

# Smart Urban Spaces

an ITEA project success story

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# Company background

WhileOnTheMove Ltd (WOM)  
was established 9/2010

Owned by key persons (employees),  
private people, and Butterfly (VC)

Heavy R&D and international marketing  
investments in 2010-2013 (about 1 m €)

- Grants and loans from Tekes  
and ELY

Focus on mobile NFC enabled solutions  
for cities and citizens

- NFC = Near Field Communication
- CityKeys concept – mobile city  
card and related services
- Daisy – a complete solution for  
daycares and child minders



# How did we started?

WOM participated in ITEA2 project called “Smart Urban Spaces” in 2010-2013

A list of ideas was collected by the participating cities and the best ones were selected for further development

Daisy solution development was carried out together with cities of Oulu and Helsinki



The first product was ready in six months



# Daisy solution



A product family for daycares and child minders

**Daisy Mobile**  
application for  
daycares

**Daisy Mobile**  
application for  
child minders

**Daisy Manager**  
web solution for  
daycare  
managers and

**Daisy Net web**  
solution for  
parents

Mobile apps run on Android, Windows and iOS phones and tablets (iOS without NFC)



# Benefits of Daisy solution

Our value proposition “More time for children” measured in practice

Less paper work and overlapping work

Better communication with parents

Increasing safety

Better resource planning (optimized work shifts)

- 5 hours per group per week
- 250 groups\* x 5 hours x 52 weeks = 65 000 hours

\* a city of 130 000 inhabitants

# Summary

ITEA Awards of Excellence at the Co-summit 2013,  
which was held in Stockholm, Sweden in 4-5 December

Main focus is on Daisy solution

- Most of the R&D work has been done  
-> focus on sales

We have offices in France and UK

We have a partner in France: revenue generation has started

Partner selection on-going in UK

UK partner agreement to be signed in March-April/2014

Next steps

- Ramp up activities in the UK
- Find partners in Sweden and Norway (4Q 2014 – 1Q 2015)

These kind of projects  
could be needed in  
the future!!

**Thank you!**