

Defining the USP of the product is critical as it is a requirement for finding collaborative **partners and funding**.

Key takeaways

*The lack of similar actors **might indicate a weak market**. However, many potential **suppliers of data, expertise and funding exist**. To reach these actors, it is essential that the concept is **developed with collaborators** to guarantee viability*

Source: Research, Gozinto analysis

Competitors & Collaborators | The definition of market actors is separated depending on potential competitive or collaborative role

Competitor

Has an existing solution similar to the specified concept. Active on the same market.

STAR RATING FOR SCHOOLS

Potential Supplier

Suppliers of data tools or expertise that could be utilized in development and implementation of concept.

RI.SE Research Institutes of Sweden

G2Z GUIDANCE TO ZERO

UNIVRSES

DUBBLETT

viscando

Strandroth Inc.

SAFER

ROAD SAFETY AT WORK

Potential Funder

Larger market actors with common interests with previous ventures in similar areas.

Autoliv

VINNOVA

zenseact

TRAFIKVERKET

Collaborators

Market Actors [1/3] | Few profitable similar solutions have been identified, but several potential collaborators have been found

Company	Revenue	HQ	Offering	Relevance	Key takeaways
DUBBLETT	N/A	Sweden	Software, data visualization		• Early-stage company supporting **city planning via data visualization** • **Potential collaborator** in traffic risk assessment
SAFER	N/A	Sweden	Collaborative platform		• **Network of academia and industry partners** contributing to safer roads • **Shows interest of collaboration** in interview • Valuable asset in **finding adequate partners**
viscando™	11,7 MSEK	Sweden	Hardware & Software, data visualization		• Startup **collecting data regarding traffic flows and visualizing results** of traffic safety measures • **Founded 2014 and has seen relatively slow growth** • **Shows interest in collaboration** in interview
STAR RATING FOR SCHOOLS	Funded	UK	Software, rating system through applications		• Funded program of **tools aiming to mitigate traffic risks at schools** through a rating system • **Non-profitable competitor**, indicates lack of spending from governmental institutions on a system like this
ROAD SAFETY AT WORK	Funded initiative by WorkSafeBc	Canada	Software platform for frameworks and courses		• Non-profit organization **raising awareness & providing free online tools to help organizations prevent work-related motor vehicle injuries** and crashes • **Could be collaborator** if commercializing the idea outside of schools is beneficial

= competitor = collaborator = funder

Market Actors [2/3] | Few profitable similar solutions have been identified, but several potential collaborators have been found

Company	Revenue	HQ	Offering	Relevance	Key takeaways
UNIVRSES	46,2 MSEK	Sweden	Software, AI data analysis		• **Live** data analysis for traffic supervision through **car mounted cameras** • **Potential collaborator** in developing smarter design solutions
Autoliv	10,5 BUSD	Sweden	Vehicle Products		• **Multinational** company providing solutions for vehicles • **Potential sponsor** or **collaborator** due to size and similar mission
G2Z GUIDANCE TO ZERO	N/A	Sweden	Traffic assessment expertise		• **Advising** firm and collaborative initiative **founded in 2023** • Aims to assist companies and organizations with **traffic safety efforts**
zenseact	108 MSEK	Sweden	Software		• Company developing **autonomous solutions** for vehicles • **Potential sponsor** or **collaborator** due to size and similar mission
Strandroth Inc.	4,50 MSEK	Sweden	Traffic assessment expertise		• Advisory firm of Dr Johan Strandroth - road safety expert & researcher • Valuable **potential partner** in developing **marketable idea**

