

THE IOT FOR CITIES INITIATIVE

Presented by



SF MAYOR'S OFFICE OF CIVIC INNOVATION
OFFICE OF MAYOR EDWIN M. LEE

WEARABLE WORLD

January - June 2015, San Francisco
Sponsorship Prospectus



THE INTERNET OF OPPORTUNITY

The term Internet of Things (IoT) describes the interconnectivity of many “smart” sensors and devices that by seamlessly communicating together, can bring improved intelligence and simplicity to services in everyday life. From mobile payments to smart home technology, IoT applications can enable seamless communications that are revolutionizing the way we live and interact with our world.

By 2020, connected “things” will outnumber humans by 5:1, with an estimated 40 billion devices on the planet. Much like mobile, the Internet of Things presents incredible opportunity for companies – who are prepared to do so – to deliver significant, enduring, and transformational business impact and customer value.

CORRECTING THE INNOVATION PARADIGM

The City of San Francisco and Wearable World have partnered to lead the “IoT for Cities Initiative” to build real IoT solutions for real problems. We will first identify what companies across a variety of industries see as big problems that IoT can solve, connect those companies to startups who can tackle those problems, and create opportunities for deployment in an urban environment to benefit citizens. By correcting the innovation paradigm to first connect established companies with startups to solve identified problems, real products will be made and tested, and real business opportunities will be created as a result.

THE IDEAL URBAN LANDSCAPE

Cities are a great practical point of discussion for where IoT development and deployment should be focused. For the past century, the global population has continued to shift from rural to urban areas; it is predicted by the United Nations that 64% of the developing world and 86% of the developed world will be urbanized by 2050.

DRIVING IOT INNOVATION DISCUSSION INTO REAL ACTION

San Francisco provides an ideal urban landscape and fertile ground for driving the IoT innovation discussion into real action. The Bay Area has the second most Fortune 500 companies in the United States, is home to more than 100 leading startups in the IoT and wearables space, and the City of San Francisco is integrating a new telecommunications network throughout the downtown core that will enable faster connections and require less data usage for connected devices in the future.

The IoT for Cities Initiative will examine six verticals in-depth:

- Hospitality / Travel / Entertainment
- Civic / Government / Utilities / Education
- Transportation / Automotive
- Healthcare / Medical
- Home and Neighborhood
- Retail / E-Commerce

The IoT for Cities Initiative San Francisco 2015

THE IOT FOR CITIES SUMMIT MARCH 10-11

Welcoming over 200 senior executives from global brands, government officials, startups, and investors. The Summit will examine the six verticals with the subjects of security and privacy, data, business models, networks, and platforms woven throughout working sessions and keynotes. At the conclusion of the Summit, the Innovation Council will announce which applications and products will be developed for each vertical during the Startup Challenge.

STARTUP CHALLENGE MARCH 11 - MAY 20

A two-month developer process where the Innovation Council works with startups to develop and build selected applications and products for deployment.

WEARABLE WORLD CONGRESS MAY 19 - MAY 20

A two-day conference to discover the latest innovations in wearables and IoT and thought leadership in the space. Startup Challenge teams will showcase products and applications in a grand finale Demo Day event with awards for top teams.



The IoT for Cities Leadership Opportunities

The City of San Francisco and Wearable World are currently accepting nominations for the Founding and Advisory Boards to form the Innovation Council. This Council is comprised of thought-leaders from the private, public, and academic sectors who will inspire and facilitate the right discussions and decisions throughout the initiative to achieve results.

