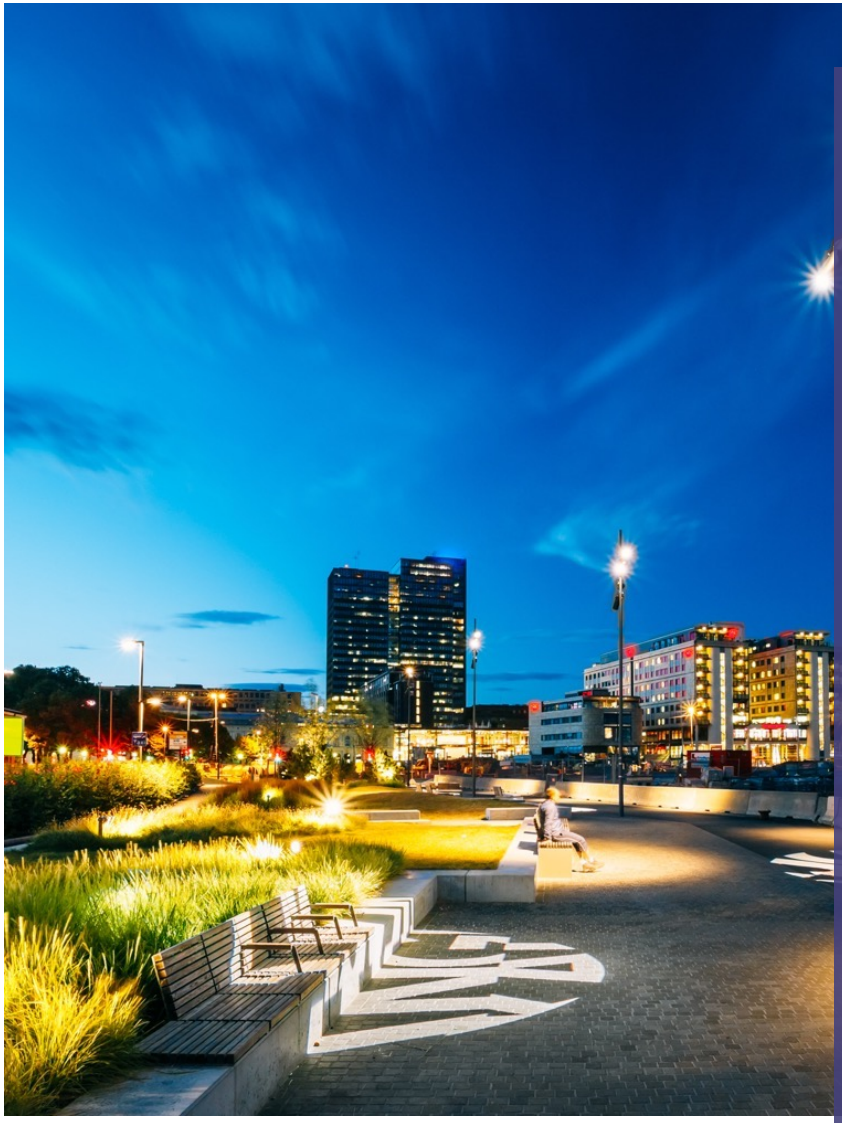


ROADSENSE

Impact Analytics

from The Public Space

Deck.

Executive Summary

We Help Cities Manage Their Public Spaces

Cities urgently need a new data layer to effectively understand and utilize their public spaces. Current solutions, like CCTV, are costly, raise privacy concerns, and fail to meet the demands of modern urban life.
This is a global issue, with challenges such as enhancing well-being, reducing pedestrian fatalities and CO2 emissions, and understanding bicycle lanes and road user behavior.
Our collaborations with municipalities in Israel, the Netherlands, and the USA demonstrate that our solution addresses these needs. Emphasizing data-driven strategies is essential for sustainable urban growth and an improved quality of life.

Intro video
RoadSense Intro.mov

ROADSENSE

About Us

BARUCH GUETA

Co-Founder & CEO

- TSS (traffic safety systems) division manager
- Vast experience in global sales
- Marketing and business development.

AVI HASKELOVICH

Co-Founder & CTO

- IT Team leader at Partner (Orange) communications.
- Vast knowledge in Information Technology
- Telecommunications fields, IoT, Big Data, and a wide variety of cloud services.

