

Showcase IoT Next Club: BABLE



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The Company



BABLE is a spin-off company from the Fraunhofer Institute (one of Europe's largest institutes for applied research) and from the Morgenstadt Innovation Network (a network of leading research institutions, cities, and companies from all over Europe, jointly working on urban innovation and the future of cities).

BABLE offers supporting services that facilitate the implementation, replication, and scaling-up of smart and sustainable solutions in European cities and bring together a diversity of actors driving the smart city movement. The company's main objective is to support the sustainable development of cities in Europe and beyond and to create liveable and sustainable cities based on innovation and cooperation.



The Problem

Cities

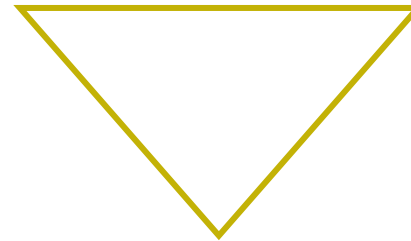
Cities are struggling to create the right market opportunities.

Companies

Companies are failing to find the right mechanisms for collaboration and innovation.



Lack of structured information available



Lack of direct exchange of knowledge between actors



Lack of supporting services for implementation processes.



The Solution



With BABLE's platform, the company accelerates the process from idea to implementation and reduce market inefficiencies. In short, the Platform enables innovative companies, public authorities, and experts to exchange information, ideas, products, services, and lessons learned. The platform provides transparency and links the demand with the supply side.

The platform is divided into three main sections – **Explore**, **Spot** and **Connect**.

In addition to the platform, BABLE offers tools and various individual consulting services. This allows the company to constantly be in touch with their customers. Thus, they can directly recognise the benefits for their customers, including feedback from support in the development of the national Turkish Smart City strategy, and projects with Bosch, Bielefeld, Liverpool, Belfast or Würzburg.



Explore

- Structured information and functions as a digital library - share information and advice about the realized project to ease the replication through knowledge sharing and communication.
- If several similar use cases are uploaded, BABLE develops a neutral and abstract description of the general solution that was used in these projects.
- Solutions are defined in a modular structure to make them adaptable to different cities and circumstances.
- Products can be uploaded by companies in the Explore section.
- Information on possible products for projects can be shared and products can be advertised.

Spot

- Keep the community up to date with needs, offers and ideas of other market participants.
- BABLE shares relevant European tenders.
- Users can share and discuss various topics with the community through posts.

Connect

- Bring the community of the platform closer together and facilitate communication between the different actors.
- The pages of the cities, the companies, and the projects active on BABLE are shown here.
- Each page includes a short description and some key facts as well as the posts, the use-cases and the members linked to the institution or the project



What differentiates BABLE



- Curated content that aggregates information about products and services on the market as well as project experiences.
- Detailed information about implemented projects with insights and lessons learned provided by project owners (those realising the project in cities).
- A strong network of people working in the Smart City network and channels for communication within the community – actual people driving the smart city movement.
- Access to Smart City tenders, updated everyday.
- Support along the Smart City journey (platform and advisory services).
- Holistic offer: simplifying (through platform), facilitating (through Smart City Academy and advisory services), and guiding (through advisory services)



Recent Deployments



In the last six months, BABLE was able to launch a German version of the Platform (Beta) with the support of the Ministry of the Interior and Digitisation of Baden-Wuerttemberg. This was a first and important step for the company towards becoming a multilingual platform. Besides that, they managed to have more than 100 institutions uploading institutional pages on the platform. This includes cities, companies and projects who are active on BABLE or promote themselves via our platform. But not only with the platform we reached important milestone in the last six months. With their consulting service they manage for the first time to have more than five projects active at the same time in more than five different European cities over the last six months. This includes projects in Liverpool, Belfast, Würzburg, Bielefeld and Vienna.

- Platform users: 514
- Consultancy projects: 17
- BABLE has currently 15 people working, including both consultants, platform developers and administrative assistance.



Hardest hurdle to overcome



BABLE tried to cover, in the first year, all the market needs that they could identify for both cities and companies and translate the ideas into solutions within their platform. Because of this, it was very hard to convey the message to their customers and explain what actually they were doing. The first year was spent on ideation rather than doing and finding projects. They decided to structure the work focusing on key components of their platform as well as their consultancy services.



Next 12 months & 3 Years



Next 12 months

- BABLE local implemented successfully.
- New intuitive user-flow.
- Have a visible impact in a European city as a Bable success story.
- Spanish version of the Platform online.

3 years

- Current partnerships strengthened and build new ones.
- Help more cities and companies.
- Team growth (size and qualitatively – personal and professional development of Bable's employees).
- Become the platform of reference for people in the sector.



INTERESTED IN SHOWCASING YOUR COMPANY?

Send us an email to jguerra@iotnext.club or through IoT Next Club Slack channel.

