URBAN LOGIQ

Building Better Communities with Data

Economic Intelligence Platform

UNDERSTANDING THE ECONOMIC HEALTH OF YOUR COMMUNITY THROUGH DATA

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THE URBANLOGIQ PLATFORM FOR ECONOMIC DEVELOPMENT

SHARE

Cloud computing technology gives government the ability to share data seamlessly across departments, levels of government and between the public and private sectors while accessing it from any location with an Internet connection.

LAYER

Layering unconventional data sets provides new context and a better understanding of the causations and correlations of the interplay between urban and economic patterns of behavior. Different data sets procured and analyzed thoughtfully can give you a multidimensional portrait of urban economies and their patterns.

COMPARE

Big data analytics combined with machine learning empowers the digestion and presentation of huge volumes of data in valuable and meaningful ways that are easy to interpret and visualize the patterns to drive better decisions.

"The partnership with UrbanLogiq provides a great opportunity to visualize the data and insights collected part of the Digital Main Street program to better inform decision-making and outreach to Toronto's main street businesses."

– COUNCILLOR MICHAEL THOMPSON, CHAIR OF THE CITY OF TORONTO'S ECONOMIC DEVELOPMENT COMMITTEE

USE CASE-DRIVEN

UrbanLogiq offers systems that have been purpose-built to support use cases designed by government. Whether it is examining patterns behind population and business behaviour and projecting how a community's evolving population may impact industry opportunities and risks, visualizing registered businesses and their industry classification or running analytics and trend analysis on how industries and neighborhoods are behaving at a granular level, UrbanLogiq's platform will be able to support your needs.

Economic development use cases include:

- Economic vital stats dashboard
- Land management
- Permitted use case modeling & monitoring
- Business intelligence attributes
- Demographic integration
- Events impact analysis
- Weather effects modeling
- Public transit proximity & level of service delivery analysis
- Agglomeration analysis
- Business cluster analysis
- Supply chain linkages & dependency mapping
- Determination of economic generators versus supports
- Economic impact analysis
- Employment and unemployment modeling & projection

URBANLOGIQ'S FOUR A'S

1 **AGGREGATE** ALL RELEVANT DATA TO A CENTRALIZED PLATFORM

Aggregate economic and business data from multiple sources. The platform provides easy, central access to monitor industry and business changes over time.

2 **AUTOMATE** CONVENTIONAL PROCESSES SO YOU CAN FOCUS ON WHAT MATTERS MOST

Land use permitting, zoning, business licensing, economic impact analyses, inflation projections, building permits and impact analyses, employment and unemployment rates, housing statistics and affordability, long-term economic projection reports, and more are all completely automated with the UrbanLogiq platform.

3 **ADD** UNCONVENTIONAL DATA SOURCES

Add conventional and unconventional data sources such as weather, traffic and transportation, public policy changes, events and construction, and crowd-sourced data and derive insights on how each potentially impact your economy.

4 **ANALYZE** & PREDICT

UrbanLogiq's machine learning (ML) and deep learning (DL) algorithms analyze all the data layers and can predict the behavior of your economy into the future.

DATA PRIVACY

Privacy, transparency and public ownership of data is of paramount importance to UrbanLogiq. We take proactive and comprehensive steps to ensure that the benefits to the public do not come at the expense of the privacy of individuals. Learn more at: www.urbanlogiq.com/data-privacy

WHY URBANLOGIQ?

NO INSTALLATION
Entirely cloud-based and requires only a computer and an internet connection.

