

## Outline of the Service

### Concept

Not about technology or buildings or infrastructure. Smart City must start from Human needs. Technology is only the multiplier. Solving social problems and improve quality of urban residents is the base.

Meet **"B.E.N.N"**...Artificial Intelligence of Great Transit Park City who will work tirelessly to serve "Stakeholders" under programmed "Values" and financially sustain by "Business Models"

Operated by  
**"B.E.N.N"**  
Bangsue  
Environmental  
Neural Networks

...**"B.E.N.N"** was born from the "Static Data" that process into the system and grown by "Dynamic Data" that processed through her brain. Her soul reflects from "mindset" of human that experiences and discuss about the city

### EXPERIENCE

The city that encourages everyone

#### Collective Physical Lifestyle & Activities Recommendation System

- Collective Desire Analytics
- Personalized Health & Well-being recommendation
- Community enhancement recommendation
- Automated Memorable Experiences creation

### OPPORTUNITY

A city where everyone can find ways to better their lives.

#### Job & Business Opportunities Prediction Model

- Job Formation Analytics
- SME Business Opportunity Formation Analytics
- Automated Skill Training & Development Program
- Automated placement recommendation

### EQUALITY

A city of the future for all, not just for privilege or elite.

#### Automated & Adaptive Human-Centric Social Services

- Inclusivity Real-Time Responsive System
- Universal Accessibility Support Response
- Human Rights Monitoring & Sanctuary
- Automated Rehabilitation Program

## Data to be used

Data in the "Data List" : ID 1-1, ID 1-2, ID 1-3, ID 1-4, ID 1-5, ID 1-8, ID 1-9, ID 1-11, ID 1-12, ID 1-13, ID 1-17, ID 1-18, ID 1-19, ID 1-20, ID 1-26, ID 1-27, ID 2-6, ID 2-8, ID 2-12, ID 2-13, ID 3-2, ID 3-6, ID 3-13, ID 3-16, ID 3-23, ID 3-46, ID 3-47, ID 3-64, ID 3-65, ID 3-66, ID 3-67, ID 3-68, ID 3-71, ID 3-73, ID 3-74, ID 3-76, ID 3-77, ID 3-79, ID 3-80, ID 3-82, ID 3-84, ID 3-86, ID 3-88, ID 3-98, ID 3-99, ID 3-100, ID 3-101, ID 3-102, ID 3-106, ID 3-107, ID 3-108, ID 4-1, ID 4-2, ID 4-3, ID 4-4, ID 4-5, ID 4-45, ID 4-47, ID 4-48, ID 4-49, ID 4-50, ID 4-60, ID 4-61, ID 4-62, ID 4-63, ID 4-64, ID 4-65, ID 4-66, ID 4-67, ID 4-68, ID 4-69

## Compatibility with Theme

The vibrant center of Bangkok where people prefer to be a pedestrian rather than riders. We can see people walking from one edge of the city to another while experiencing high quality of live-work-play. Natural environment, cultural events, choice of consumption that keep evolving and fills with surprise. Technology of Smart Cities that shall minimize digital interactions and encourage human direct interactions. Walking through this city from point A to point B shall be a replenishment experience that improves physical and mental well-being.

Everyone who wishes to improve their lives by finding jobs or business opportunities come to this city and realize their dreams. And no matter how less advantaged in life they have been, the city will support and nurture them with equal opportunity. They can be trained and equipped with necessary skills to enter the workplace with real demand. The distinct urban space that located between highly utilized node of urban transportation. It is where millions of people shall pass through and fulfill their needs -  
*The Great Transit Park City*

## Technical aspects

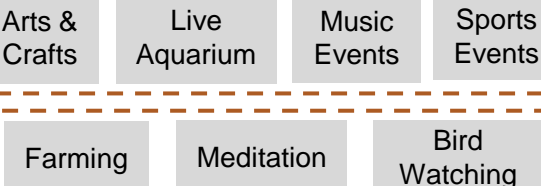
## How innovative

### EXPERIENCE

#### Community Activities Demand

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Collective  
Population -  
City User Desire  
Analytics



### Collective Physical Lifestyle & Activities Recommendation System

#### Automated Activities Organizer and Space Placement

BENN..analyze the collective demand of citizens with purchasing power about what type of activities they need.

#### Automated Activity Host bidding and Schedule

BENN ..proceed to bid for organizers who wish to manage activities and create event schedule.

#### Direct online activity advertisement

BENN use citizen membership data and target advertisement for activities.

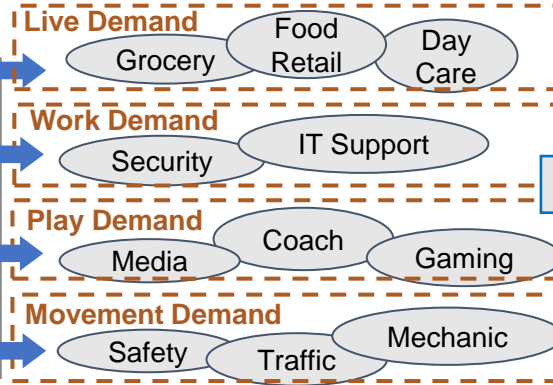
#### Automated Event Ticket Sales

BENN...sale activity / events ticket through City system and fund the organizer works.

