Enable and empower proactive, polite and responsible citizenship
<table>
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<th>Problem</th>
<th>Details</th>
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| **1. Rapid urbanization** | - Urbanization is expanding at exponential rates in the last 200 years  
- 1M+ people are being added to our cities globally every week from 2011 till 2050 |
| **2. Lack of resources** | - Local authorities are overwhelmed by the growing amount of problems caused by the rapid urbanization. |
| **3. Lack of transparency** | - No one-place-to-go/ No easy option for citizens to get an overview of all the problems in their cities  
- No information about how/when issues will be solved and who is responsible for what |
| **4. Lack of sense of community** | - People feel alone and powerless when facing a problem in their cities and social environment  
- No tool that empowers you to organize with your local community in order to solve urban problems |
Solution: A new way of interaction between local authorities and citizens where:

- report urban problems with a few clicks on their phones
- communicate directly with institutions and their employees
- support and join collective signals
- follow other citizens
- get notified about problems and various events based on their home and/or work address

Citizens can:

- receive and solve problems in their cities
- create profiles for all their employees, companies and contractors
- manage their tasks more efficient
- get extensive analytics & insights
- redirect signals to other institutions and track their progress
- send notifications to the citizens based on their location and many more

Local authorities can:
Company Overview

70,000
CITIZENS

90,000
REPORTS SENT

196
CITIES IN BULGARIA

Authorities and companies already using “Citizens” in Bulgaria:
- Sofia Municipality - 1.5 mln. Population
- Traffic Police - countrywide
- Biggest Telecom Company
- Biggest Security Company
- Biggest Facility Management Company
- Biggest Utility Companies

- Reports from 196 cities in Bulgaria
- Inquiries from Zagreb and Amsterdam
- Selected for the “Smart Cities and IoT” Programm of Startupbootcamp in Amsterdam
Citizens, Sofia Municipality and Traffic Police

~50 MUNICIPAL EMPLOYEES

“It's very important that we can inform the citizens by using the platform”

Yordanka Fandakova - Mayor Sofia

5000+ FINES ISSUED

“We’re working very well with the “Citizens” platform”

Tencho Tenev - Head of Traffic Police
Citizens, Sofia Municipality and Traffic Police

Targeted Notifications:

Inform citizens via push notifications, in app notifications and emails based on their address in the “Radar” option of the app about:

- Planned and unplanned maintenance
- Water shortages and Power outages
- Emergency situation
- Road blockages
- Change in the traffic
- More....
Citizens, Sofia Municipality and Traffic Police

Communication tool

Allow institutions to securely communicate with each other within the platform in order to exchange valuable information

● Work faster
● Share resources
● Optimize costs
● Work transparently
● More….
Product
Go Local and Personalize your Experience

Where do you live?

Add your home or work address and get notified about problems in your area, upcoming events, emergencies and many more.

Filter by Location
All Reports
Berlin
Leipzig
Add another city
Charts
Filters by Status
Filters by Type
Apply Filters
Clear Filters
Transparency and efficiency
Sense of belonging and network effect
Sometimes things just need to change. This is why citizens can organize petitions, within the “Citizens” platform, based on the statistics they get for their cities and local districts.
Market Adoption & Go To Market Strategy
Viral by nature:

When you experience a social injustice your brain reacts the same way as when you experience physical pain!

- Leading Neuropsychologists

* the screenshot is with our old logo
Go to market strategy:

Get the critical mass of citizens through viral content via social media and the local authorities will follow. Municipalities will either adapt to the new digital environment or will lose the support of the citizens.

When businesses register on Facebook, it’s not because they don’t have websites, it’s because most of their current and potential customers are already there.
How is “Citizens” different?

Localize and personalize
your experience within the platform based on your home or work address, your interests, people you want to follow or problems you support and many more.

Transparency
Everyone can follow through the different steps of the solution process of each problem reported in the platform by following it.

City Overview
Get extensive overview/stats of the problems in your local district and city and see how are they being addressed by your local authorities.

Empower
citizens by enabling them to support problem sent by other citizens and organize petitions to get them solved.

Direct Communication
between citizens and local authorities within a public status feed and through location based notifications.

Get Informed
by receiving notifications based on your home or work address about nearby problems, emergencies and various events.
Awards:

40 under 40
people who positively change the environment we live in.

Presidential award “John Atanasoff”
for IT project with huge social impact
Team

Stoyan Mitov, CEO
Graduate from AUBG and Draper University, founder of Xevica, surikat.bg, Choque de Marque and partner at Dreamix

Todor Lilkov, CMO
Graduate from Tilburg University, digital marketing expert and entrepreneur

Ivan Mitov, CPO
Graduate from FU Berlin, lean development enthusiast and entrepreneur, founder of WOWO Paint and HostNStore

Viktor Staykov, Software Engineer
5+ years relevant experience

Vladimir Gradev, iOS Developer
12+ years relevant experience

Lazar Toshkin, Android Developer
4+ years relevant experience

Yani Donchev, Digital Marketing
5+ years relevant experience
Advisors

Jenia Lazarova, Founder and CEO at Neuroeconomics Labs
PhD in Psychology from Oxford University, Lecturer at Oxford University, AUBG and Imperial College London. Senior Business Consultant at Deloitte - London, coach - manager training programmes and leadership coaching for executives.

Douglas Atkin, Global Head of Community at Airbnb
Thank you!