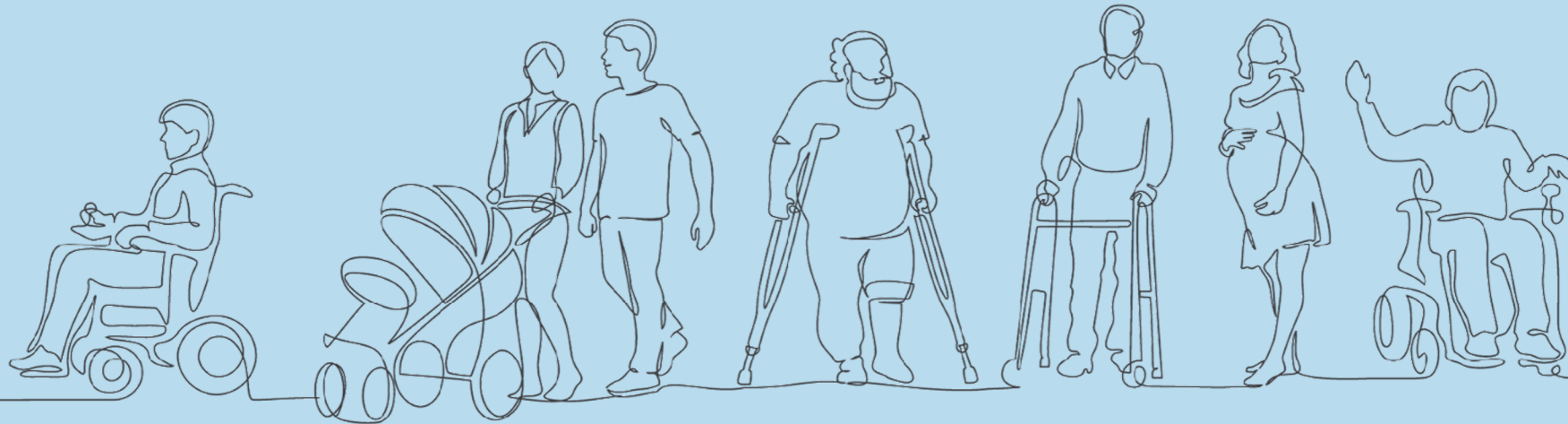


Pedesting™

PEDESTRIAN NAVIGATION FOR ACCESSIBLE ROUTES





Nabeel Ramji



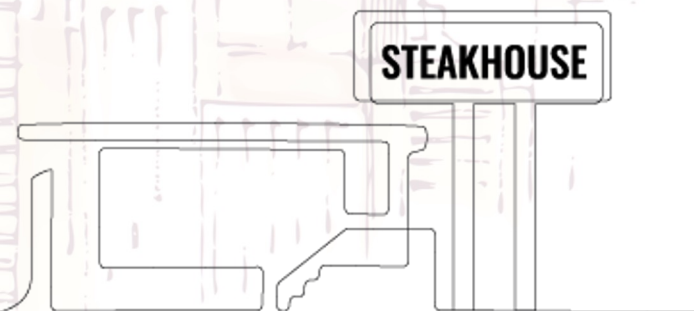
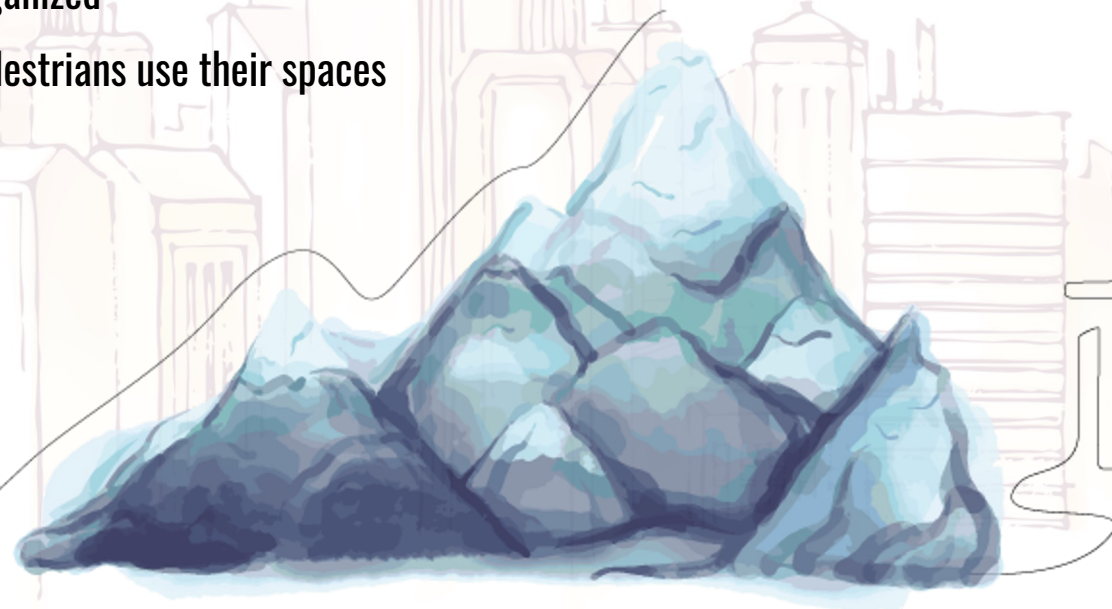
Erin Shilliday