ROADSENSE

Our Solution- Sensor +AI

We Offer The Full Analysis Of Your Public Space

01

Sensor

Tracking any relevant location

02

AI Analytics

Data processing to find the location's properties

03

Answers

Providing answers to the city's challenges

ROADSENSE

Use cases

RoadSense is a use case agnostic, fits easily to any city and any perimeter, providing dual-use capabilities

CITIES

People counting
Traffic monitoring
Micro-mobility analysis
Parking meter
Parks analysis
City planning
Pedestrians' safety

Homeland Security

Perimeter monitoring
Real-time alerts
Border watch

Customized designs for special requirements

ROADSENSE

Achieved Milestones

VDL
Reseller Agreement- Mast Solutions
Sensor manufacturing- TBP

Heijmans
Successful PoC
Further Discussions (3 projects)

Tel Aviv Municipality
Loading bays project
Bike lanes monitoring
Coastline people and vehicles monitoring (3 projects)

Pipeline

Smart cities

HLS

Retail

Liverpool

NORDSTROM

ROADSENSE

Our Climate Responsibility

We are all in!

With continuous monitoring of the public space, we create a positive impact by finding bottlenecks and understanding chain reactions.

- Current situation analysis
- Improvement plan
- Remeasurement
- IMPACT

Go To Market

City

ROADSENSE

Integrator

- City's CTO/Innovation officer
- Relevancy to city's departments
- Meeting with Decision makers
- Demo
- Pilot

Result: Awareness & Demand

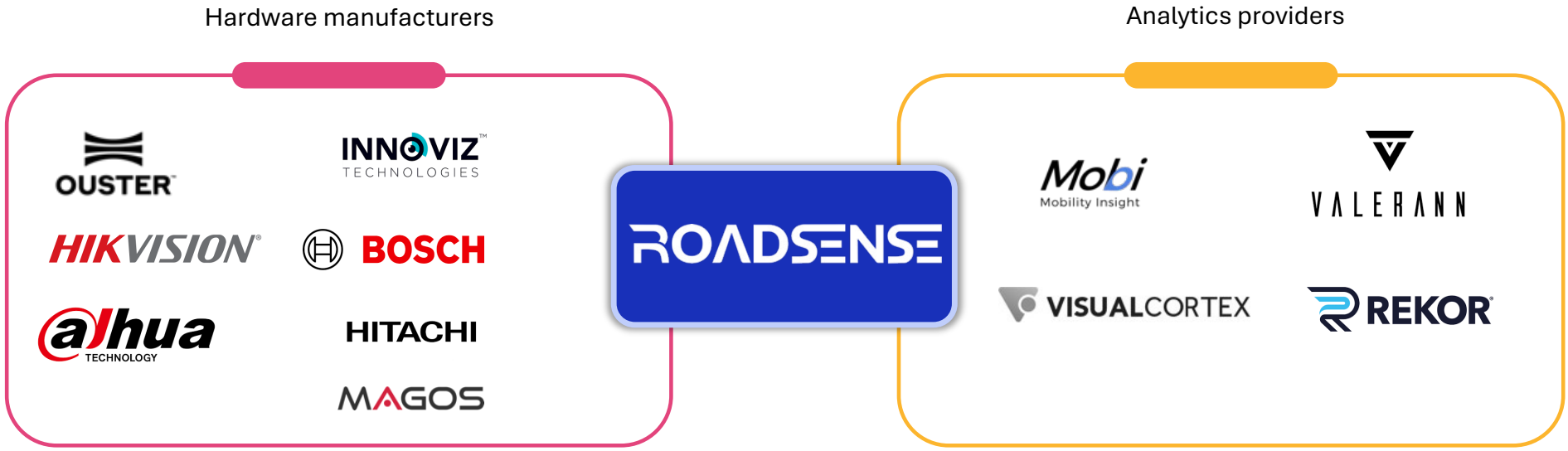
- Local
- Owns a tender
- Tech minded
- Implementation capabilities

Result: Execution Arm

End user

Customer

Competitive landscape



RoadSense is the only solution that monitors the public space in real-time, without privacy issues, and providing on-the-spot analytics

ROADSENSE

ALL THE ANSWERS
YOU CAN ASK
FROM THE PUBLIC SPACE

Baruch Gueta

Baruch@roadsense.tech

+972-54-692-5546

Roadsense.tech