



CITY SMARTUP

AI empowering sustainable cities

RENATODECASTRO

 @renatodecastro_



MOBILITY

\$121 billion/year

US costs in time and fuel due
to traffic congestion.

Source: INRIX

Sound effects: Klankbeeld

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HEALTH

+95%

of the world's
population has
health problems.

Source: Lancet

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EDUCATION

64 million
out of school in 2017.

Source: UNESCO



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HOW

TO *SMARTUP* YOUR CITY?

(SMART CITIES AS A START-UP)

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A man in a blue shirt is standing and presenting to a group of people seated at a table in an office. The background is slightly blurred, showing office equipment and large windows.

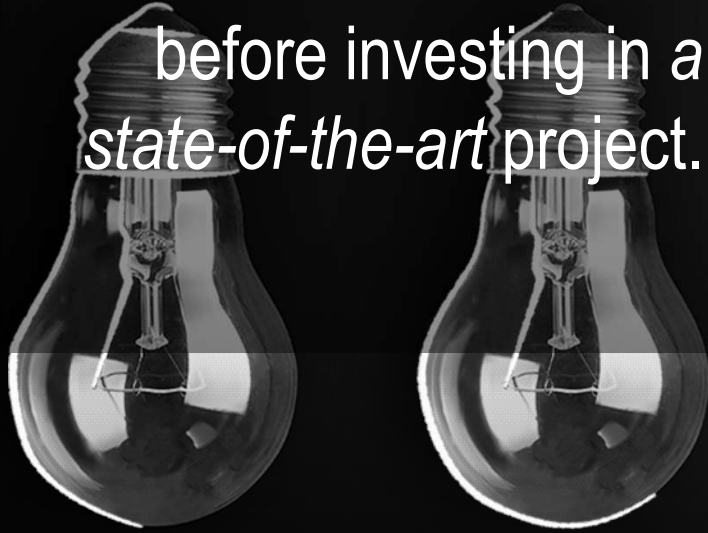
Summarize
the city **DNA** in
a 5 minutes
storytelling-style
presentation.

TOOL 1

SHARPEN YOUR PITCH


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Wait for the “*momentum*”
before investing in a
state-of-the-art project.



TOOL 2

KEEP IT SIMPLE

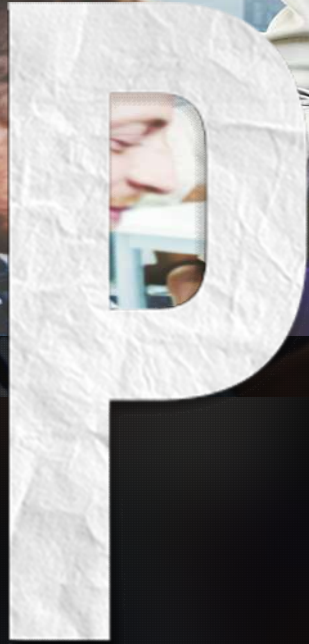
A close-up photograph of a hand placing a white puzzle piece into a larger assembly. The puzzle piece is being held by a thumb and index finger, and is being positioned to fit into a gap in a larger structure. The background is blurred, showing a person's face and a blue shirt.

Don't ask how big is
the *budget*, but what
your city
can *offer* back.

