

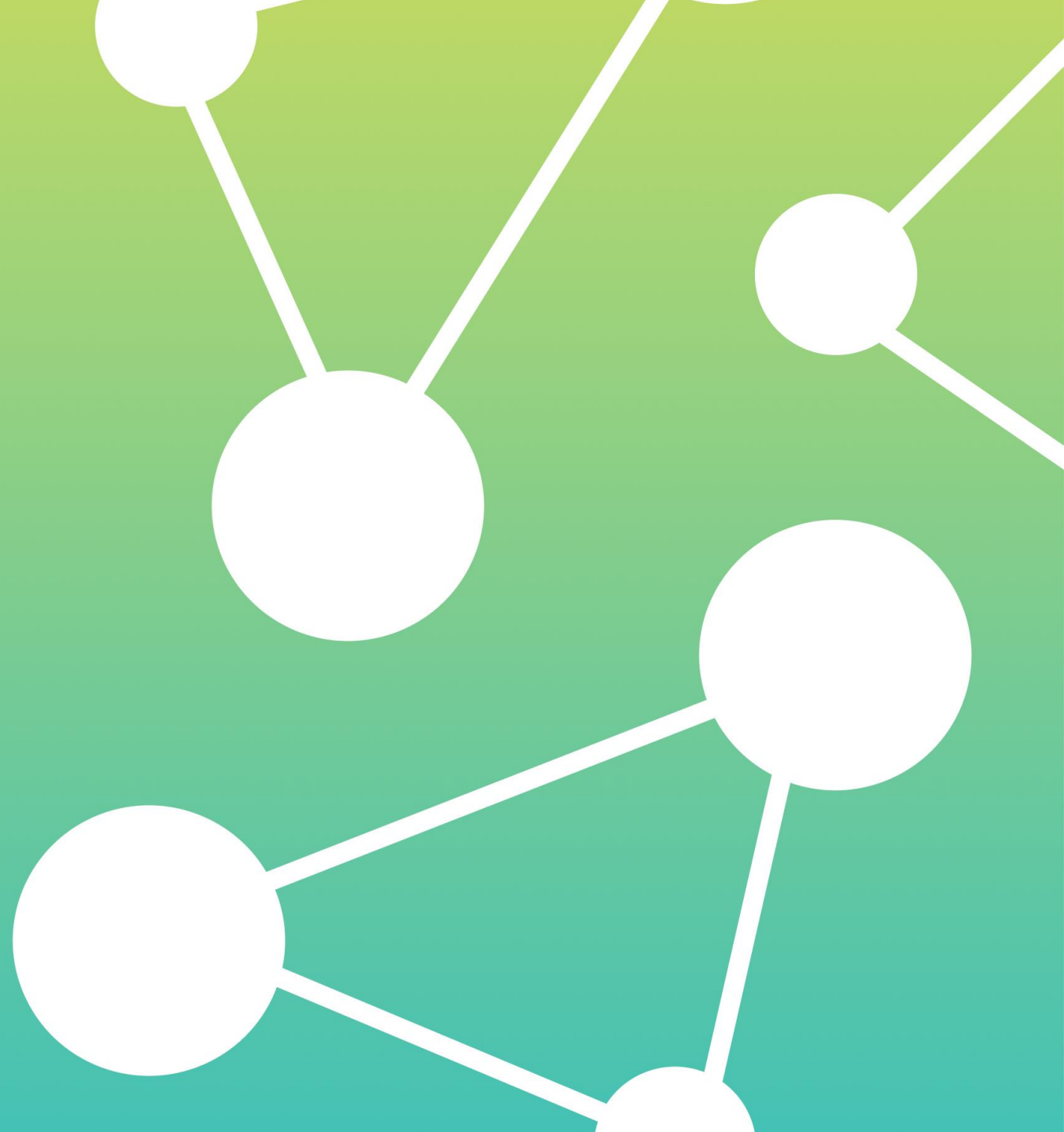


GovTech Connect

Transforming Government, Together



Munidigital Presentation



Key Info

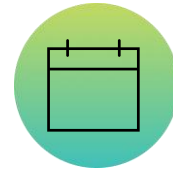


Munidigital

<https://munidigital.tech/>



Madrid, Spain



2012



41 people



Mauricio Sestopal, Martin Bono



Muni is
the
#GovOS.