 = competitor  = collaborator  = funder

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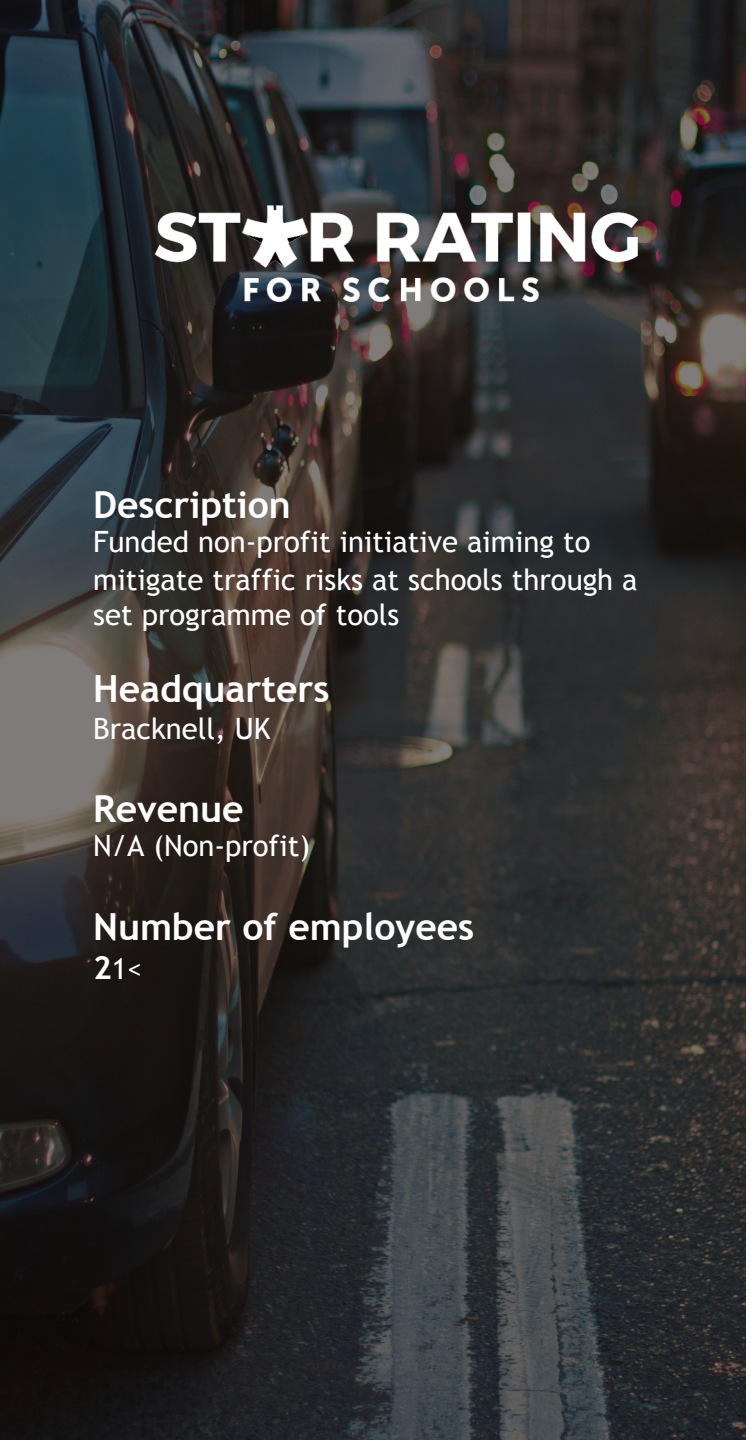
Market Actors [3/3] | Few profitable similar solutions have been identified, but several potential collaborators have been found

Company	Revenue	HQ	Offering	Relevance	Key takeaways
VINNOVA	431 MSEK	Sweden	Innovation funding		• Swedish Agency of Innovation with the purpose of **financing research projects** • Previous **funding of traffic and school** related projects
TRAFIKVERKET	160 MSEK	Sweden	Develops traffic infrastructure		• **Funds Nationella Trafiksäkerhetsförbundet** consisting of members working towards reducing traffic-related risks • **Previous funding of school traffic safety projects** within Stockholm
RI. SE Research Institutes of Sweden	4,00 BSEK	Sweden	Science institute and research partner		• **Non-profit** research institute working in all sectors • Previous history of **working with school safety**

= competitor = collaborator = funder



Description
Funded non-profit initiative aiming to mitigate traffic risks at schools through a set programme of tools

Headquarters
Bracknell, UK

Revenue
N/A (Non-profit)