The Problem

There is a mismatch between the built environment and people with disabilities

- Barriers to mobility exist everywhere, often excluding the disabled community
- Navigation apps rarely identify barriers
- This data is locked up in silos and poorly organized
- Asset Owners are not always aware how pedestrians use their spaces

“I don’t feel disabled until I hit a barrier.”
- Sean Crump



The Solution

The Pedesting App provides Accessible Navigation - Outdoors and Indoors

It uses trustworthy datasets and AI/ML to identify barriers on the route

The Pedesting Community will be able to add details to maps

Pedesting will enable two-way communication between tenants, visitors and Asset Owners to improve the pedestrian experience



Screenshot of Pedesting App

Did You Know?

Approximately 15% of the population has mobility or sight limitations

– From Statistics Canada Survey on Disability (2017)



675,000 Albertans



5.25 Million Canadians



1.1 Billion Worldwide

INTERESTING FACT: 53% of us have a friend or family member in our life with a disability? – Rich Donovan, Globe and Mail

Strategic Partners



Strategic Alliances

Partnership Discussions



Mapping Tools & Datasets



Digital Twinning



Accessibility Certification



Pedestrian Modelling

B2B Customers

Subscription Negotiations

Universities

Pilot Projects under Discussion



Cities

Pilot Projects under Discussion



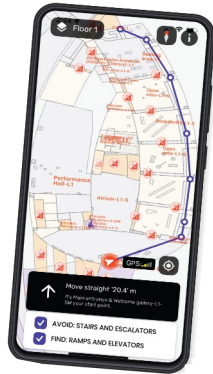
Real Estate

Letters of Interest underway



Timeline

2019-2021



The Beginning

Created MVP and added 600,000 SQ FT

- One city block
- One C-Train station
- One office tower (Brookfield Place)
- New Central Library
- Arts Common

Community Showcases and Alpha Testing

2022



Calgary Pilot

AlchemistX Accelerator Program

Startup TNT Top 20 Pitch Finalist

Vancouver Island University (in negotiation)

City of Calgary

Beta Launch testing **Pedesting App** (Q4)

2023



Milestones

10,000+ Users

Establish **Pedesting Communities**

Additional **Pedesting Zones**

- Ucalgary, MRU, SAIT
- New Cities
- Retail and Office

Why Now?

1. **The Disabled Community; Moving from the sidelines to centerfield**
2. **Urban migration**
3. **Buildings now have digital floor plans or 3D models**



The Team



Nabeel Ramji

Founder & CEO

- Lived experience of a physical disability and recognized accessibility advocate
- 10 years of Commercial Real Estate Asset Management experience
- Senate of Canada Award Recipient



Erin Shilliday

Founder & Chief Creative Officer

- 30 years of experience as an Architect
- Designed projects on 3 continents
- Apprenticed with internationally-renowned Italian architect **Aldo Rossi** for four years



Dr. Mohamed Elhabiby

Software Technology Partner

- 20+ years of experience in developing world-class navigation solutions
- Principal of Micro Engineering Tech Inc, currently developing an autonomous vehicle navigation solution



Evan Hamilton

Community Building Advisor

- 10 years of experience leading community and customer experience teams at Reddit, UserVoice, Coursera, Nextdoor, and CMX.
- Director, Community at Hubspot



Dr. Victoria Fast

Advisor

- Associate Professor, Department of Geography, UCalgary
- GIS and Data Science expertise
- UCalgary's Director for ESRI Canada GIS Centres of Excellence



Carol Armes

Government Relations & Grant Advisor

- Not-for-profit organizational and financial expertise
- Community builder



Dr. Teddy Seyed

Product Development Advisor

- Entrepreneurial Doctorate of Computer Science and Human-Computer Interaction (the first in Canada)
- Leads Future of Wearables Team at Microsoft Research