MD | **MUNI
DIGITAL**

Our mission

At Muni, we are on a quest to digitize public administration, offering governments a platform to be:

- ▶ **More efficient**
- ▶ **More transparent**
- ▶ **Closer to citizens**
- ▶ **Data driven**

Our customers

1° Level - **Municipalities**

2° Level - **State Gov.**

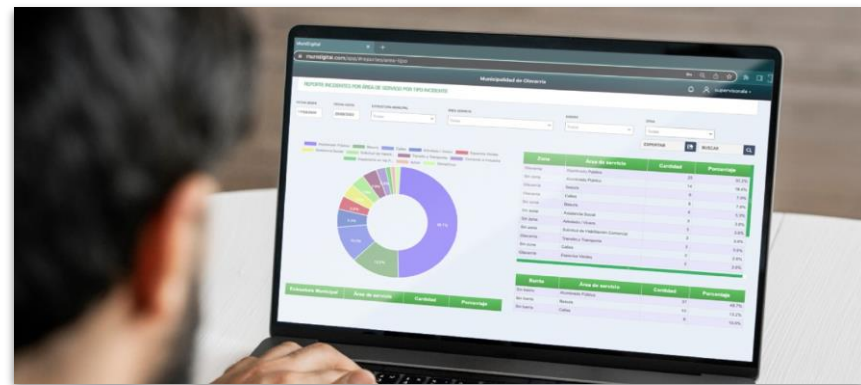


Our product

We've built a SaaS platform for both **Governments and Citizens.**

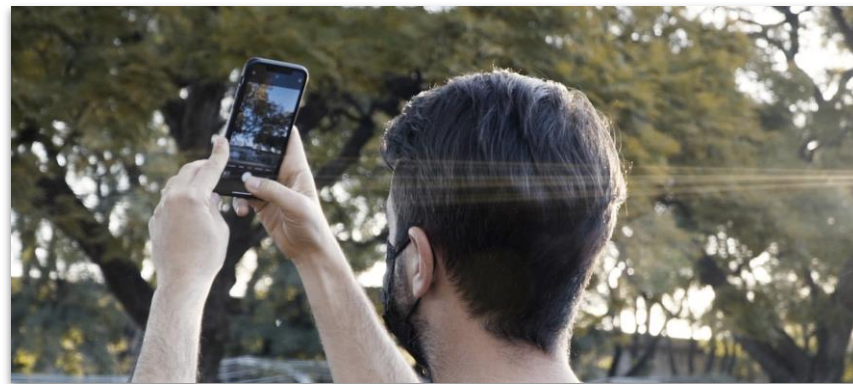
Muni is the GovOS

Our product helps public workers to manage their operations, from waste disposal to flood protection to fixing potholes to street cleaning to assets management.



