

# Coding the Curbs

**Company presentation**  
Congres mobiliteitstransitie

*Iskandar Tange - Venture builder Coding the Curbs*

May 2022

*Coding the Curbs is an initiative of:*



**fronteer**



De Hallen

12215  
P

P  
autodate  
Connect Car  
wegvoering van kracht

AMSTEL  
BIER

Zoek een voertuig  
24/7 met je mobiel  
instappen  
CONNECTCAR.NL  
AUTO DELEN

*The big question is:*

# Who owns the air?

*There are 20+ digital layers in the city*

- Shared bicycles, scooters, cars
- Parking, charging
- Public transport, taxi's
- Logistical companies, postal services
- And many more ...

# What if ...

... we organise the digital layers?

... we create new space in the city?

... we can use space more efficient?

... we can adjust for changing demands?

# Our dream

The adaptive city



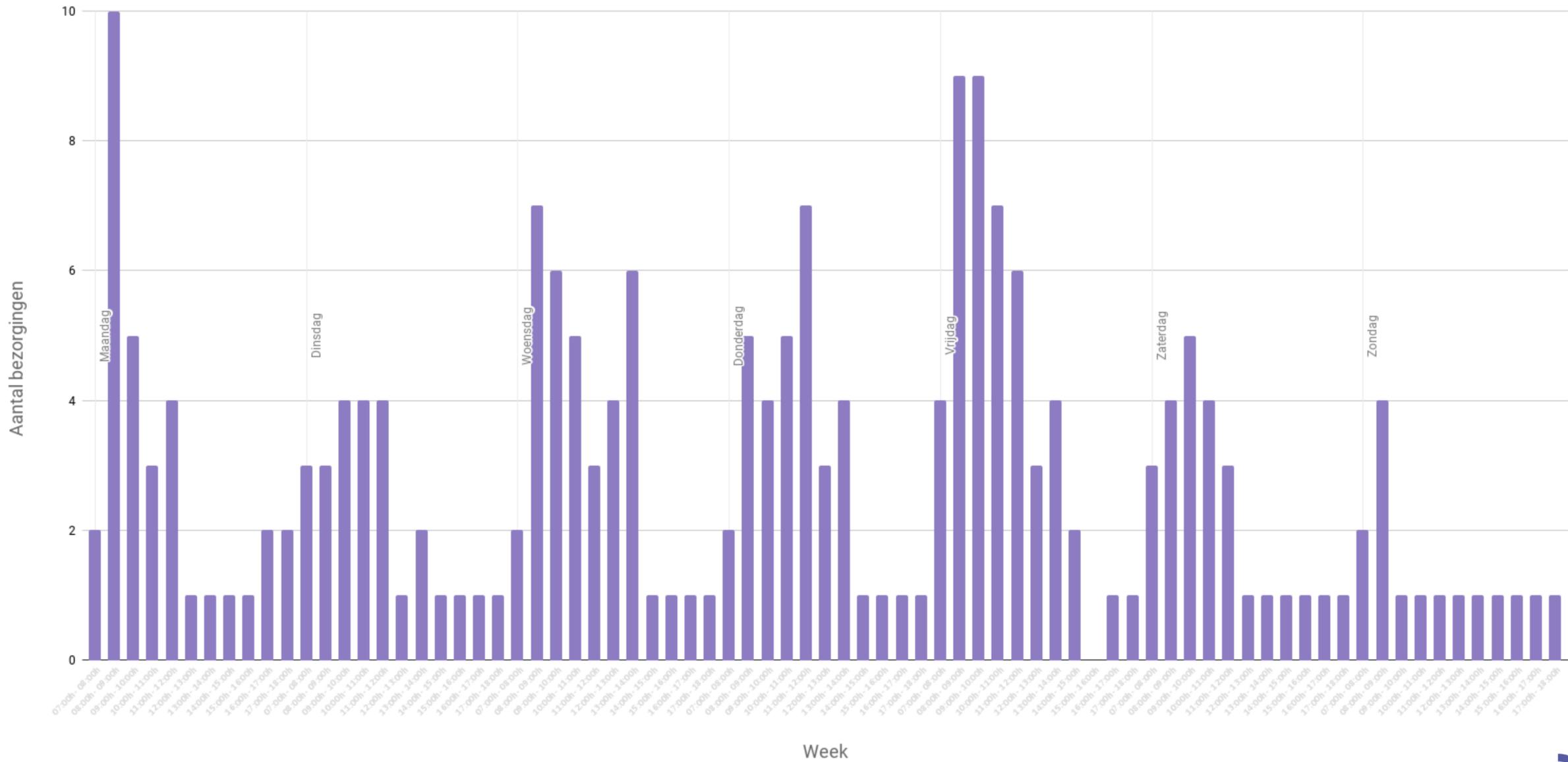
