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## Emerging Cities

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Urban population is soaring in the developing world. Today's emerging-market cities are home to one third of the world's population; by 2030 they will hold nearly half. Emerging cities represent a concentrated opportunity for organizations to build livelihoods, drive economic growth, and foster social inclusion. Public- and private-sector organizations are investing in new solutions to manage and improve infrastructure, traffic congestion, law enforcement, and climate change. However, many cities face severe existing challenges associated with rapid growth, poor planning, or natural disasters.

Vital Wave works with clients to extend tech-enabled solutions that support the sustainable growth of emerging-market cities. Information and communications technologies (ICTs), such as broadband networks, smart systems, and mobile services, are transforming the way citizens, governments, and businesses interact with one another. They can help municipal governments improve service delivery, and allow small businesses to innovate and extend public access to their products and services.

Vital Wave provides data-backed strategies and implementation of ICT-enabled programs supporting urban economic growth and equitable development. The company's services cover all phases of a project lifecycle, from *Strategy and Advocacy*, to *Implementation and Management*, and *Optimization and Institutionalization*. The company helps development organizations:

- ▶ Assess the needs of urban residents and municipal authorities, and design appropriate interventions
- ▶ Understand the city market dynamics that support ICT growth and service delivery



- ▶ Implement and optimize tech-enabled solutions and programs

Emerging City engagements benefit from Vital Wave's broad experience in ICT, business, and data analytics. This experience includes:

- ▶ Collaboration with leading foundations and corporations on strategies incorporating ICT for sustainable growth
- ▶ Extensive research and segmentation of ICT needs within diverse emerging-market cities
- ▶ Deep knowledge of ICT adoption patterns in urban areas
- ▶ City and regional experts across the developing world

Contact Vital Wave or visit [vitalwave.com](http://vitalwave.com) for relevant case studies or free copies of useful reports focusing on emerging-market cities.

## KEY PROJECTS

- » Segmentation Modeling for Global Emerging-market Cities
- » City Government IT Market Sizing and Spending Analysis
- » China Software Market and Segmentation Modeling at the Sub-national Level
- » Assessment of Climate Change Impact on Urban Coastal Areas

## About Vital Wave

Vital Wave provides end-to-end services to scale information and communications technology (ICT) solutions for socioeconomic impact in developing countries. The firm works with multiple stakeholders to deliver technology solutions that amplify the reach, uptake, and efficiency of development programs. Vital Wave draws on a full range of enterprise-level ICT implementation capabilities, proven methodologies, and decades of field experience in developing countries to achieve sustained growth at scale.