Our Definition



Pedesting

verb

CAN pe 'des. ting /

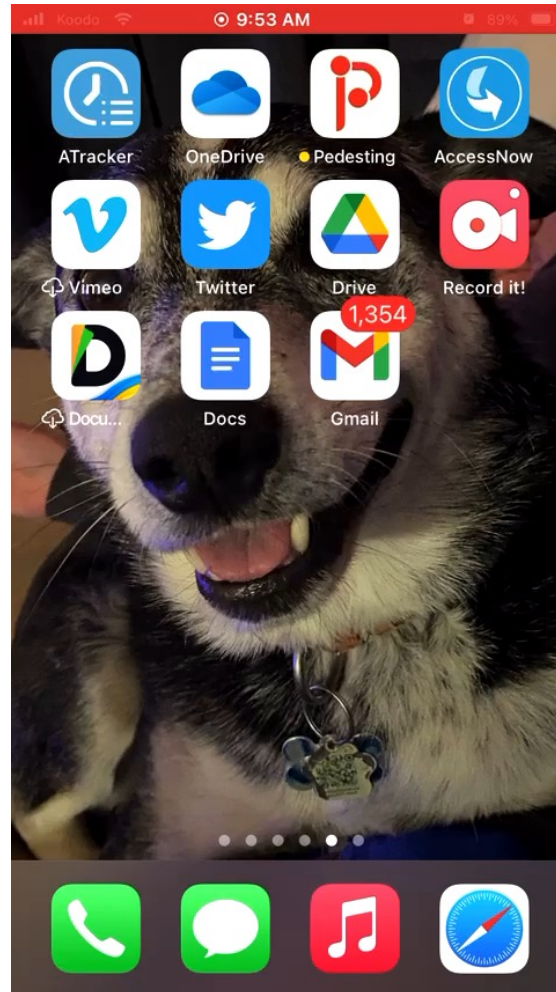
1. The act of moving through pedestrian space by walking, rolling, using a stroller, walker, wheelchair, roller skates, a skateboard or other non-vehicular mobility devices
2. Pedesting™ is a wayfinding app created in Calgary, Alberta to help pedestrians find accessible routes outdoors and indoors



@pedesting | pedesting.com

Pedesting™

Demo



@pedesting | pedesting.com

Pedesting™

Get Involved

**Sign up to be
a tester now**



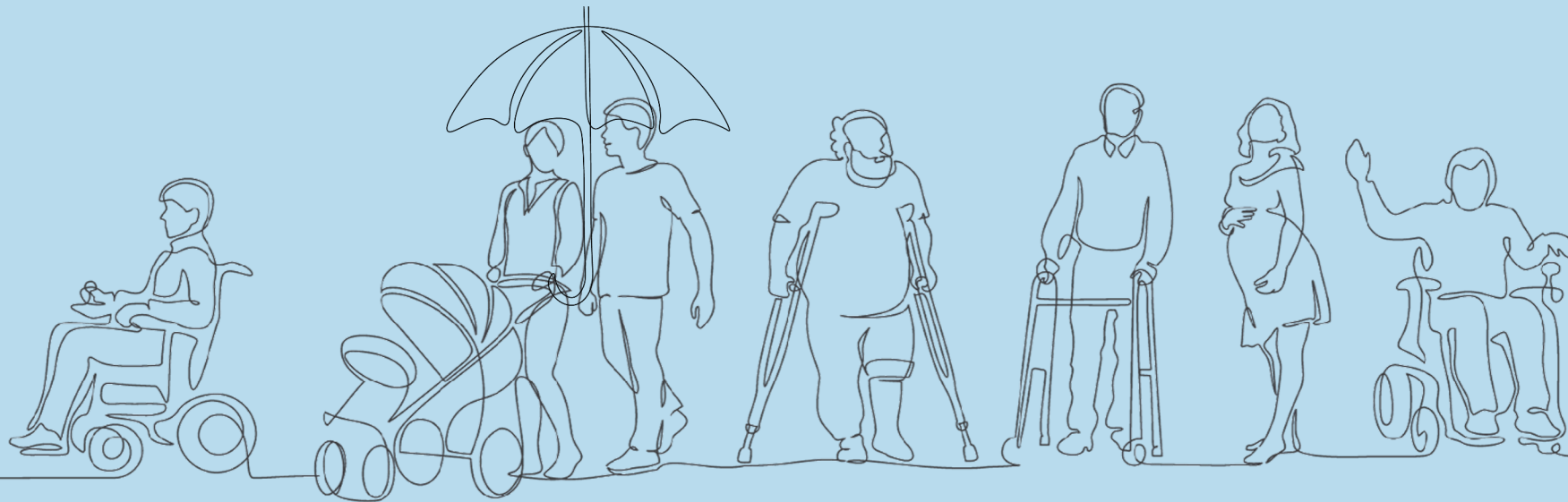
**Beta Testing
November 20 –
December 20**



@pedesting | pedesting.com

Pedesting™

Thank You For Attending



Contact Us



Pedesting Corporation
Suite 1200
734 7 Avenue SW
Calgary, Alberta
T2P 3P8

General email address:
hello@pedesting.com

Nabeel Ramji
Co-Founder & CEO
nramji@pedesting.com

Erin Shilliday
Co-Founder & Chief Creative Officer
eshilliday@pedesting.com

Jenni O'Nyons
Communications & External Relations
jenni@pedesting.com



@pedesting | pedesting.com