# Free the city

We exist to create liveable and prosperous cities



Coding  
the Curbs

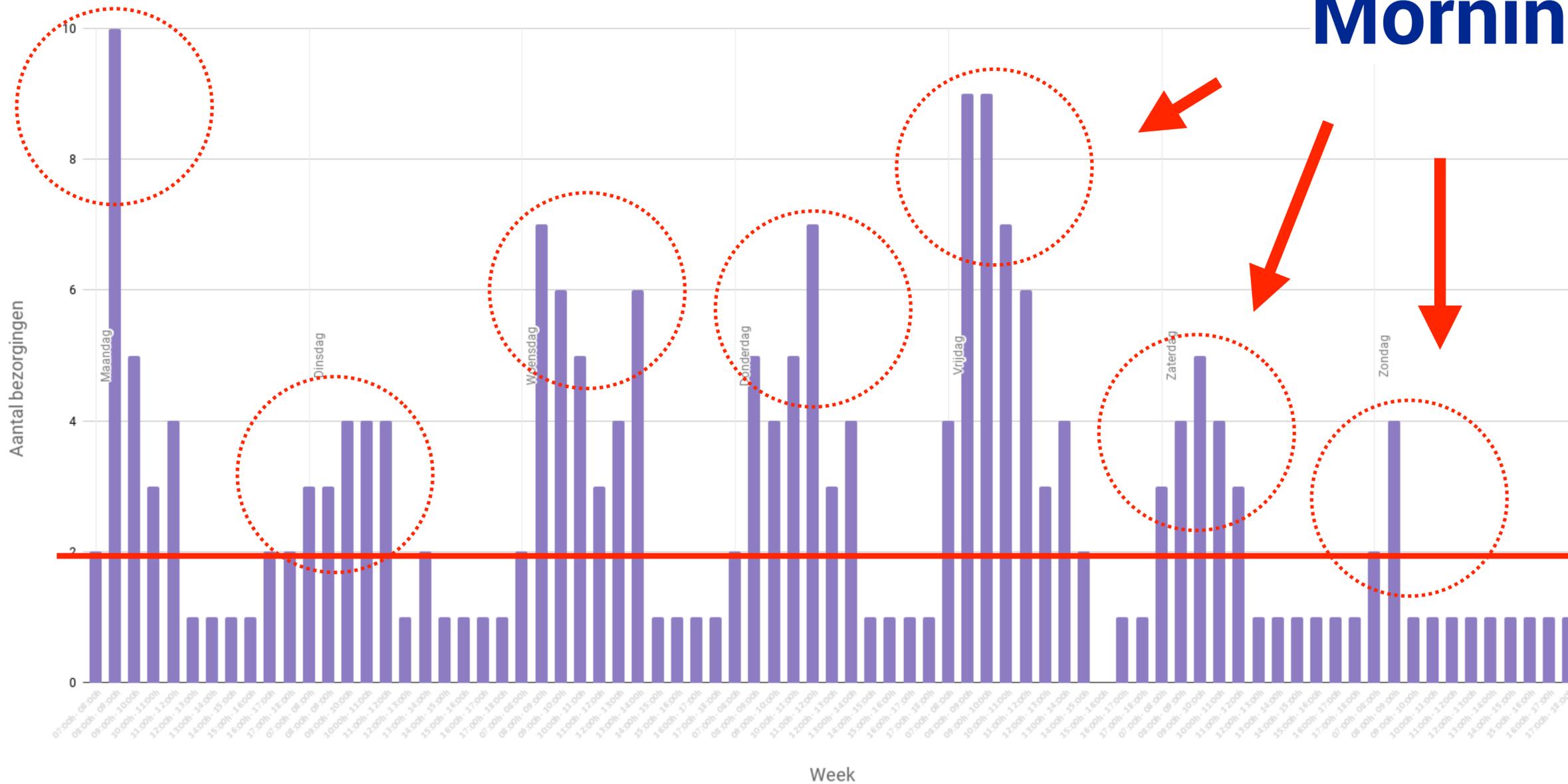
# Real problem





# Flatten the Peak

## Morning Peaks



# Smart Zones

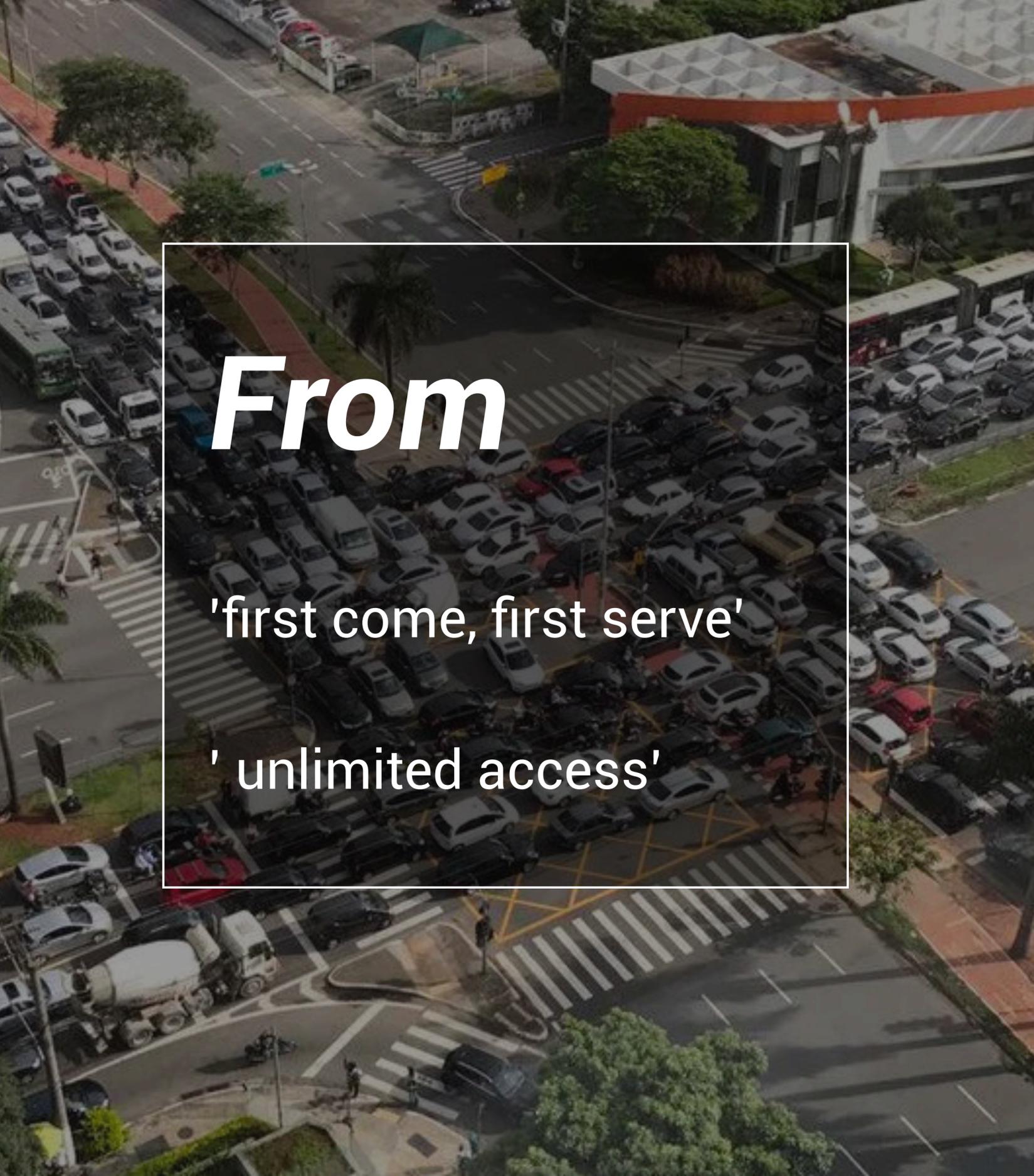
- ✓ Digitale, scalable platform
- ✓ Pay per use
- ✓ Smart access
- ✓ Incentivise clean, light, safe transport
- ✓ Digital enforcement
- ✓ Multiple usage