Number of employees
21<

Deep Dive| SR4S[1] provides valuable information on how to structure a rating-based system and implementation

Structure & solutions

- Initiative of **IRAP**, an NGO hosting the **frameworks** and **educations** of use in Star Rating for Schools
- Tool is designed to be simple to understand and use enabling access to **smaller areas** quickly
- **Risk assessment education is free**
- The **Star Rating** measures safety from **1 to 5** in order to decide areas of improvement
- Works with **partners** in customer countries to implement solutions
- Star Rating for Schools use the ratings and a set process to **attract local funding** for projects
- **Active in Sweden**

Market Review

*A pioneering tool in this field that provides **quantitative results**, which not many tools can do today. We developed this tool **together with a lot of experts** like professors in Europe, Asia and the US*

*Funding for the projects is a complicated process, we often approach private companies working in the road/transport sector, like FedEx for instance. We offer help with branding as we make areas safer for children etc. **At the beginning it is quite hard to work with funding.***

- Minh Vo, Coordinator at Star Rating for Schools

Customer Segment

- Schools
- Logistics Companies
- City Planning

Operation & Process

- Rating System
- Data Visualization
- Safety Frameworks

Funding

- State funding
- Private funding
- Sales

1. SR4S = Star Rating for Schools; Source: Expert interview, desktop research

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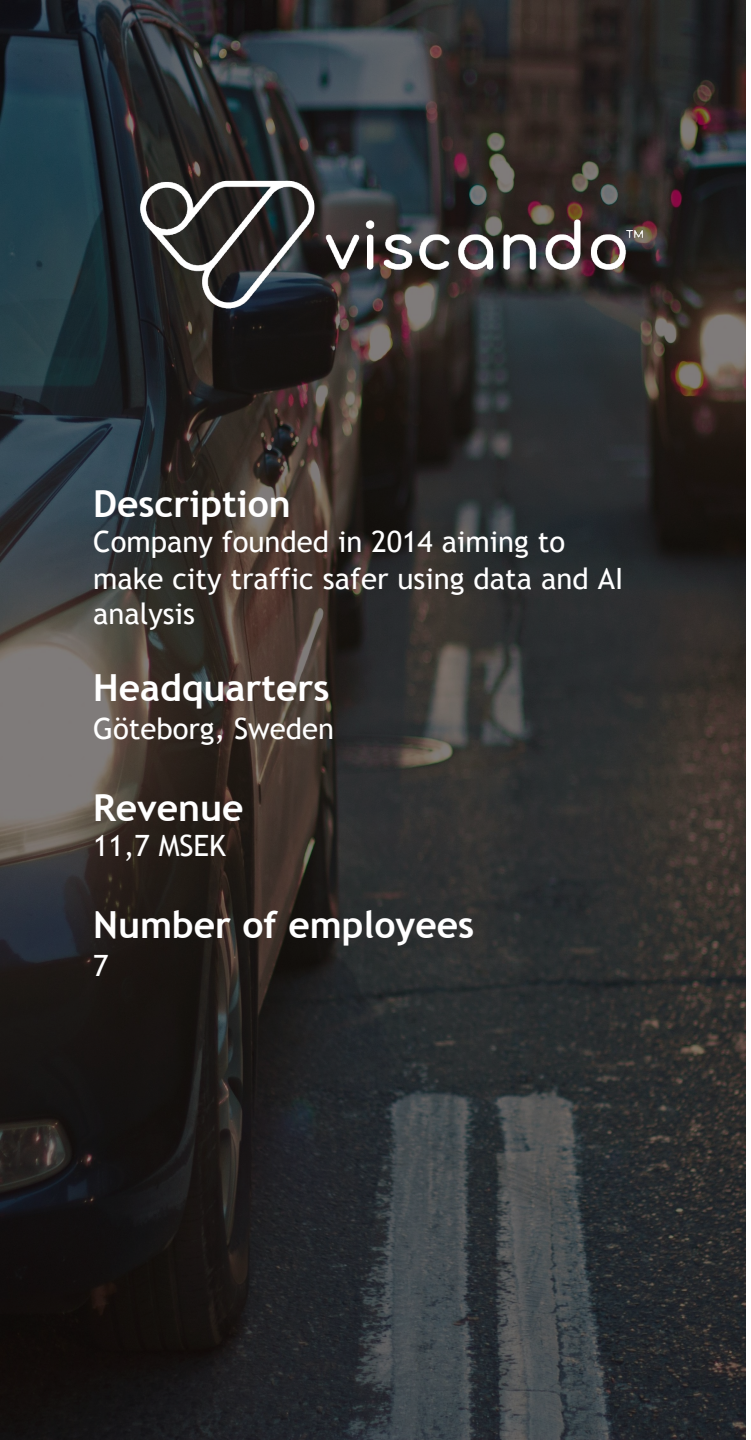