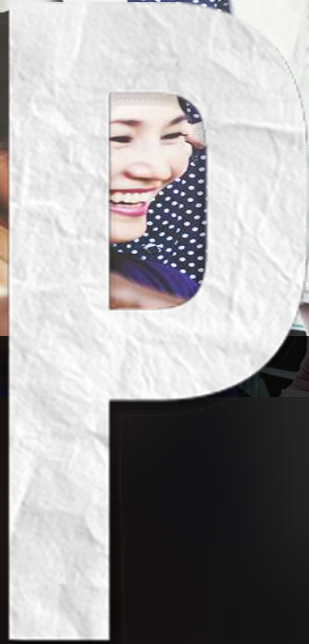
TOOL 3

FIND PARTNERS

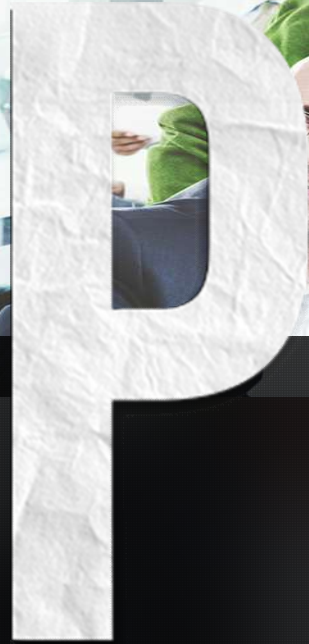
TOOL 4:
FIND PARTNERS



Public




Private



People



Partnership

An aerial night view of a city skyline, likely Dubai, featuring several prominent skyscrapers with illuminated spires and facades. The city is set against a dark blue sky, and the foreground shows the dense urban landscape with various building shapes and lights.

"Smart Cities are places where everything conspires to make your life better"

SO RELAX, BUT BE READY!

The background is a Renaissance-style painting of a city square. In the center is a large, circular building with two levels of columns and a dome. To the left and right are other multi-story buildings. The sky is blue with some clouds. A dark vertical band runs down the center of the image, containing the text.

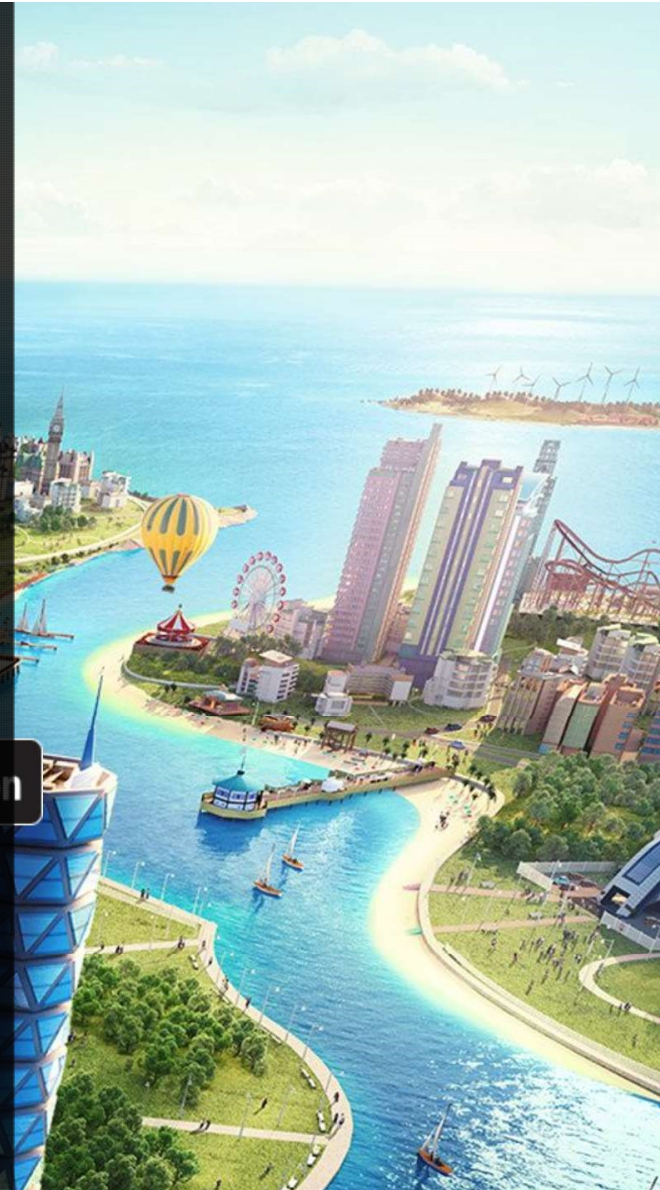
AN IDEAL CITY?

BEYOND
SMART
CITIES



A NEW SAFE ROOM

FROM SIMULATORS,
CITY BUILDERS
TO ITU





COLLABORATION

X INTERDISCIPLINARY
X CITY STAKEHOLDERS
X CITIES



GOAL

DESIGN AI PROJECTS TO
IMPACT THE CITY AND ITS
COMMUNITIES

X MISSION DESIGNERS

X SOLUTION
DESIGNERS