EXPLICITY

WE UNDERSTAND CITIES

URBAN DEVELOPMENT IS OF PUBLIC AND PRIVATE INTEREST

Explicity is building a replicable urban experimentation methodology to foster public and private partnerships, validate collaborative business models, and improve cities.

THE URBAN OPPORTUNITY

WE NEED TO GET CITIES RIGHT

PROBLEM

By 2030, 75% of the global population will live in cities. The speed of urbanisation is equivalent to 1 Amsterdam every 2 weeks.

If we keep doing cities as we do them now, two out of three people will move to a slum, the combined annual cost of traffic gridlock in Europe and the US will exceed USD 290 billion, and climate change will devastate cities.

SOLUTION

Explicity wants to accelerate the speed at which good and replicable urban solutions are diffused.

We offer cities access to a data-driven operating system to identify urban innovation opportunities and implement cost-effective, user-centric, and time-efficient experiments. We call it CityOS.

DEPLOYING GOOD SOLUTIONS

THREE PILLARS TO BUILD ROBUST URBAN EXPERIMENTS

DESIGN THINKING

We use the best practices from Design Thinking to create robust, innovative, user-centric solutions.

CITY SCIENCE

Drawing from common-good theory, new economic geography, and urban sociology, we understand the complexity and the mechanics of urban change.

LEAN START-UP

We use iterative protocols to maximise money efficiency and consolidate pilot results as early as possible.

DEPLOYING GOOD SOLUTIONS

BUILDING REPLICABLE URBAN EXPERIMENTS: CITYOS

CITYOS

1 AGGREGATE DATA

2 ANALYSE AND IDENTIFY

3 EXPERIMENT

DEPLOYING GOOD SOLUTIONS

BUILDING REPLICABLE URBAN EXPERIMENTS: CITYOS

1

AGGREGATE DATA

Cities produce incredible amounts of data on topics such as energy, healthcare, demography, mobility, and more. CityOS aggregates and standardises it all.

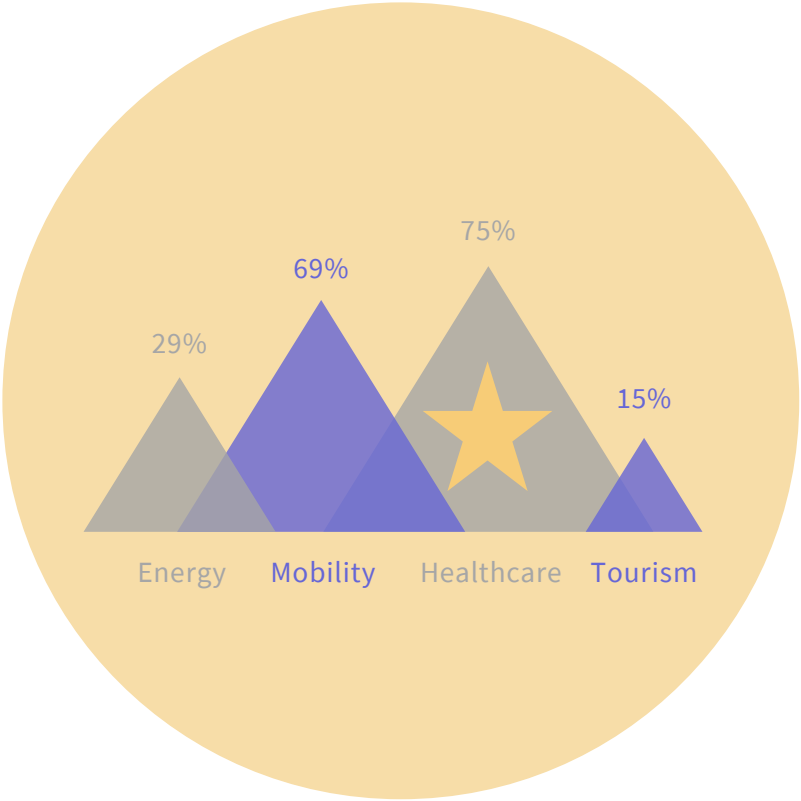
DEPLOYING GOOD SOLUTIONS

BUILDING REPLICABLE URBAN EXPERIMENTS: CITYOS

2

ANALYSE AND IDENTIFY

Based on rigorous scientific methods, CityOS analyses the existing status quo and weights data to identify opportunities for improvement.