viscando™

Description
Company founded in 2014 aiming to make city traffic safer using data and AI analysis

Headquarters
Göteborg, Sweden

Revenue
11,7 MSEK

Number of employees
7

Deep Dive| Viscando could serve as a supplier of data analytics for safety framework and rating

Structure & solutions

- Measures **traffic flows** using sensors in intuitive **data analytics tool** for users
- The sensors covers an area of up to 35x50m tracking **pedestrians as well as vehicles**
- Supplies solutions to large **logistics companies** and city planners, such as **municipalities**
- Experiences **difficulties working with municipalities** due to government **lack of familiarity** of data analysis
- Founder from **Linköping**, hence the company is active in ~25 areas of the city
- Experiences relatively **slow growth**

Collaborative interest

- **Expresses interest** in working together if developed idea utilizes Viscando's analysis
- Viscando would **supply data for the developed framework/tool** to use in report
- Interviewee expresses **necessity of report containing conclusions that are easy to understand** for the end user

> *Data in the form of ground tubes that measure speed, flow etc. is raw data that the municipalities have. **The data we have is much more advanced***
>
> *- Amritpal Singh, CEO & co-founder at Viscando*

Customer Segment

- Schools
- **Logistics Companies**
- **City Planning**

Operation & Process

- Rating System
- **Data Visualization**
- Safety Frameworks

Funding

- State funding
- Private funding
- **Sales**

Source: Expert interview, desktop research

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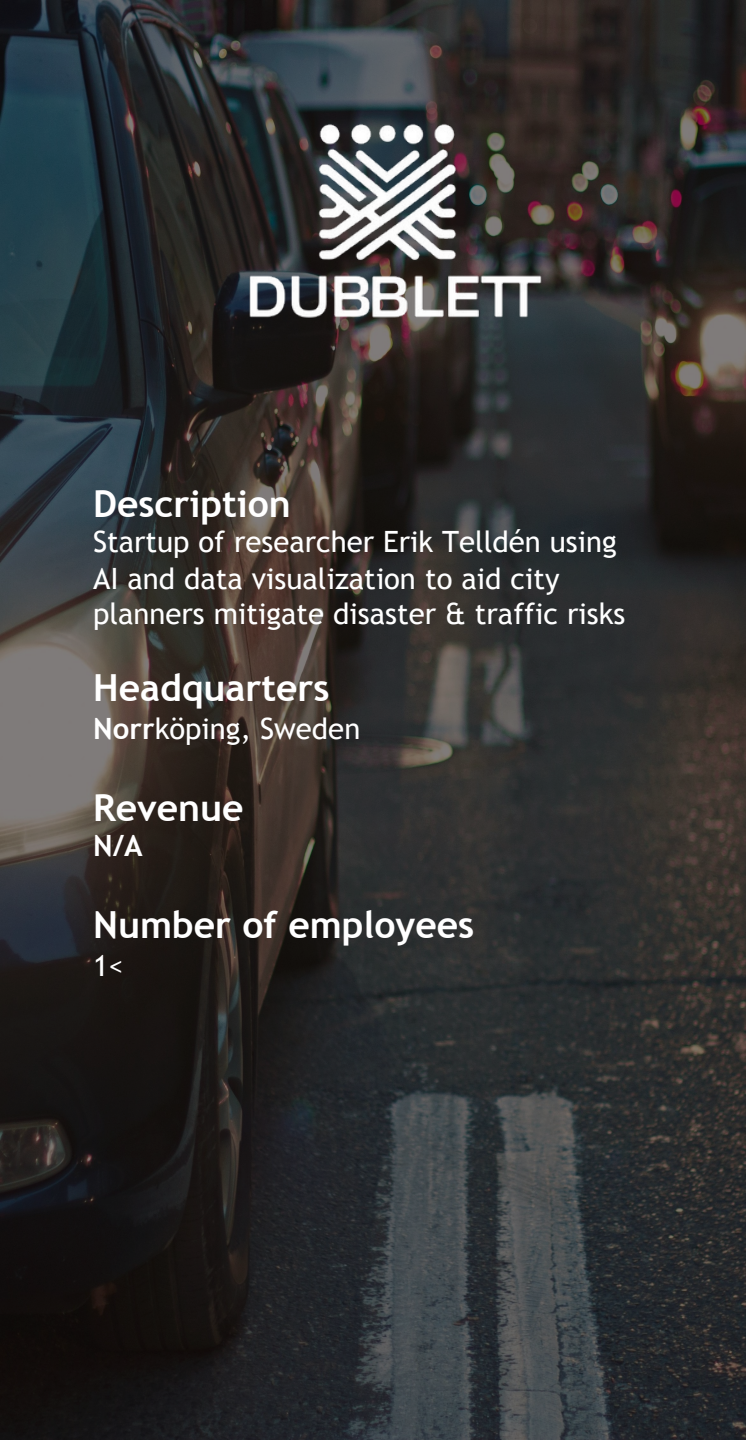