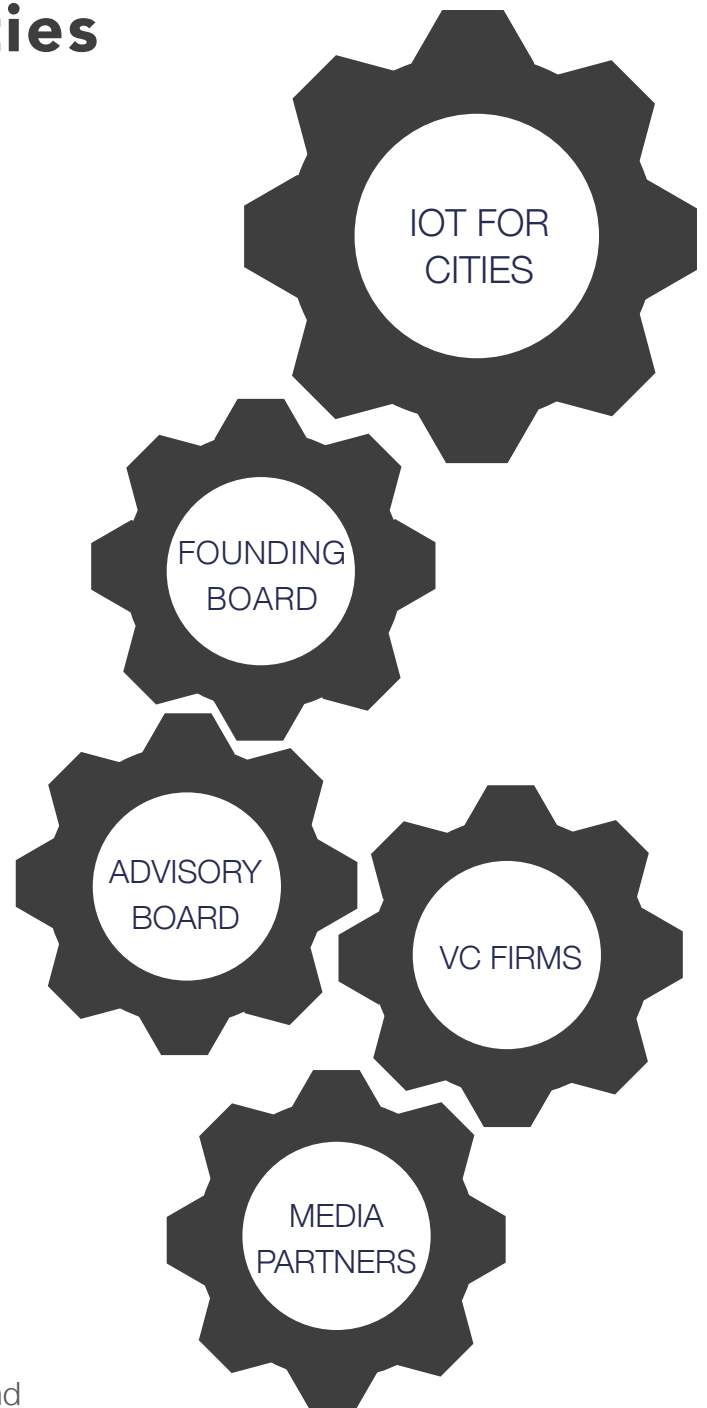
FOUNDING BOARD

The key decision-makers for what applications and products will be developed. At least one representative (senior executives from top global brands) from each of the six verticals:

- Hospitality / Travel / Entertainment
- Civic / Government / Utilities / Education
- Transportation / Automotive
- Healthcare / Medical
- Home and Neighborhood
- Retail / E-Commerce

ADVISORY BOARD

Advises Innovation Council on feasibility, requirements, and regulatory guidelines. Ensures Founding Board has focused technical information to make informed decisions. Delivers a framework and use cases, working with domain experts, that covers the key considerations essential for creating IoT solutions including: Identity, security and privacy; IoT connectivity; streaming data and analytics; device management and cloud connectivity.



IoT for Cities Initiative Partnership Opportunities

Our Founding and Advisory Partners will receive curated introductions to business leaders, investors, influencers, and media, consulting services, as well as prominent recognition at all program events.

FOUNDING PARTNERS

Founding Partners will have the opportunity to partner directly with dedicated startup companies participating in the IoT for Cities Initiative. Founding Partners will work to drive innovation for use-cases specific to their core business and industry needs.

ADVISORY PARTNERS

Advisory Partners have the opportunity to shape the conversation across multiple verticals with several startups, driving development and product market fit.

We would welcome the opportunity to work together to make this initiative a success. Kindly contact Steven Reading, Chief Revenue Officer, at Steven@WearableWorld.co for additional information.

2015 Schedule of Events

IoT for Cities Initiative - San Francisco

January 15

IoT for Cities Info Session with Special Guest, Office of Los Angeles Mayor Eric Garcetti

February 26

Innovation Council Meeting with Founding and Advisory Boards Kickoff Meeting

March 10 – 11

IoT for Cities Summit

March 11 – May 20

Startup Challenge

May 19 – 20

Wearable World Congress and Startup Challenge Demo Day

June 10

Startup Challenge Finale and Demos



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About The City of San Francisco Mayor's Office of Civic Innovation

The City of San Francisco Mayor's Office of Civic Innovation (MOCI) is working to make San Francisco more efficient and act as a platform for innovation. The Office's Mission is to help government be more responsive, open and transparent, while at the same time generating economic growth and engaging citizens in the public process. MOCI works with San Francisco residents and local tech-minded communities to collectively design solutions and new approaches. For more information about MOCI, visit www.innovatesf.com.

WEARABLE WORLD

About Wearable World

Wearable World, a media and ventures company headquartered in San Francisco with active communities in 18 cities around the world, is the world's first technology incubator and accelerator dedicated to building technologies in the wearables and IoT space. The company has to-date graduated more than 35 companies from its Wearable World Labs division, and its mission is to connect technology experts, thought leaders, corporate/startup executives, and investors together to build game-changing and emerging technologies, creating the social fabric for business around wearables and the Internet of Things ecosystem. For more information about Wearable World, visit www.wearableworld.co.





Wearable World Inc.
The Palace of Fine Arts
3601 Lyon Street
San Francisco, CA 94123



San Francisco Mayor's Office of Civic Innovation
San Francisco City Hall
1 Dr Carlton B Goodlett Place
San Francisco, CA 94102