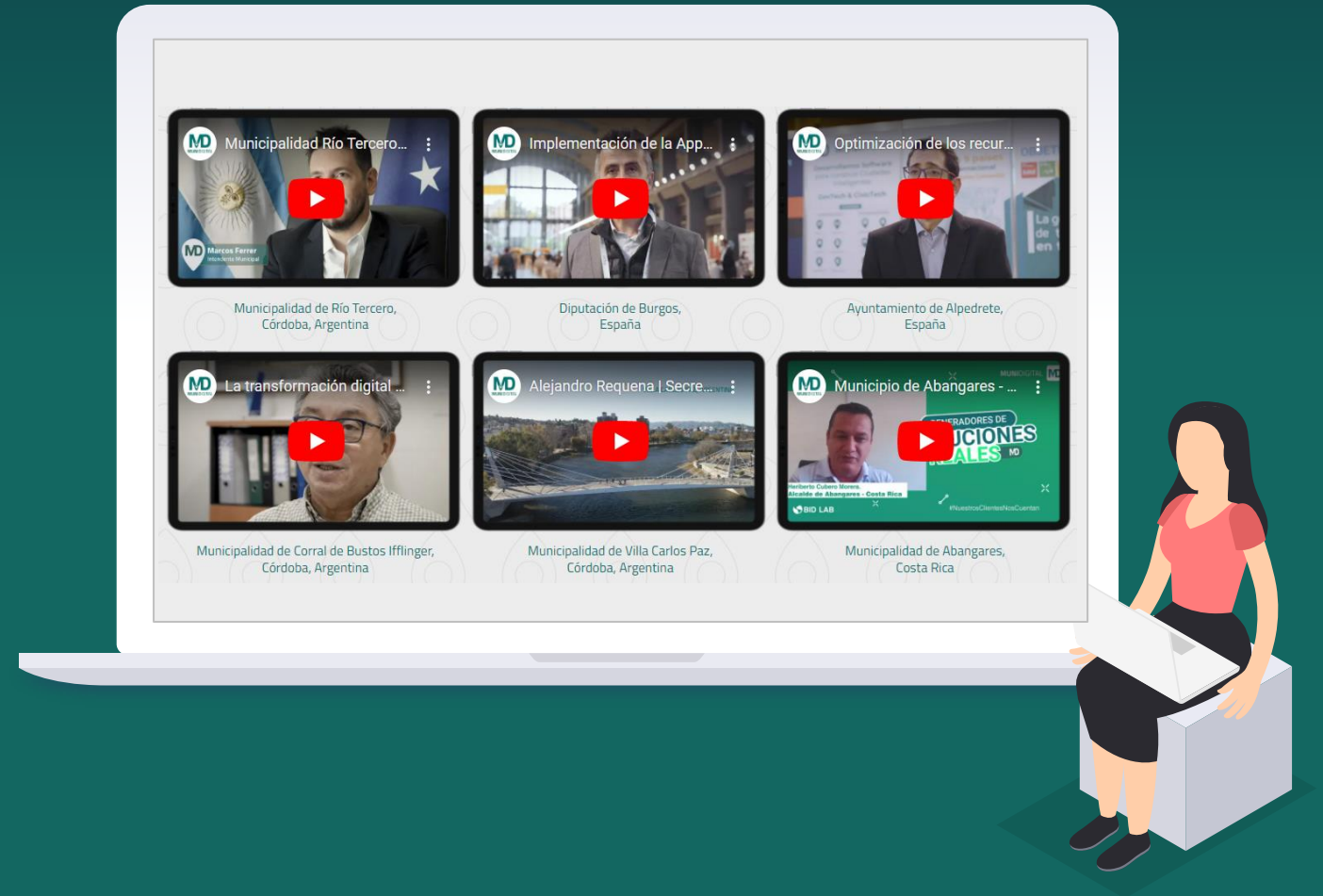
Muni serves Citizens

We provide an easy and secure way for Citizens to participate. A platform where participants can learn, engage and give honest feedback, when and where it's convenient for them.