DUBBLETT

Description
Startup of researcher Erik Telldén using AI and data visualization to aid city planners mitigate disaster & traffic risks

Headquarters
Norrköping, Sweden

Revenue
N/A

Number of employees
1<

Deep Dive| Dubblett could supply visual data driven tool for rating-based implementation

Structure & solutions

- Founder is a **researcher at Linköping University**
- Utilizes large data models and AI to visualize **duplicates of cities** for users
- The duplicates help infrastructural actors with **sustainable assessment** mitigating risks such as floods
- The model is **90% driven by AI**
- **Not focused on schools**, rather sustainable development of cities
- Company and product **still in development**

Collaborative interest

- **Expresses interest** in working together as Dubblett's product is highly adaptable
- School and traffic assessment is a **new area of opportunity** for Dubblett to implement their product
- Founder specifies **necessity of understanding public procedures** as well as **navigating framework agreements**

> *I believe **our AI technology and mapping would be useful for the tool** as a data point*
> *- Erik Telldén, Founder of Dublett*

Customer Segment

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Agenda

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Recommendation | Risk assessment in school areas is already covered by a free solution, making a broader, low-cost tool more attractive

The interest for a risk assessment tool exists…

The customers showing interest are the **municipalities** in Sweden, as they are responsible for road maintenance and traffic safety. Private customers have **not** shown any interest.

Currently, there are **not many** players in the market, and a risk assessment tool can **complement** many other technical tools. However, one player, **SRFS**[1], is available for free and was **introduced in Sweden** in **2020** that focuses on school areas.

By capitalizing on the **increased interest** and leveraging the technology of other players, there is an opportunity to successfully introduce the tool to the market if it can be **offered at the right price**.

With the target customer segment being municipalities, the most important aspect is that the product is **affordable** and can **simplify** customers' work by making it **cheaper** and more **efficient**. By collaborating with other technical tools capable of handling large data sets and possessing **the same expertise** as a traffic planner, the new tool can be considered **attractive**.

Focusing solely on school areas is **not advisable** since it is already covered for free by Star Rating for Schools. For a risk assessment tool to be **competitive**, it needs to address a **broader range** of traffic situations.

…but customers are price sensitive

The biggest **pain point** for customers is the **price**, as budget **constraints and cutbacks** are common in most municipalities.

This makes it **difficult** to rely **solely** on accuracy and user-friendliness as **selling points.** Hence, it is **crucial to price** and market the product as an alternative that can help municipalities **save money**.