Smart  
Loading Zone  
09:00 - 15:00

Reserved by  
X-365-HB

Smart  
Parking  
15:00 - 09:00

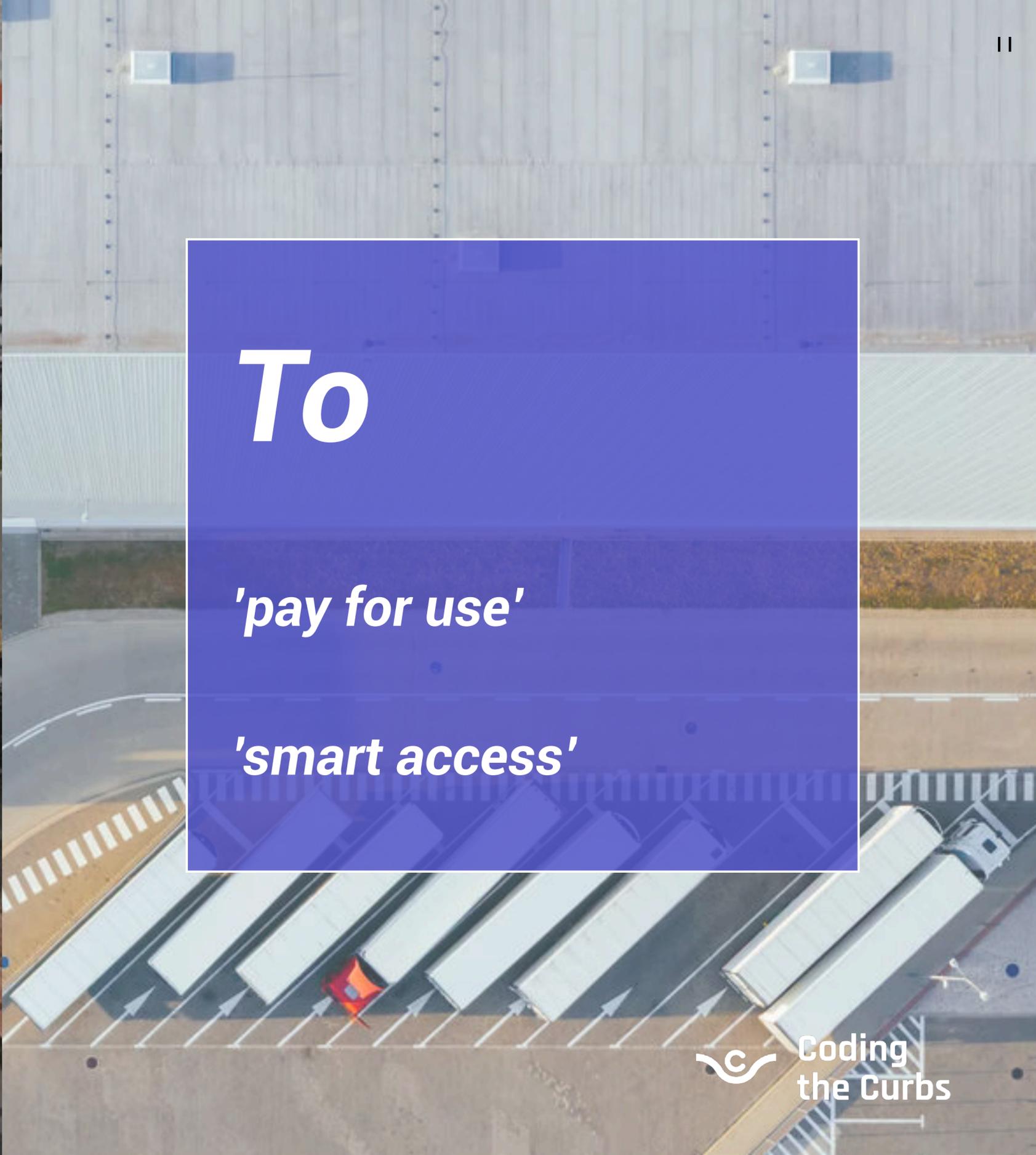




***From***

***'first come, first serve'***

***'unlimited access'***



