The Valley of Death for Smart City Investment

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Open & Agile Smart Cities
# OASC MIMs

Formally adopted by global community of 130 cities in 28 countries

<table>
<thead>
<tr>
<th>MIM</th>
<th>MIM Name</th>
<th>Interoperability Point</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>OASC Context Information Management MIM</td>
<td>Context Information Management API</td>
<td>This API allows to access to real-time context information from different cities.</td>
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<tr>
<td>2</td>
<td>OASC Data Models MIM</td>
<td>Shared Data Models</td>
<td>Guidelines and catalogue of common data models in different verticals to enable interoperability for applications and systems among different cities.</td>
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<td>3</td>
<td>OASC Ecosystem Transactions Management MIM</td>
<td>Marketplace API</td>
<td>The Marketplace API exposes functionalities such as catalogue management, ordering management, revenue management, Service Level Agreements (SLA), license management, etc. Complemented by marketplaces for hardware and services.</td>
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</tbody>
</table>
A Global Market for IoT-enabled Urban Services
The Valley of Death

Osawa and Miyazaki, 2006
Bring Water, Tools, Friends

- ‘Accumulate resources before you start’ ($) 
- ‘Don’t quit your day job’ ($) 
- ‘Get a loan or line of credit’ ($) 
- ‘Join an incubator’ ($ + infra) 
- ‘Barter’, ‘Joint Venture’ (partnerships) 
- ‘Commit to a major customer’ (procurement)
Key Challenges

- Moving from scale of 10s to scale of 1000s
- Orchestrated instruments for every stage of innovation
- Orchestrated instruments for all sides of multi-sided digital single marketplace
- Orchestrated instruments for sustained export of EU smart city innovation
Thank you!

Reach out to us:

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