

## COMPANY PROFILE

**SBOING** ([www.sboing.net](http://www.sboing.net)) is a high-tech ICT SME that implements innovative technologies and related systems for the collection, processing, and exploitation of location and mobility-based information. It implements an internationally patented, collaborative, crowdsourcing methodology for the collection, processing and distribution of traffic, road, and sensory data to provide improved routing capabilities for GPS navigation, globally. Crowdsourcing is encouraged through incentivization (utilizing a credit-based, loyalty system with digital virtual currency), gamification principles and unique social features.



By using globally scalable technology and sophisticated processing of the user traces, their real-time location data, and other contributions, SBOING maintains an active database of real-time and historical traffic & map data for the entire planet and uses it to perform more accurate routing, offline or with real-time traffic data, as well as to offer faster map updates for its users and for other navigation applications.

The innovative SBOING navigator, UltiNavi (and UltiCarNavi for in-car multimedia consoles) is available for Android with free OSM-based maps for the entire world.

SBOING has developed an advanced tracker, UltiVeTra, for vehicles, logistics, and sensor monitoring for tracking the transport conditions of sensitive goods and dangerous cargo.

SBOING has received several international distinctions and awards for "Innovation and Entrepreneurship", and has an international patent granted in the USA, Australia, 13 EU countries, China, Israel, and India.

### **Distinctions:**

In the past, SBOING:

- was listed in the top 98 ICT startups and companies in Greece for 2021,
- was presented as an example of "*HiTech FEM investment opportunity*" at MIT Sloan, by prof. Mark Esposito and Terence Tse, [FEM=Fast-Expanding Markets],
- received an award for contributions to "*Road Safety*", by a representative of the Greek Parliament and in the presence of Mrs. Eva Molnar, Director of the Transport Division of the United Nations,
- was nominated (for Greece) by ITS-Hellas for the "*2014 ITS Hall of Fame Industry Award*" (ITS World Congress),
- ranked 4<sup>th</sup> in the "*T-Systems Big Data*" Challenge of the "*4<sup>th</sup> Copernicus Masters 2014*" Competition,
- the SBOING Navigator, sbNavi™, has been selected by the European GNSS Agency (GSA) as one of the 26 apps of the "Galileo Apps Store" of the SUNRISE (EU) project,
- qualified in the final round of the European competition "*Net Futures 2015 Challenge*", as one of the top 10 finalist teams,
- was awarded the 1<sup>st</sup> prize at the pan-Hellenic (national) competition for "*Innovative IoT Applications*", organized by the "Hellenic Association of Computer Engineers" (HACE) with a transport application for sensitive goods' freight,
- (for the innovative idea "*SBOING Navi-Pedia*") ranked 4<sup>th</sup> for the European Award "*GNSS Living Lab Prize 2012*", 2<sup>nd</sup> for the Regional Challenge prize and 4<sup>th</sup> for the "*Audience Award*" (of 406 submitted) at the 9th European Satellite Navigation Competition, ESNC-2012.

SBOING is a SAMSUNG Independent Solution Vendor (Silver Partner) of the "*Samsung Enterprise Alliance Program*" (SEAP).

## Projects:

SBOING has so far participated in the following R&TD (national & EU) projects:

- 1/2023-12/2025: “**GILL** - *Gendered Innovation Living Labs*”, [www.gill-project.eu](http://www.gill-project.eu), 3-year Horizon-Europe RIA project, 17 partners from 10 countries, 2,6 MEUR, role: technology provider, SBOING budget: 140 KEUR, grand agreement: 101094812.
- 12/2018-11/2021: “**TinnGO** – *Transport Innovation Gender Observatory: A framework for sustainable gender and diversity sensitive smart mobility*”, [www.tinngo.eu](http://www.tinngo.eu), 3-year EU/H2020 RTD project, 20 partners from 13 countries, 3 MEUR, role: technical manager / data coordinator, SBOING budget: 177 KEUR, grand agreement: 690650. The TinnGO project aimed to develop a framework and mechanisms for a sustainable game change in European transport using the transformative strategy of gender and diversity sensitive smart mobility.
- 07/2018-06/2020: “**Sboing4Real** – *Development of crowdsourcing technologies for geo-social networking and advanced satellite navigation in real-time*”, 2-year “Competitiveness, Entrepreneurship, Innovation” (EPAnEK) 2014-2020, RTD project, 4 partners, role: project coordinator, SBOING budget: 98 KEUR (funding 78%), code:T1EDK-01944.
- 10/2017-06/2018: “**WJETSS** – *Whole Journey Experience of Internet Things Through SenSourcing and Space Technologies*”, <https://business.esa.int/projects/wjetss>, 9-month project funded by the European Space Agency (ESA), 2 partners from 2 countries, 150 KEUR, role: technical manager, SBOING budget: 100 KEUR, subcontracting under contract no. 4000121942/17/NL/CLP.
- 12/2016-02/2021: “**SUITS** – *Supporting Urban Integrated Transport Systems: Transferable tools for Local Authorities*”, <https://suits-project.eu>, 4-year EU/H2020/CIVITAS RTD project, 22 partners from 11 countries, 4.1 MEUR, role: tech. manager / data coordinator, SBOING budget: 202 KEUR, grand agreement: 824349. SUITS aimed to increase the capacity of small and medium local authorities to develop and implement sustainable, inclusive, integrated and accessible transport strategies, policies, technologies, practices, procedures, tools, measures and intelligent transport systems that recognize the end-to-end travel experiences of all users and freight.
- 11/2012-10/2015: “**METPEX** – *MEasurement Tool to determine the quality of Passenger EXperience*”, <https://cordis.europa.eu/project/id/314354>, 3-year EU FP7/ICT RTD project, 16 partners from 14 countries, 3 MEUR, role: technical manager / data coordinator, SBOING budget: 183 KEUR (funding 142 KEUR), grand agreement: 314354.

## Developed Tools:

During its participation in the above projects, SBOING:

- has developed and continues to support the “*TinnGO Open Data Repository*” (**T-ODR**), (<https://tinngo.sboing.net/odr>), a global repository for gender-related data collections in the Transport sector, e.g., gender-related citizen mobility, transport safety & security, surveys, research outcomes, etc.,
- has developed and continues to support the “*TinnGO Incident Reporting Tool*” (**T-IRT**), (<https://tinngo.sboing.net/incident-reports>), a web-platform that enables anonymous users to share their experiences in order to make transport and public spaces safer,
- has developed and continues to support the “*SUITS Open Data Repository*” (**S-ODR**), (<https://dare.suits-project.eu/browse>), a global repository for urban mobility data collections, e.g., citizen mobility, freight traffic, FCD, parking, traffic lights, etc.,
- has developed and continues to support the “*SUITS Capacity Building Toolbox*” (**CBT**), (<https://cbt.suits-project.eu>), a suite of learning materials (*Capacity Building Program*) for decision makers and planners in small and medium sized cities to address knowledge gaps and misconceptions related to urban planning measures and to the deployment of innovative mobility solutions and technologies,
- has developed a web platform for “*Transport Surveys*” (**TS**), (<https://tinngo.sboing.net/surveys>) and introduced the innovative concept of “*crowdsourced dynamic surveys*”, (i.e., surveys, customized to responder profiles and delivered via smartphone and web applications to “crowd” communities, by dynamically retrieving questionnaires from servers and delivering them to the intended target groups) and also developed tools and a backend system for launching such targeted survey campaigns on behalf of Public Transport stakeholders.
- has developed a web platform for “*Open Digital Badges*” (**ODB**), (<https://mydigitalbadges.net>), to issue, award and manage own Open Digital Badges.