### OPPORTUNITY

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Purchasing Power  
Identification  
Analytics +  
Aggregated City  
User Activities and  
Movement Analytics



### Job & Small Business Opportunities Prediction Model

#### Automated SME Target Invitation

BENN..analyze the "load" citizen's purchasing power who use the city and conclude the "demand" of products and service then send invitation for qualified SME

#### Job Demand Prediction

BENN .. constantly predict job demand based on city environment + purchasing power and business outlets that require human resources then set up the City Recruitment Pool

#### Target Recruitment & Application

BENN goes into Database of Applicant in side the Pool or external. Utilizing social network, BENN can make initial contact towards target applicants.

#### Automated Skill Training Program

Since there are time towards the city development. BENN can invest in training for this group of applicant and make them ready for Job market when city goes operational

### EQUALITY

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Handicap  
Accessibility  
and parking  
Senior Citizen  
Support  
Disaster  
response

Real time  
detection of  
support  
requirement

### Adaptive Human-Centric Built Environment Adjustment

#### Shape shifting escalators/ramps/Shades

BENN ... change the environment to accommodate people with disability. Shape shifting escalators can accommodate wheelchair users with the general users.

#### Automated senior citizen support group deployment

BENN ...prepare robots or support staff available to assist senior citizens, they are ready to be deployed automatically by analysing CCTV data.

#### Shape shifting per weather conditions

BENN.... adjust public spaces in order to keep out floods from the great transit park city. Also Shade can be temporary provided when rains or in the middle of the day.

#### Automated air de-smoking system deployment on events of fires

BENN..provide real time air quality monitoring response to certain condition - ready to deploy automated air cleaning/de smoking systems to keep the great transit park city air clean

#### Automated Handicap support group deployment

BENN ...provide robots or support staff to assist people with disabilities, they will be deployed automatically by analysing CCTV data

## Feasibility

### Revenue Model

Demand from activities that citizens willing to participate and occasionally willing to pay drive the business to organize the an event - BENN can organize for the city to act as

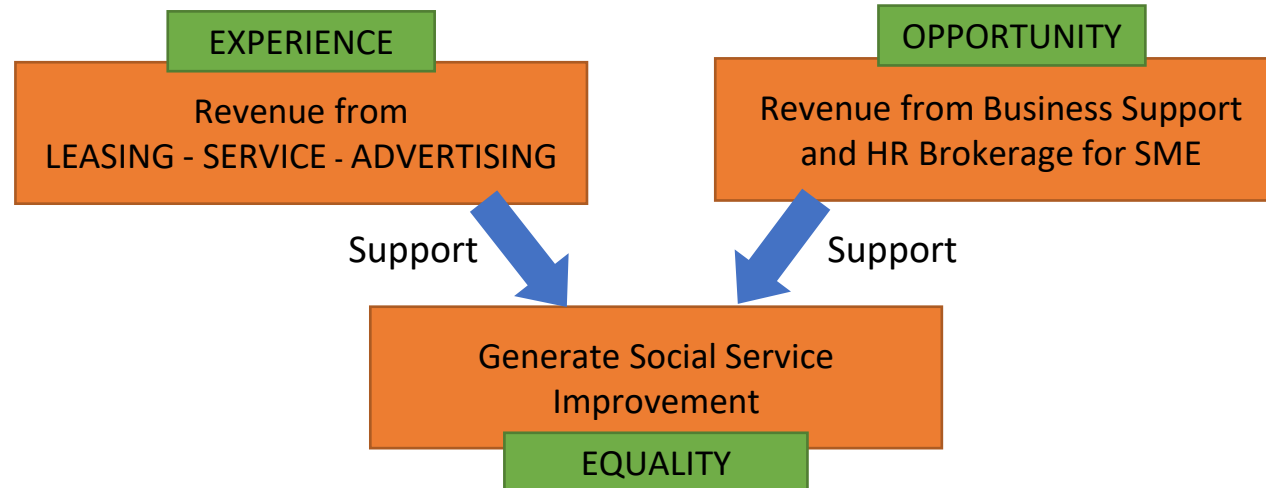
- Land Lord
- Event Agency
- Leasing Agency
- Advertising Agency
- Tour Guide
- Money Exchanges

Some service BENN can act as a business entity itself

### Revenue Model

Demand of staff will be severe in Thailand since the country facing population decline and lack of skill for jobs of 2030s. BENN can act as

- SME support consultant
- SME Loan provider
- Head Hunting Agency
- Training Center
- Education with Degree (Job Placement)



### Social Improvement

Empowering people to be able to support themselves is the form of long term social investment that will lead to strength of nation as a whole. Sometimes that help has to be charity, sometimes can be a loan. And most of the time in Thailand if the system is effective. The public will participate in the charity campaign directly without government support.