

From: [REDACTED]
To: [REDACTED]
Subject: Meeting at SXSW - CEO, TONOMUS Venture Studio
Date: Thursday, March 9, 2023 10:28:11 AM

Hi [REDACTED],

I hope you don't mind me reaching out. I understand the U.S. Conference of Mayors is holding their Civic I/O Mayors' Summit at SXSW. I came across a webinar the Conference hosted in December on mayors leveraging partnerships to advance innovation in cities, and wanted to get in touch to offer a connection that I think is in line with your area of expertise.

Beverly Rider is the CEO of the TONOMUS Venture Studio, which is investing \$1.5bn over 5 years in tech and entrepreneurship initiatives around the world with the goal of creating the next-generation technology that will underpin the world's first cognitive city at [NEOM](#); the \$500bn project being built in the Saudi Arabia near the Red Sea.

A cognitive city is the next level up from a smart city. It has advanced and connected AI woven into its fabric, into all parts of its infrastructure, from the start. It gathers and uses far more of the available data so it can learn and be proactive in predicting the needs of its citizens ahead of time, rather than reacting in a piecemeal way in real time.

TONOMUS believes having this holistic approach to providing predictive services to every individual in a city holds potential to majorly improve living standards, change the way society operates, and the way business is done in the near future.

For example, TONOMUS' Digital Twin technology allows users to create a digital twin of an entire city in the metaverse. This in turn enables a ground-breaking 'mixed-reality' urban living model at the host city, leading to a simultaneous physical-digital presence, and huge new opportunities for the people and businesses based there. Digital twin is already in use in the construction of the cognitive city at NEOM.

TONOMUS is working with city governments to explore how its technology can be used in tourism, construction, and other industries.

Beverly will be at SXSW from March 10-13 and would love to meet you to discuss TONOMUS' digital twin and metaverse cities program and synergies with work around technology, innovation, and smart cities.

I will also be at SXSW so please let me know if this is of interest and I can happily set up the meeting. Thanks for your consideration, and I hope to hear from you soon.

Kindest regards,

[REDACTED]

[REDACTED]
[REDACTED]
Senior Vice President
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