CONTINUOUS IMPROVEMENTS
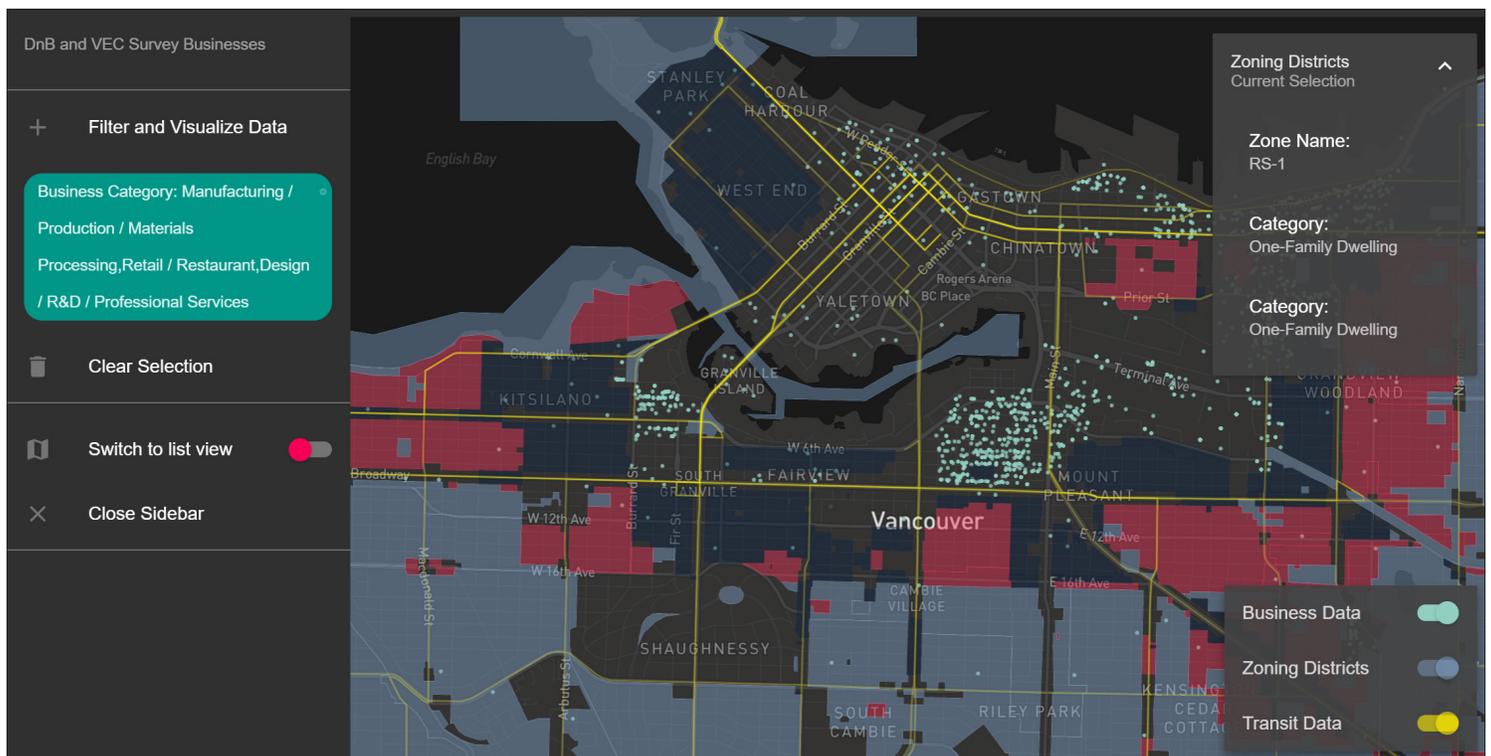New releases are automatically made available to you at no additional cost.

UNLIMITED USERS
One annual license covers everyone at your city. Easily share platform access with anyone in any department.

UNLIMITED SUPPORT
We're available 24 hours a day, 7 days a week.

"Through this partnership with UrbanLogiq, we aim to visualize and better understand how we can help Toronto's retail community adapt to the challenges they face by embracing technology."

– JOHN KIRU, EXECUTIVE DIRECTOR, TORONTO ASSOCIATION OF BUSINESS IMPROVEMENT AREAS

Want to learn more?
Contact us today to schedule a demo.
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