DEPLOYING GOOD SOLUTIONS

BUILDING REPLICABLE URBAN EXPERIMENTS: CITYOS

3

EXPERIMENT

CityOS uses a database of open-source urban experiments and generates city-specific, ready-to-implement experiments to test solutions based.

HEALTHCARE & WELLBEING	Your healthcare is on a high level but not evenly distributed and as easy accessible for everyone. Look into: 99 & 112.
MOBILITY	Start experiment 2 & 55 to achieve a support public private initiatives to empower underdeveloped areas.
ENERGY	Advice to activate experiment 12, 26 & 67 to achieve a significant increase of energy efficiency and improve safer distribution.

DEPLOYING GOOD SOLUTIONS

EXPERIMENTATION PROTOCOL

ITERATION

1 2 3 4 5

UNDERSTAND

How is a problem experienced? The first step of the experimentation protocol aims at understanding how end-users experience an identified problem.

IDENTIFY

Once the user journey has been understood, we focus on pain points to frame the scope and perimeter of the problems encountered during the journey.

IDEATE

The synthesis of these problems and the goals of our clients unveil opportunities to deploy relevant solutions (MVP) with a high probability of being sustainably adopted in daily practices.

TEST

The fourth step of the protocol is about deployment of a MVP able to validate the adoption hypothesis emitted during phase 3. The goal is to maximise resource-efficiency.

MEASURE

Observing and analysing the data from the solution tested allows to consolidate the experiment's results and to iterate in order to adjust the solution based on consolidated knowledge.

DEPLOYING GOOD SOLUTIONS

STANDARD EXPERIMENTATION TIMELINE*

M1

Steps 1 and 2 of the experimental protocol: understanding the user journey and identifying the problems encountered.

M2

Step 3 of the experimental protocol: ideation of relevant solutions to the problem identified.

M3

Steps 4 and 5 of the experimental protocol: building of the MVP necessary to validate or reject the adoption hypothesis, and testing.

M4 & M5

Second iteration of the experimental protocol: adjustments based on observed results.

M6 & M7

Third iteration of the experimental protocol: adjustments and formalisation of the final solution from a scaling perspective.

**This is a standard timeline for experiments: depending on the unique constraints and irreducible variables relevant to the experimentation topic, it can change.*

REFERENCES

OECD
BETTER POLICIES FOR BETTER LIVES

Ministerio de Transportes y Telecomunicaciones
Gobierno de Chile

JICA

SNCF

STARTUP SESAME

European Startup Prize for mobility

five by five

SciencesPo

FOUNDER

CRISTIAN SANTIBANEZ

Cristian is an urban innovation expert combining an entrepreneurial mind-set with a researcher's rigour. He has worked over 3 continents on topics such as urban health, mobility, ecosystems, and new cities. He has spoken at events including TEDx, the New Cities Summit, Autonomy, & Ecomotion.

He began his career working alongside the **New Cities Foundation** founding team in 2012, in charge of research and urban innovation projects. In 2015, he co-founded the first edition of **Autonomy**, the leading event on for the urban mobility ecosystem in Europe. He is **Startup Sesame**'s Mobility Lead, and a teacher on urban entrepreneurship at **Sciences Po Paris' School of Urban Affairs**. Cristian speaks 6 languages (FRA, ENG, ESP, POR, JPN, ITA

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LET’S START SOMETHING NEW
GET IN TOUCH

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