



MORGENSTADT READINESS INDEX

Minimizing risks for investments in smart cities

How can you tell, a city is worth your effort?

The Morgenstadt Readiness Index helps you to get a quick and scientifically backed assessment of any city's readiness for your investments in innovation projects. The Index is able to provide a comprehensive overview of any city's current needs from a development, political system and planning approach. The Morgenstadt Readiness Index is rooted within the successful Morgenstadt model and counts with the expertise and experience of a qualified team of Fraunhofer professionals.

For Whom?

The Morgenstadt Readiness Index is aimed at companies, investors, administration bodies and research institutions that need to quickly gain deeper insights of one or several cities. The analysis helps you understand the state of the political system, the planning approach and the needs for investments in different smart city sectors.

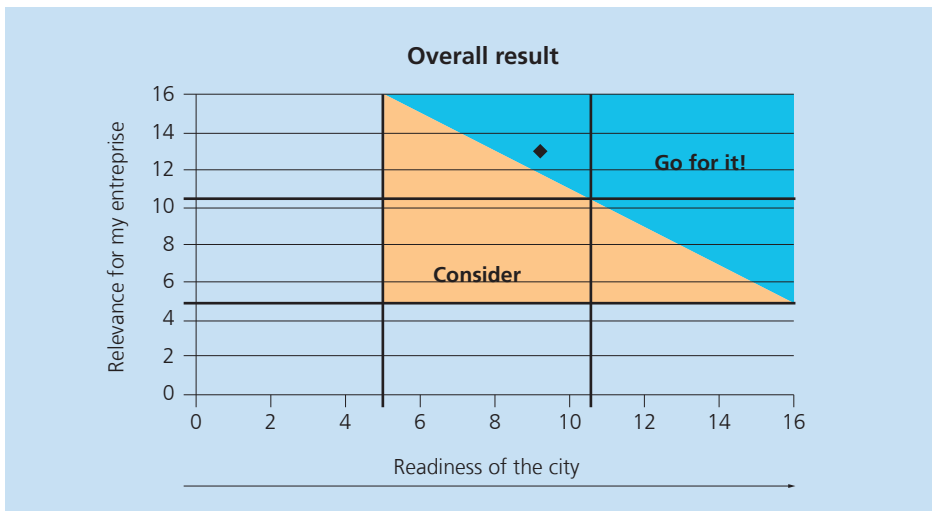
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Our offer to potential partners

- Identify the potential outreach of planned technologies
- Direct insight into the future market city and its specific framework conditions.
- Connect with key stakeholders and solution providers
- Support and follow-up processes for the development of new business models

Why?

Investing and doing business with cities is a complex undertaking. Social, political, economic and technological factors converge, making any project development a risky endeavour. Thus it is all the more important to be sure you are engaging in a stable system that supports a successful investment into smart city solutions and clean tech. The Morgenstadt Readiness Index delivers a quick and concise science-based analysis that helps you derisk your strategy and identify the best city partners for your business.

How does it work?

The instrument works by combining a set of science-based indicators (such as the number of installed smart meters or the age of the existing public lighting infrastructure) with qualitative action fields that assess the political stability and the ability to work with innovation in the city, and the best entry-points for your business. 75% of the information is gained through desktop research, 25% is assessed through direct interaction with the city administration. By applying this tool you will be able to:

- Highlight particular smart city aspects (e.g. energy, mobility, security, data management etc.)
- Know what type of results you can expect by gaining access to an analysis and summary that helps you make better investment decisions!