***To***

***'pay for use'***

***'smart access'***



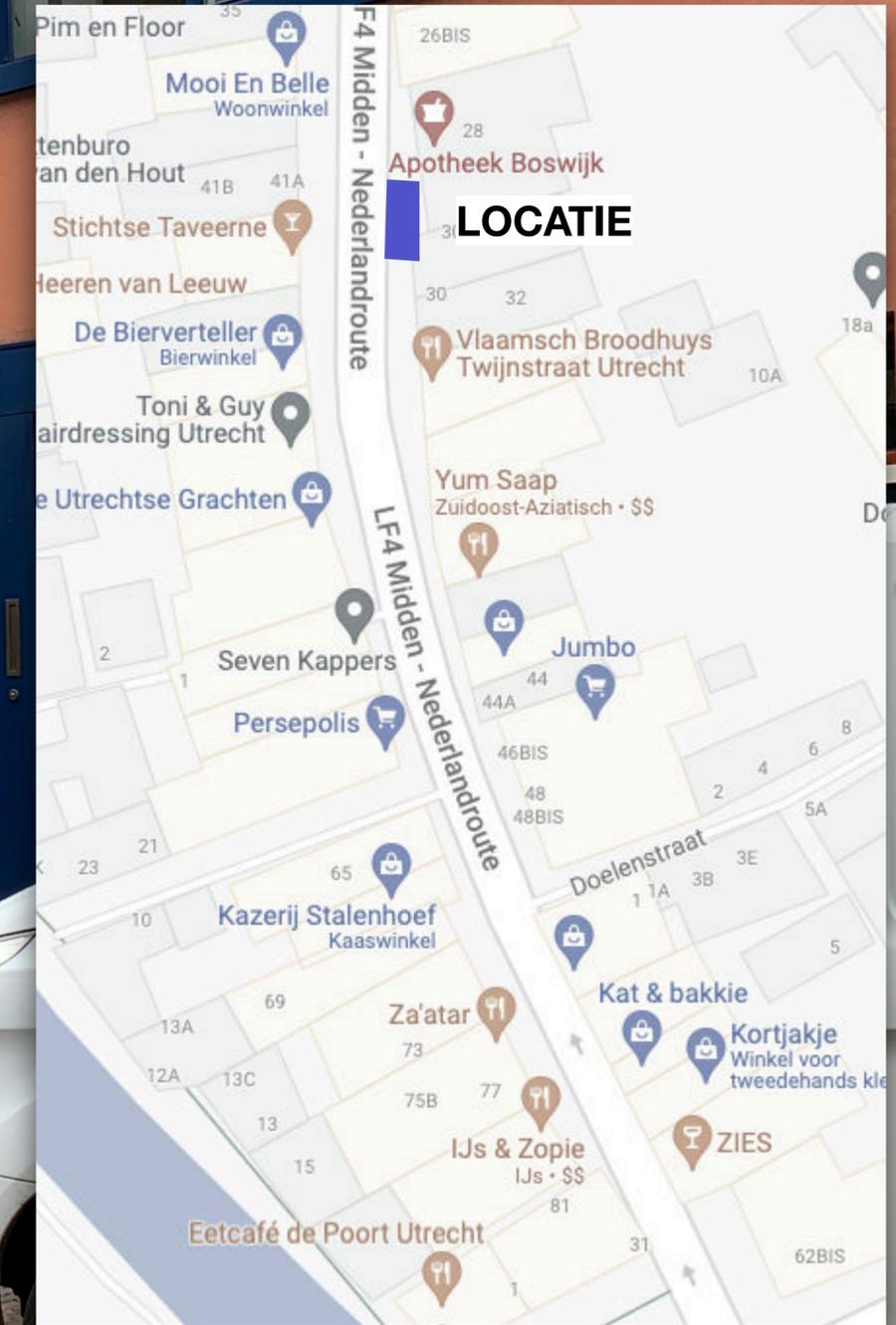
## The impact

20% reduction of kilometers driven

- Less congestion
- Less stops
- Less stress
- Less costs
