1. Project overview

Businesses and urban residents are embracing technological innovation faster than many cities can react. With digital change happening in hyper-speed, urban leaders need to act now to bridge the technology gap between their cities and stakeholders. Those who adopt game-changing technologies and data solutions will enable stakeholders to fully realize the benefits of working and residing in their communities. Ultimately, this will allow civic leaders to foment a virtuous cycle of economic growth and prosperity that will attract additional business, talent, and investment.

Building a Hyperconnected City, a thought provoking, evidence-based study, will provide urban and business leaders with the definitive playbook for creating a digitally-enabled and seamlessly interlinked urban ecosystem. This pioneering research will examine business models, use cases, and digital solutions used by the world's smartest cities – and offer a unique look into the investments they are making and the performance they are achieving. Our research will cover key parts of an urban ecosystem, including telecoms and IT infrastructure, mobility and transportation, energy and electricity, water and waste management, hospitals and healthcare, buildings and homes, and people and businesses.

2. Key research and content deliverables

Building a Hyperconnected City will provide sponsors and research partners with the following key deliverables:

- **Regular meetings of the advisory board to guide the research.** The advisory board will consist of senior executives from corporate sponsors, as well as research partners from government, academia, and professional associations. We will hold the first meeting of the advisory board at the start of the program to define the research agenda, and the second to review the research findings and calls to actions. A final meeting will take place prior to formerly releasing our findings to the public. We will also hold one-on-one meetings with sponsors during the program.

- **A ground-breaking, searchable database of key indicators for 100 smart cities around the world.** We will provide sponsors (and the cities that participate) with a unique smart city database, including investment levels, performance results, and indicators of market size across key components of a city's ecosystem, as well as their use of advanced data analytics, cybersecurity, and emerging technologies.

- **A media-friendly hyperconnected city index.** This pioneering index will reveal which cities are most advanced in becoming hyperconnected cities of the future. It will be based on how cities score on the digital transformation of the full urban ecosystem, and their progress in interconnecting the various components.

- **Thought-provoking eBook, infographics, and executive summary.** These content assets will provide valuable case studies of successful digitally enabled solutions used by smart cities in various

areas of their urban ecosystems, backed up by robust cost-benefit analysis and lessons learned. At-a-glance charts, actionable insights from interviews, best practice case studies, benchmarking tables, performance scorecards, and calls to action will be included in these thought leadership materials.

- **High-impact marketing and communication campaign.** We will create a marketing sub-committee that will convene regularly to coordinate central and individual outreach programs. By pooling resources, we can ensure wide worldwide exposure among the media, as well as city leaders, executives, academics, and opinion influencers. There will be several meetings of the marketing sub-committee over the course of the program. A marketing plan will be developed and circulated before the first sub-committee meeting.

- **Project launch in Barcelona.** We will release the results of the study at the Smart City Expo in Barcelona on Nov 19-21, 2019. Sponsors will be invited to a discussion panel on our key findings.

- **Project debriefing.** After the formal conclusion of the program we will conduct follow-up meetings to review results, marketing initiatives, and marketing analytics to date, and to discuss further plans.

3. Project plan

A global thought leadership program of this magnitude requires a well-designed, well-executed research plan. A summary timeline of the program is as follows:

March 2019

Kick off program

One-on-one meetings with sponsors/partners to review research agenda and marketing plan

Select 100 smart cities and 25 hyperconnected cities for deeper analysis – March 1st–April 5th

Develop data collection survey – March 18th–April 5th

Compile list of smart city components for study – March 25th–April 12th

April 2019

Send city list and data collection survey to advisory board for review – April 5th

Send list of smart city components for study to advisory board for review – April 12th

Send first press release to advisory board for review – April 17th

First advisory board meeting (in person NYC/web conference) – April 18th (proposed)

Approval of research methodology, city list, survey, press release, and microsite by advisory board – April 19th

Begin fielding the survey – April 19th

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May 2019

First marketing sub-committee meeting – May 22nd (proposed)

Finish fielding the survey – May 24th

Begin to draft eBook outline – May 27th

June 2019

Send list of case study topics to advisory board for review – June 10th

Advisory board sign-off on case study topics via email – June 21st

Circulate cross-tabs, survey summary PowerPoint, smart city index, prototype benchmarking tool, and eBook outline to advisory board – June 28th

July 2019

Finish development of the prototype benchmarking tool – July 12th

Second advisory committee meeting (in person NYC/web conference) – July 17th (proposed)

Advisory board comments due on the eBook/case studies outline – July 26th

August 2019

Finalize eBook/case studies outline – August 2nd

Second marketing sub-committee meeting (web conference) – August 21st (proposed)

Review version 1 of benchmarking tool, database, and index with advisory board – August 28th

September 2019

Send first draft of the eBook/case studies to advisory board – September 9th

Finalize benchmarking tool, database, and index – September 13th

Advisory board comments due on eBook/case studies – September 18th

October 2019

Send revised eBook/case studies to advisory board – October 1st

Final advisory board comments due on eBook/case studies – October 7th

Send project launch press release to advisory board – October 7th

Send final draft of the eBook/case studies to advisory board – October 16th

Complete draft of the executive summary – October 16th

Final advisory board meeting (in person NYC/web conference) – October 17th (proposed)

Final approval of all deliverables – October 25th

November 2019

Final marketing sub-committee meeting – November 5th (proposed)

Release of press release, launch of microsite, and embargoed deliverables – November 6th-18th

Official launch in Barcelona at the Smart City Expo World Congress – November 19th-22nd

4. Key contacts

Thought leadership is a team sport. Should you require any assistance or have questions regarding *Building a Hyperconnected City*, please contact one or more of the key contacts below.

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