Check out our success stories

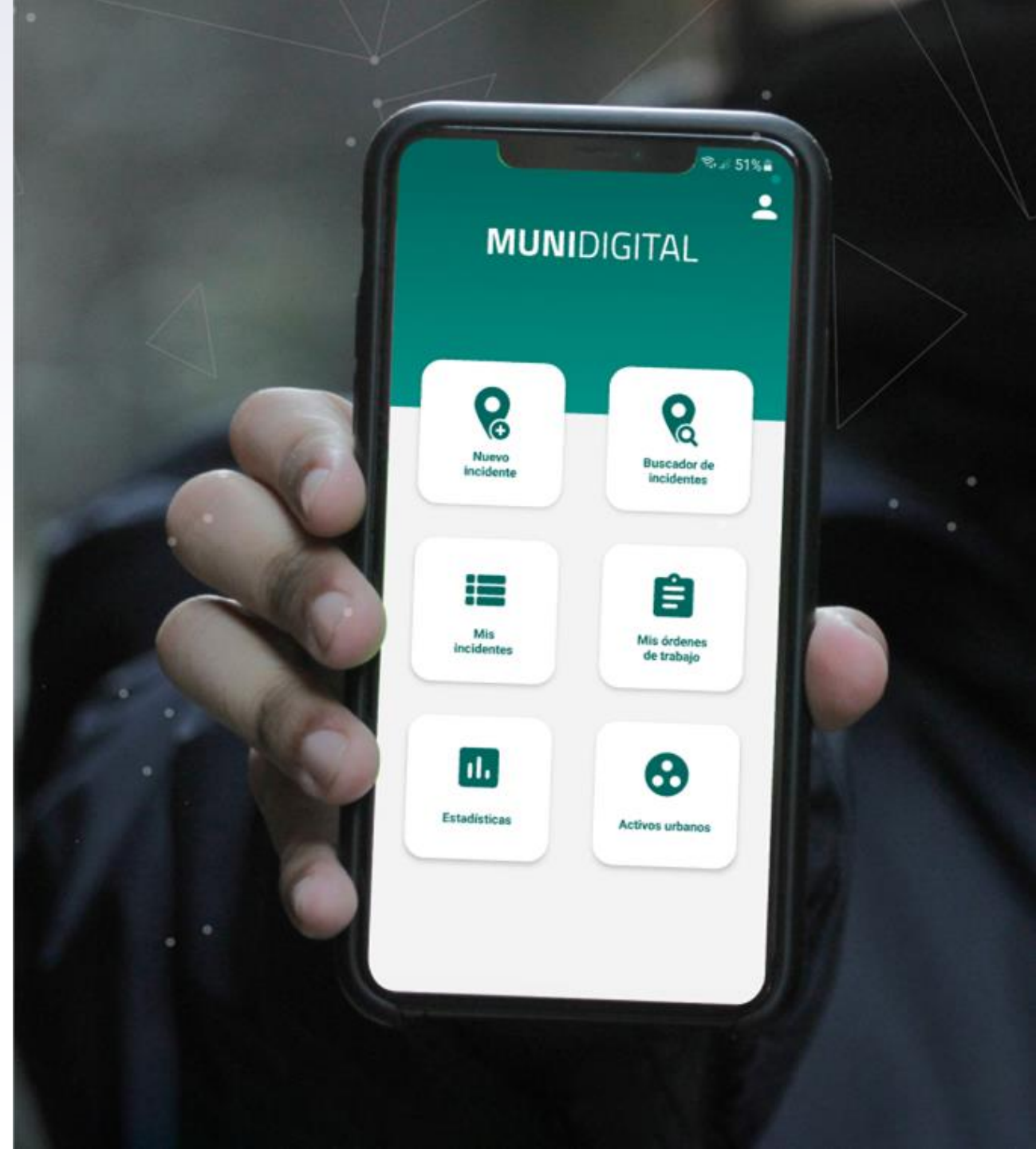
With **101 customers** from **Alpedrete**, a small county in Spain, to the City of **Buenos Aires**, to **Santiago del Estero**, a province in the northwest of Argentina, Muni is positioned to become the **leading gov-tech player in Latin America and Europe.**



Amazing success stories in Latam & Europe.

Governments running Muni can attest that it:

- ▶ Reduces operational, social and environmental costs.
- ▶ Decrease times.
- ▶ Increases tax collection.
- ▶ Boosts citizens' satisfaction.