*I firmly believe there is genuine interest from municipalities in this, but **there must be very clear results and evidence showing that other costs can be reduced** for them to be willing to invest in this.*

- Director at SAFER

1. SRFS = Stars Rating for Schools

Source: Research, Interviewss, Gozinto analysis

Recommendation | Visualizing comprehensive results while being automatic and easy to use are required features

Requested features

- Must demonstrate safety for cars, cyclists, and pedestrians
- **Comprehensive** assessment
- Needs to **surpass** current solutions in both **performance** and **cost**
- Must **visualize results** and analysis

Technical requirements

- **Easy** to use
- Must be **automatic**
- Must deliver results quickly and **integrate seamlessly** without delays

*If the solution **fulfills all requirements** (is user-friendly, easy to assemble, can handle cooling, etc.) and **replaces a traffic planner** in terms of competence, such a solution may be something we are interested in, **provided it is cheap**.*

- Traffic planner, Umeå Municipality

In a market where **price is paramount**, demonstrating the effectiveness and the **time- and cost-saving qualities** of the product is essential

Customers willingness to pay is low

Small municipalities are **less willing** to pay compared to larger ones due to having **smaller budgets**

Verifying the solution with the Swedish Transport Administration (**Trafikverket**) before selling to municipalities is a good strategy

Affordability is an absolute **necessity**

There is inertia in the system from municipalities, as they tend to work **slowly**

Source: Research, Interviews, Gozinto analysis

Recommendation| To continue, explore methods to present a finished product to the market

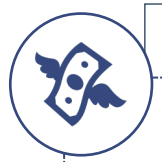
The next steps involve **defining** the product specifications, **identifying potential collaborators**, and **securing funding**.

1

Defining the **value proposition** for the product and its benefits for potential **customers**, **collaborators** and **investors**

2

Finding collaborators with **technical solutions** to partner with for product development



3

Secure funding from investors to **market** and **produce** the product

Recommendation | Defining the value proposition for future steps is a prerequisite to continue

Features	Customer demand[1]
User-friendly	
Easily integrated	
Visual presentation of results	
Automatic	
Accurate	
Provides solutions	

The most important features are those that **streamline** the work of traffic planners.

This aligns with the **proposed** features, including **web-based** accessibility, safety/security **scores** or grades, and a focus on **efficiency.**

Graphs and percentage changes are important to determine if we are doing the right things
- Chairman, Umeå municipality's technical board

Effectively communicating value is key to continuing

- Municipalities are interested in a tool that could help them **save time** and **money**
- To continue product development, the **value proposition** must be clear and **easy** to **communicate** to potential customers, investors, and collaborators
- To **ensure** the product meets the **demands** and **requests** of municipalities and **identifies value creation** for collaborators, pilot projects are proposed to stay aligned with objectives

1. Demands gathered from interviews
Source: Research, Interviews, Gozinto analysis

Recommendation| Leverage partner benefits to secure funding for product development and market launch

	Why	How	Who
Find collaborators	It is crucial to **collaborate** with established **technology providers**, as integrating existing data and software solutions is essential for making the product attractive and competitive on the market.	**Contact** the startups and scale-ups in the industry to explore potential synergies and determine how you can **collaborate** to create an even better product.	Through interviews with companies such as **Viscando** and **Dubblett**, they have expressed interest in collaborating, provided that the **integration technology** is developed and there is a clear complementary **benefit**.
Secure funding	Without investors, necessary **pilot projects** cannot be carried out, which are essential for proper product development or **marketing**.	The Swedish Transport Administration (**Trafikverket**) is a valuable contact for funding and validating the product for marketing to municipalities.	**SAFER** mentioned Autoliv, Vinovo, and Trafikverket as potential sources of **funding** for initial projects. Trafikverket, in particular, is more inclined to fund projects that are in the **early stages**.