- Less pollution

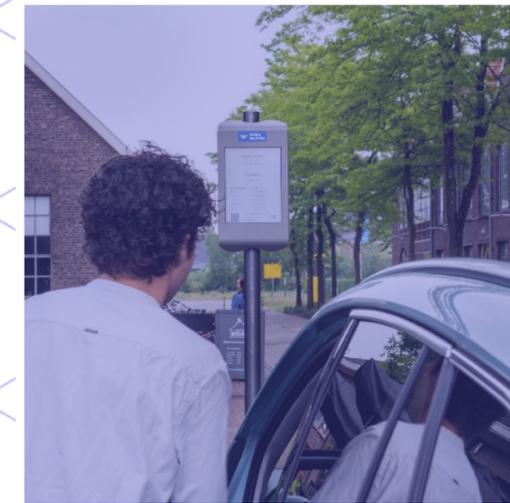
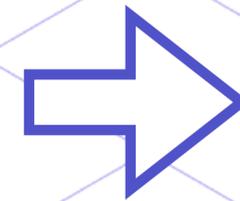
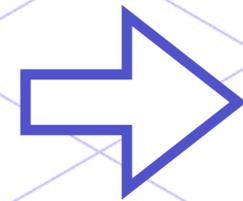
**Happy citizens and happy drivers.  
Win for society and business.**