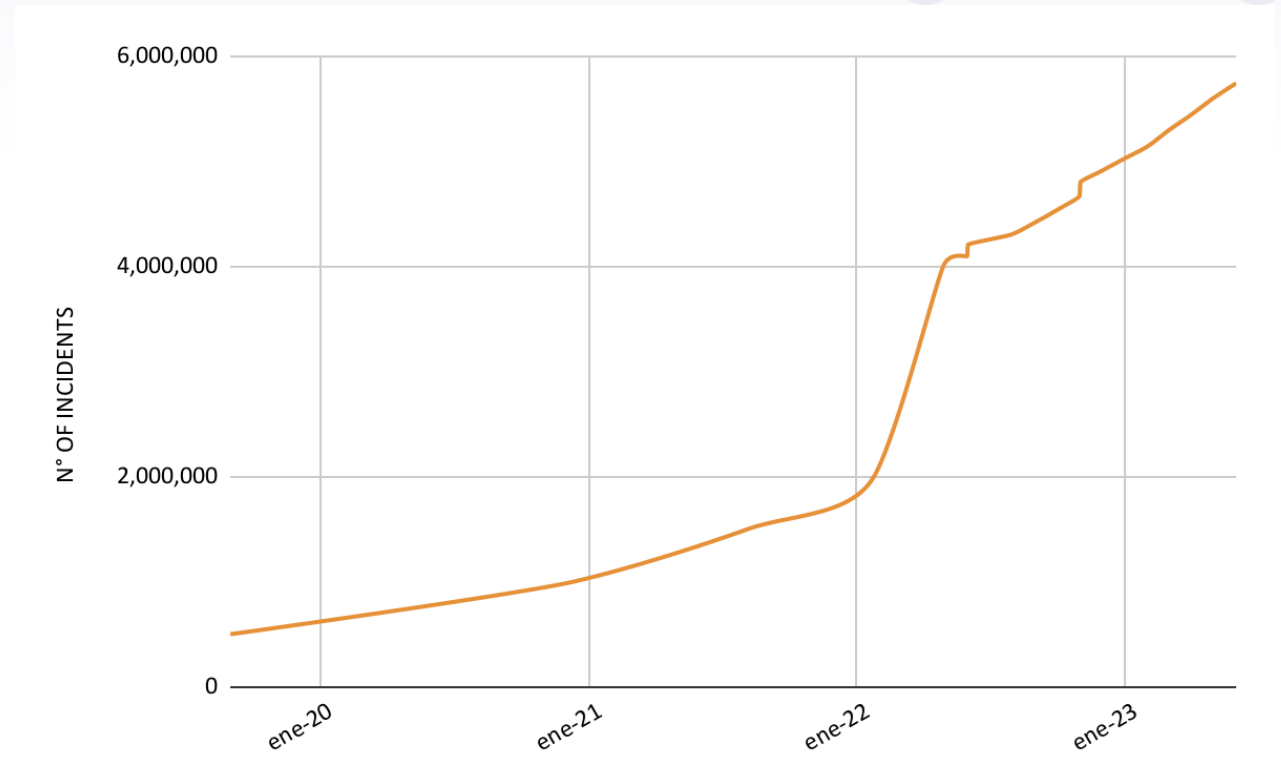
Traction

Muni's product engagement is growing exponentially.

Muni's key product engagement metric is **Incidents**. These events are "small stories" of the cities that we help to capture, register and manage. It took over 5 years for our users to create 500,000 incidents on our platform. **In February 2023 alone we had over 740,000!**