Source: Research, Interviews, Gozinto analysis

Executive summary

Segments	Key takeaways
Market overview	• The market for traffic risk assessment is estimated to **~9.2 MSEK in Sweden, with market actors predicting relatively slow growth** • Interest in data-driven risk assessment that increases efficiency and technological development are **key drivers** for the market • The **main challenges** are price sensitivity and bureaucratic inertia amongst municipalities
Customer analysis	• **Municipality traffic planners identified as the most attractive customer**, entry barriers too high for private companies • A user-friendly tool that can collect large data volumes and see patterns that **makes traffic risk analysis more efficient** is wanted • To make the product interesting, it must be clear how it can **contribute to cost savings and reduce manual labor** for traffic planners
Competitors & collaborators	• Few profitable competitors identified, most are funded by other companies or government initiatives • **Complementing** a potential partner and **teaming up with brands that can provide data and expertise** is deemed important for a successful collaboration • **Several potential partners are interested in further collaboration**
Recommendations	• The market for traffic risk assessment is **deemed slightly attractive**, if a clear complement can be defined and a broader use case than just schools can be found • In a market where price is paramount, **demonstrating the effectiveness and the time- and cost-saving qualities of the product is essential**
Next steps	• Next steps will be to have **commercial dialogues** with identified potential partners. In order to do this **a clear USP with the product must be defined** • The next steps involve defining the **product specifications, identifying potential collaborators, and securing funding** • **Securing funding for a pilot project** follows finding the data suppliers. This project can then be used for marketing purposes when municipalities are approached at a later stage

Future collaboration

Go-to-market strategy

Gozinto can develop a market strategy for the traffic risk assessment tool once the product is more clearly defined

Pitch decks

Create pitch decks to show for investors or potential partners

Website

Gozinto can help to create a website which will be necessary when commercializing

Thank you for listening!

We look forward to your questions


projekt@gozinto.se


gozinto.se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Appendix

Contact potential collaborators

Start a commercial dialogue with potential partners listed in the coming slides. An initial contact has been made, but for further development in the conversation, technical expertise needs to be a topic on the agenda.

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Next steps [1/2] | Upcoming potential collaborator dialogues need to be in a commercialized context

Name	Company	Role	Contact details	Status
Amritpal Singh	viscando	CEO and co-founder	*amritpal@viscando.com*	Interviewed, Interested in discussing partnering
Magnus Granström	SAFER	Director	*magnus.granstrom@chalmers.se*	Interviewed, Interested in discussing partnering
Elisabeth Westman	NTF SÄKER TRAFIK	Operations Manager	*elisabeth.westman@ntf.se*	Interviewed, Interested in discussing partnering
Erik Telldén	DUBBLETT	Founder	*erik.tellden@liu.se*	Interviewed, Interested in discussing partnering
Ellen Grumert	vti	Head of Research Road Safety and Traffic Systems	*ellen.grumert@vti.se*	Initial dialogue
Rick Walters	ROAD SAFETY AT WORK	Road Safety Program Manager	*rwalters@roadsafetyatwork.ca*	Waiting for initial answer

The following companies have been identified as interesting to contact regarding a future potential partnership

An initial contact has been made, but further conversation must be in a commercial context

Next steps [2/2] | Upcoming funding dialogues requires more specified product and data suppliers

Name	Company	Role	Contact details	Status
Martin Östling	Autoliv	Senior Research Specialist	*https://www.linkedin.com/in/martin-%C3%B6stling-a555443a/*	Contact when product specification is ready
Ödgärd Andersson	zenseact	CEO	*odgard.andersson@zenseact.com*	Contact when product specification is ready
Erik Coelingh	zenseact	VP Product	*erik.coelingh@zenseact.com*	Contact when product specification is ready
Jonas Brändström	VINNOVA	Director City Planning	*jonas.brandstrom@vinnova.se*	Contact when product specification is ready
Sandra Bårdén	TRAFIKVERKET	Investigator Innovation	*linkedin.com/in/sandra-bårdén-4b249214b*	Contact when product specification is ready
Jonatan Henschen	RI.SE Research Institutes of Sweden	Branch Head	*jonatan.henschen@ri.se*	Contact when product specification is ready

The following companies have been identified as interesting to contact regarding funding