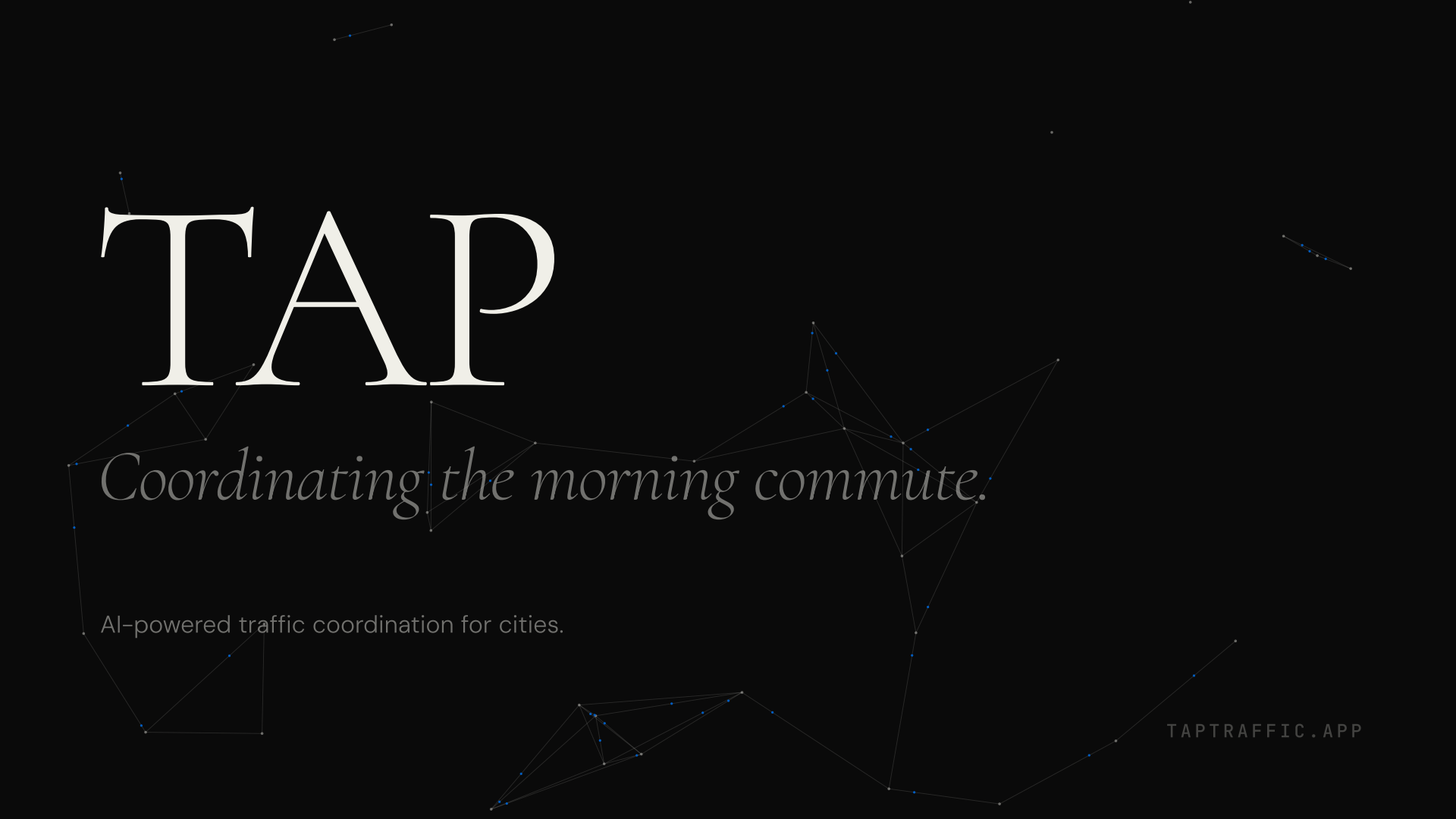


The background features a dark, abstract network of thin grey lines connecting small blue dots, resembling a map or a data visualization of a city's infrastructure. The lines and dots are scattered across the frame, with some forming more dense clusters than others.

TAP

Coordinating the morning commute.

AI-powered traffic coordination for cities.

TAPTRAFFIC.APP

Cities manage congestion after it forms. No one coordinates demand before it does.

New roads and transit are expensive and slow. Pricing and restrictions can be politically difficult. Navigation apps help individual drivers avoid traffic, but cannot coordinate thousands of commutes so congestion does not form in the first place.

— *The missing piece is coordination across commuters.*

Congestion is expensive, persistent and still getting worse.