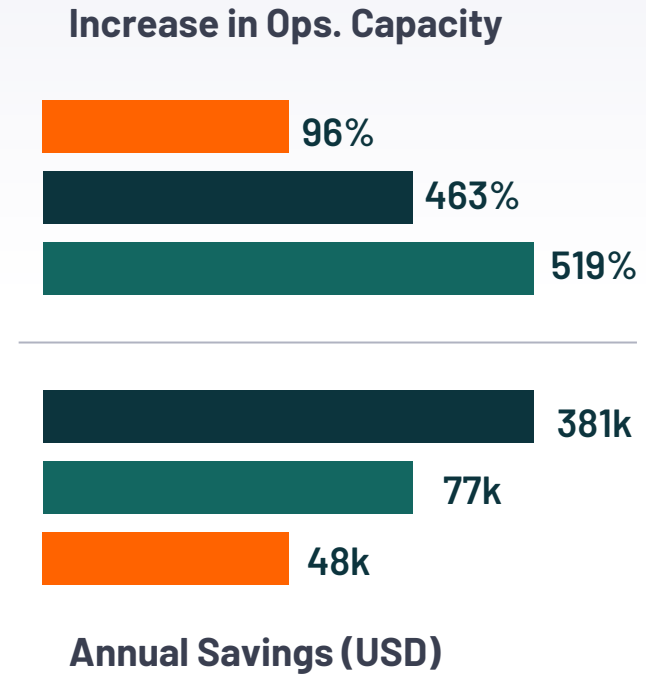
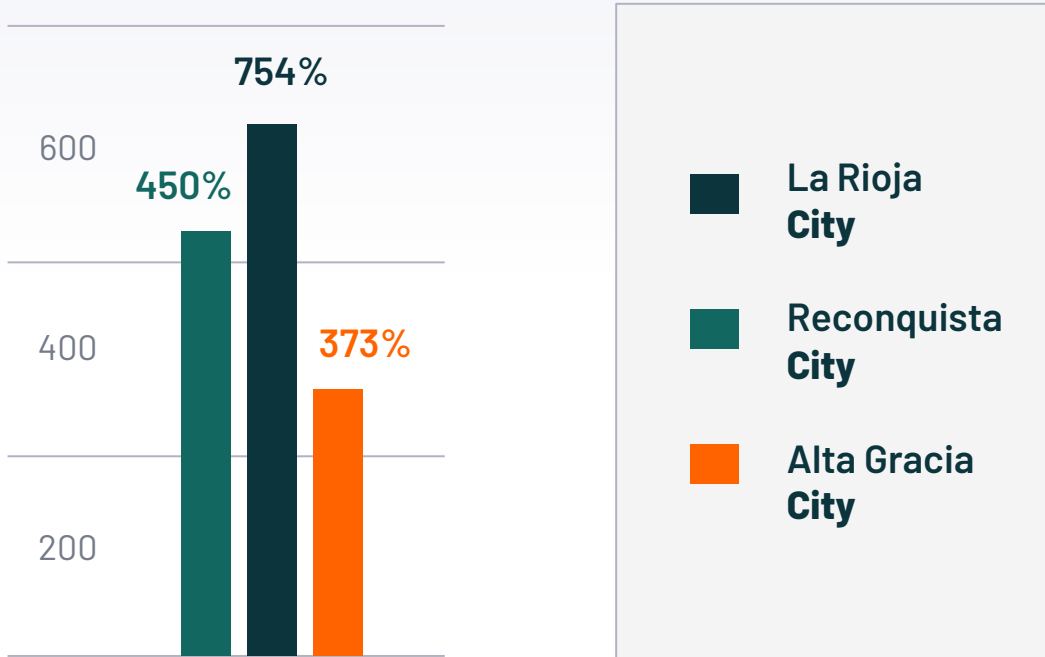
We have registered more than

