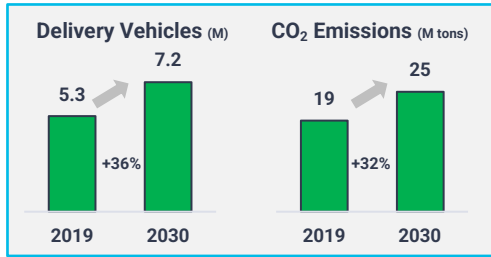


Managing the Future of Mobility

Problem

Global Delivery & CO₂ Trends¹ (Top 100 Cities)



Rapid growth of micromobility and on-demand delivery services



Commercial fleet expansion due to explosive growth of ecommerce



Extreme pressure on city streets, resulting in a host of expected (and unexpected) problems:



Increased congestion on city streets, leading to:



Higher traffic fatalities and injuries as more parties compete for scarce space



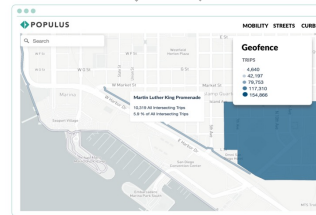
Greater transport-related carbon emissions, contributing to estimated 32% growth by 2030

Product



Populus is a platform for the future of mobility, enabling cities to manage and price everything that moves

Cities / DOTs create, share, and enforce priced policies with the Populus platform



Mobility operators share data through Populus as the system of record

People

Co-founded by transportation industry experts, representing a unique product-market-founder fit



Regina Lee Clelow (Co-Founder & CEO)

- Director of BD @ Ridescout (acquired by Daimler)
- VP of Sales @ Swiftly
- Ph.D. in Transportation @ MIT
- B.S. in Computer Science @ Cornell



Fletcher Foti (Co-Founder & CTO)

- Chief Data Scientist @ Synthicity (acquired by Autodesk)
- Ph.D. in City & Regional Planning @ UC Berkeley
- B.S. in Computer Science @ Princeton



(1) World Economic Forum (2020).