# Smart Zone Twinstraat Utrecht



# Smart Zone

## How it works



### Step 1

#### **Reserve**

*Easy booking through smart phone app or desktop version*

### Stap 2

#### **(Un)load**

*The smart zone can be used during the chosen time slot(s).*

### Stap 3

#### **And continue**

*Because no time is lost, you can work more efficiently*

# Smart Zone Reality

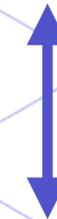


Smart Zone

# Two angles needed for success

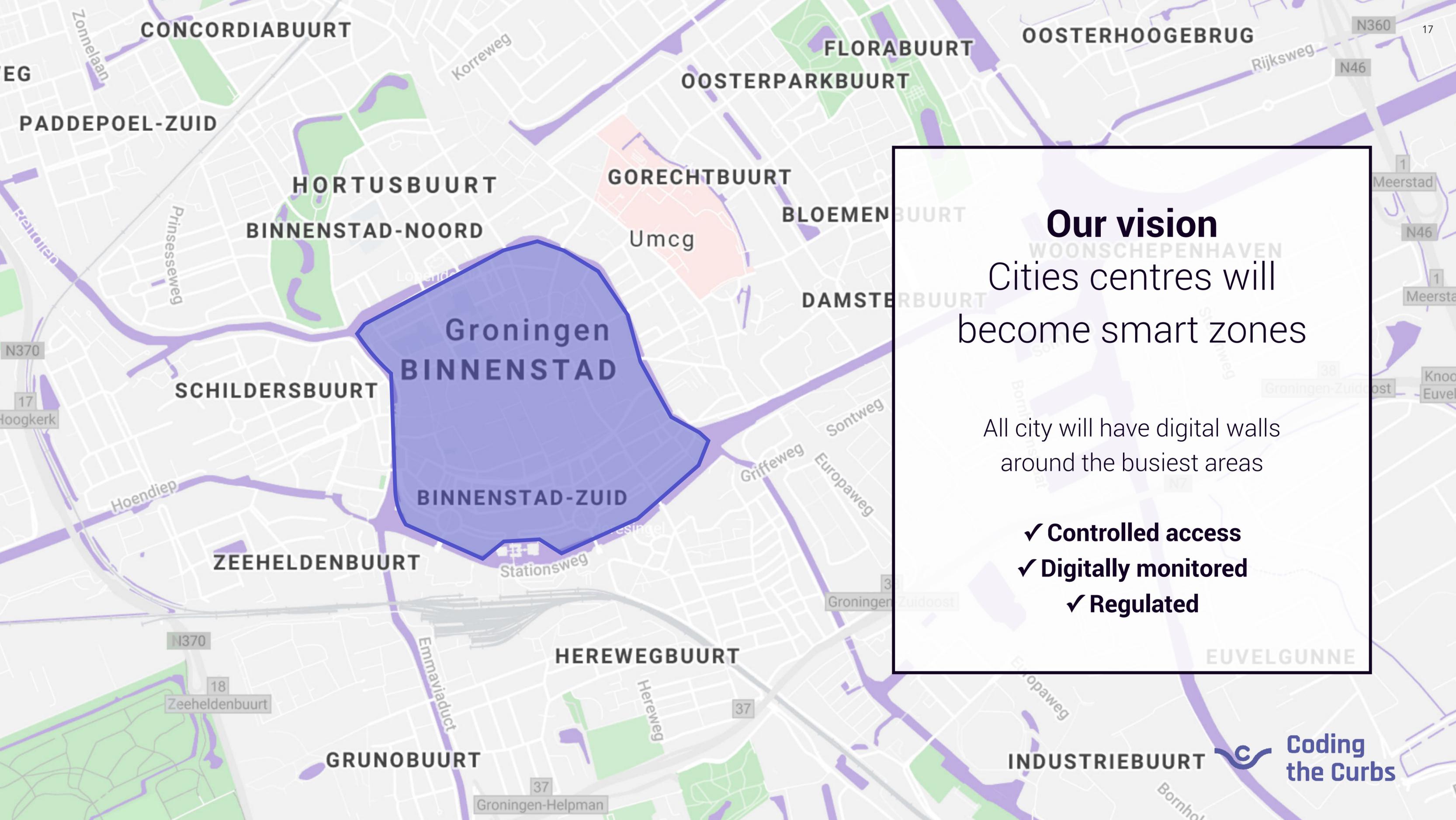
## New policies

Governments, policymakers & research institutions



## Innovative pilots

Ambitious cities & forward thinking stakeholders



## Our vision

Cities centres will become smart zones

All city will have digital walls around the busiest areas

- ✓ **Controlled access**
- ✓ **Digitally monitored**
- ✓ **Regulated**





**Let's build the city of tomorrow**

**Are you in?**



**Coding  
the Curbs**

Want to learn more? Visit: [www.codingthecurbs.com](http://www.codingthecurbs.com)

Coding the Curbs is an initiative of



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