6.5M Incidents



ROI

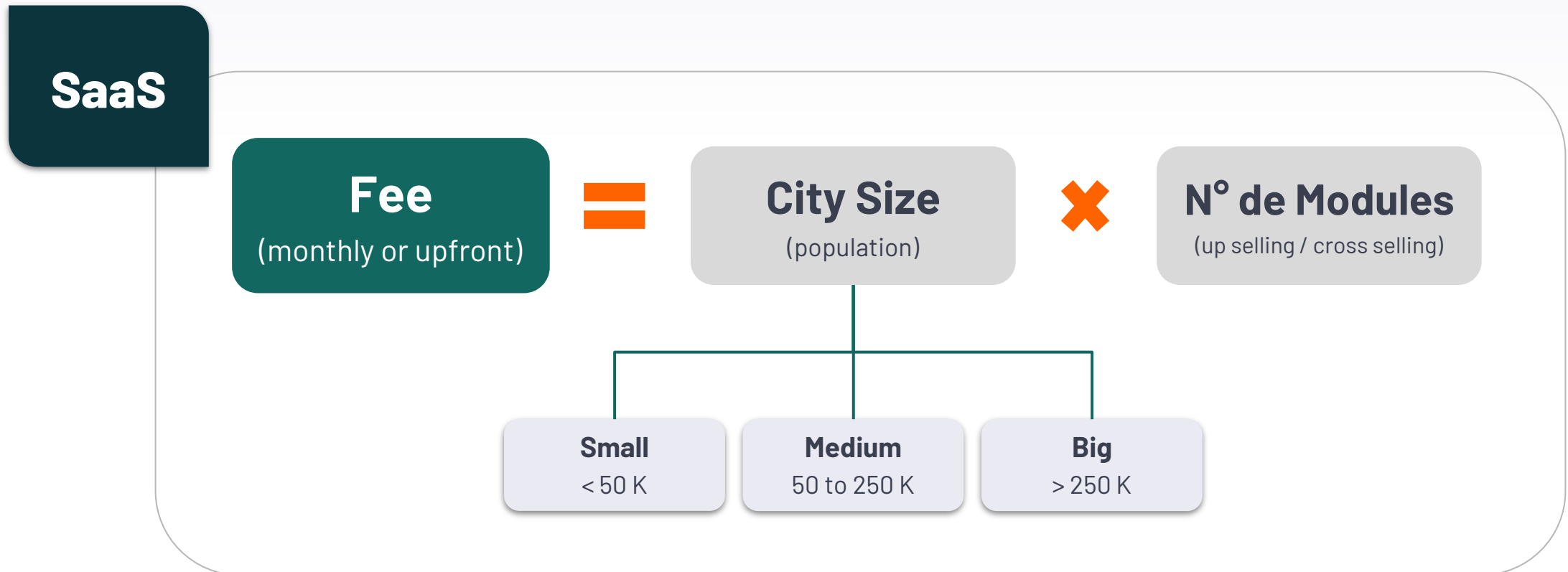
Our customers experience a proven ROI



Results stated in the GovTech Policy Brief #1 of the [Latin American Development Bank -CAF-](#), show that governments working with **Muni experience a high cost-benefit ratio**, with a clear ROI.

Our business model

The size of the city and the n° of modules required set our fee.



Opportunity

There is a sizeable and mostly untapped opportunity in the global GovTech sector:

\$ 457 Bn

Global market size
in 2021



13.8%

CAGR (\$874 Bn by
2026)