€270B_{/year}

Estimated societal cost of
congestion in Europe

European Court of Auditors / EU
Urban Mobility Observatory, 2020

62%

Of the urban areas analyzed
by INRIX saw congestion
increase in 2025

INRIX Global Traffic
Scorecard, 2025

136 hrs

Lost by the average London
driver in rush-hour traffic in
2025 — nearly six days

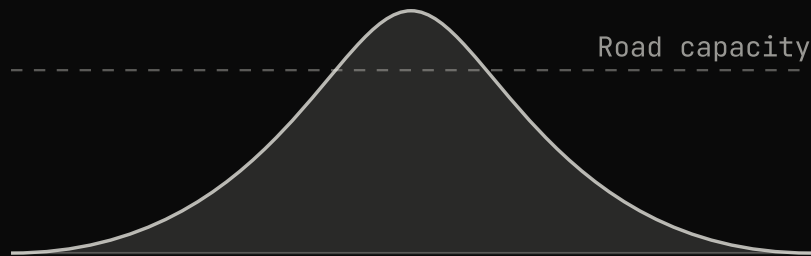
TomTom Traffic Index, 2025.
Average time lost when driving a
six-mile trip twice daily at peak
hours on working days.

— *Cities have traffic data and management tools, but still lack a way to coordinate demand across commuters.*

TAP spreads peak demand across routes and departure times.

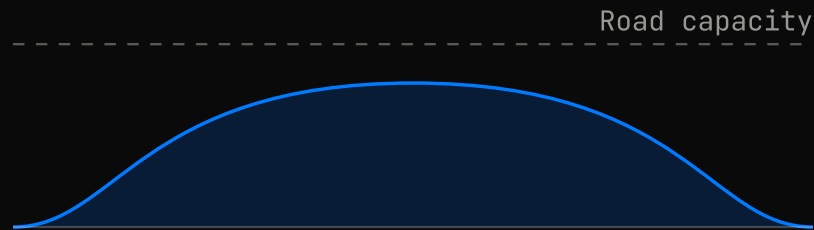
TAP learns recurring travel patterns, optimizes recommendations across the city, and sends each commuter a route or departure-time suggestion that improves their journey while improving network flow.

WITHOUT TAP



Demand is concentrated into one sharp peak.

WITH TAP



The same demand is distributed across a wider departure window.

DEPARTURE TIME →

A working beta with early pull from Reykjavík.

Working beta

Mobile product and optimization stack built.

~\$120k

Secured through competitive R&D grants.

City validation

Reykjavík supported the successful funding application; senior officials requested access and are testing TAP.

REAL DATA

Traffic data integrated into the system.

PILOT PATHWAY

A pilot and go-to-market meeting is scheduled.

Reykjavík is the beachhead for a repeatable European city rollout.

PRIMARY CUSTOMER

Cities and metropolitan
transport authorities

END USERS

Daily commuters

RECRUITMENT PARTNERS

City channels and large
employers

EXPANSION PATH

Reykjavík pilot → Measured case study → Nordic and European city pilots → Repeatable path to the next 10 cities

A city-backed pilot converts into an annual software subscription.

01

Pilot

A city or transport authority sponsors a defined deployment.

02

Recruit

Commuters join through city channels and participating employers.

03

Measure

TAP tracks participation, adherence, travel-time change and network impact.

04

Subscribe

The city buys an annual subscription priced by city size, deployment scope and verified performance.

PRICING HYPOTHESIS

Annual contracts can range from hundreds of thousands to millions of dollars, depending on city size and deployment scope.

Navigation systems optimize individual trips. *TAP coordinates city-wide demand.*

Google Maps / Waze

Optimizes the route for one traveler.

Traffic-management systems

Optimize signals and physical infrastructure.

e.g. NoTraffic

TAP

Coordinates routes and departure times across commuters.

TAP operates between individual navigation and infrastructure management: the missing coordination layer for travel demand.

City integrations, commuter participation and local behavioral data strengthen the system with every deployment.

The team combines mathematical optimization, machine learning and software engineering.

Ágúst Bjarki Ágústsson

FOUNDER / CEO

Background in mathematics and AI. Leads optimization, reinforcement learning, product strategy and city relationships.

Sebastian Sigurðarson

MACHINE LEARNING &
PRODUCT

MSc in Machine Learning from UCL. Leads the mobile product and user experience.

Kristján

SOFTWARE ENGINEERING & AI

Background in software engineering and AI. Ensures scalable and reliable backend infrastructure.

Supported by advisors with senior experience in applied machine learning, fundraising and venture-backed company building.

Prove Reykjavík. *Turn the result into a repeatable path to the next 10 cities.*

01

Formalize the Reykjavík pilot

Confirm partner roles,
commuter recruitment and
the baseline measurement
framework.

02

Validate measurable
impact

Measure participation,
recommendation
adherence, travel-time
change and network effects
against baseline.

03

Make the model repeatable

Convert the results into a case
study, validated pricing and a
qualified European city
pipeline.

TO BE MEASURED Time saved · bottleneck reduction · infrastructure utilization · modeled emissions impact

Founder Catalyst can help TAP turn strong city interest into a repeatable go-to-market model through pricing, fundraising, mentorship and access to cities, operators and partners across Europe.