6.5 K

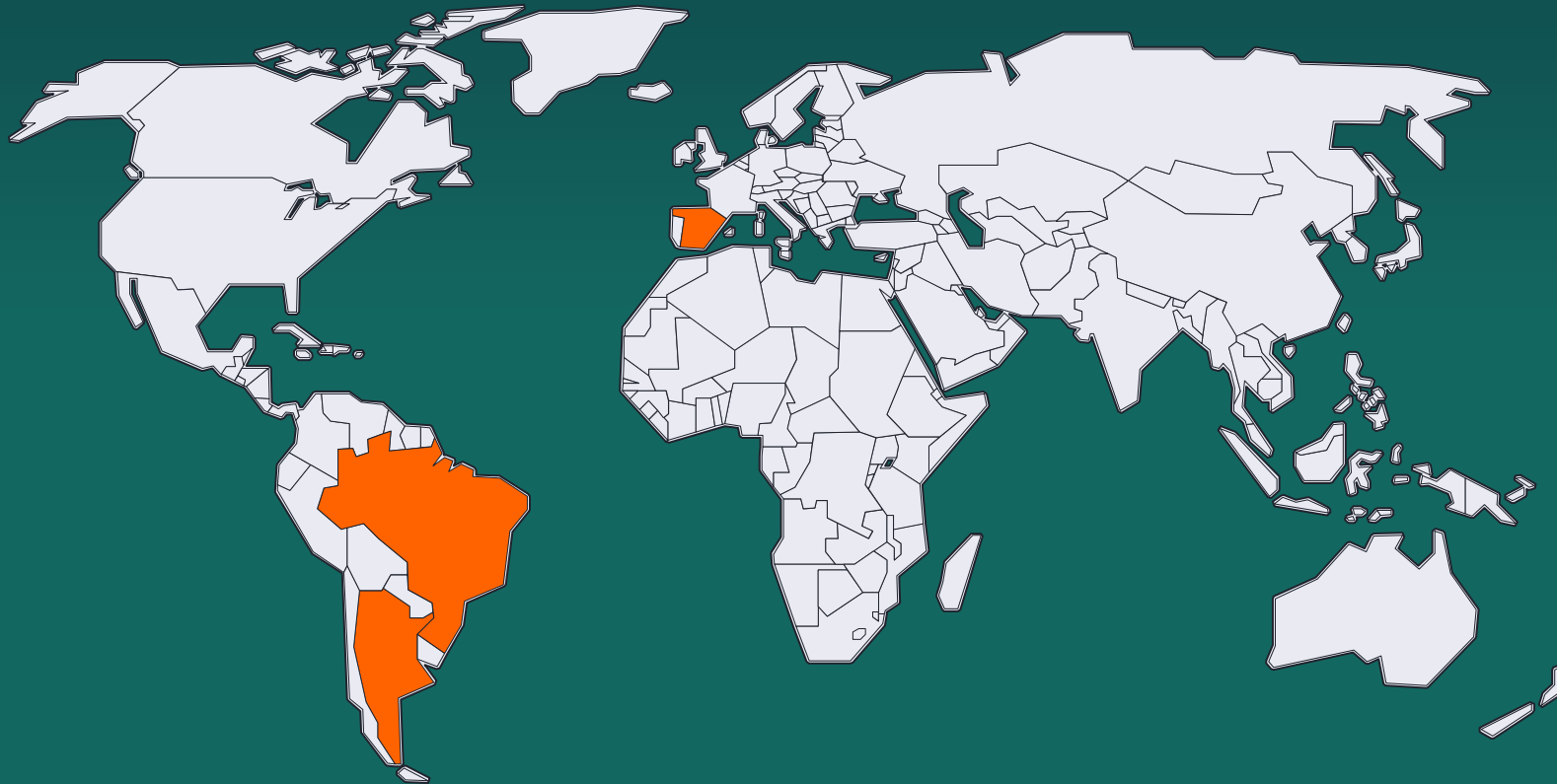
Potential governments (only from
priority markets)

* For more information, check the [Markets & Markets Report](#)

Muni's target markets

Target markets represent a significant and validated opportunity.

*Be aware that it is calculated with our current average ticket (US\$ 25k), which is considerably low as part of the land & conquer strategy.



- ▶ **Argentina** (Municipalities of >10K pop + Provinces).
- ▶ **Spain** (Municipalities from >1K pop + Provinces).
- ▶ **Brazil** (Municipalities of >10K pop + States).

\$ 172 M

SAM (main markets)*



\$ 9 M

(347 pot. customers)



\$ 79 M

(3.1 K pot. customers)



\$ 84 M

(3.3 K pot. customers)

Growth Strategy Pillars

We are enhancing our growth based on:

- ▶ **Channel via AWS**

AWS commercializing Muni's platform through their product's console.

- ▶ **Partnership via Banco Macro**

Allying Fintech and Govtech.

- ▶ **Inbound via branding and ads**

Engaging customer success stories.



Our team

We have a passionate and interdisciplinary team.

- ▶ 60% Developers
- ▶ 30% Sales & Customer care
- ▶ 10% Comms. & Admin.



Join us to help nature

We also fight against climate change together with citizens!

We are deeply committed not only to the public administration of our cities but also to preserving the biodiversity within them. We started the largest citizen-led tree census ever to catalog 100 million trees.



Cities4Forests



RED ARGENTINA DE
MUNICIPIOS FRENTE AL
CAMBIO CLIMÁTICO

Already registered
more than

10M 🌲

THANKS!

Any questions?

You can find me at:

- ▶ lgamarnik@munidigital.com



An aerial view of a city at dusk or dawn, with a digital network overlay. The network consists of white lines connecting various points, each marked with a location pin icon. The city features a prominent highway with light trails, several high-rise buildings, and a river or canal winding through the urban landscape. The overall color palette is a monochromatic teal/cyan.

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