

"ARTIFICIAL (AND HUMAN) INTELLIGENCE WILL SAVE OUR CITIES"

Irene McAleese, Co-founder of [See.Sense](#), explains how this start-up is using artificial intelligence, innovative technologies and data to help cities and cyclists work together to improve safety and air quality.

By **Davide Tamaro**

Philip and Irene McAleese financed the first See.Sense prototype in 2013 through the Kickstarter crowdfunding platform. In 2017 the European Union included it among the most innovative start-ups on the continent. The following year, UK magazine Spectator awarded them the **"Economic Disruptor of the Year" award for revolutionizing the cycling industry by using artificial intelligence, innovative technologies and a data-based business model**. Valuable data that governments, city planners and businesses can use today to make cities more efficient and safer, for cyclists and beyond.

The name is a giveaway: See.Sense founders Philip and Irene McAleese believe that **no object is stupid. Not even the bike's signal light, which See.Sense transforms into a smart device by adding artificial intelligence and innovative technologies into an advanced sensor capable of recording various information**: from the cyclist's riding style -- such as abrupt braking, considered an indicator of dangerous roads -- to road conditions, for example potholes and bumpy stretches. And that's not all. Thanks to [ICON 2](#) (the name of the first version of the product), users can monitor the urban routes with the heaviest bike traffic and the amount of CO2 saved. **Information that, for the first time, thanks to a digital platform and a dedicated application, can be consulted in real time by city administrations. And without privacy risks**, because the data recorded by cyclists is shared exclusively in aggregated form.

For Italy's cities where urban transport is being put to the test by Covid-19, **See.Sense's innovation can be a simple, fast and affordable tool**. "Especially right now, the data set we are able to make available to administrations is essential to understand if temporary mobility implemented to deal with the emergency works and how it can be improved," says Irene. Cities like [Dublin](#), Manchester and Denver (USA) have understood this and have already activated pilot projects. "We have also received requests from Portugal, Australia and Asia. There is still no project planned in Italy. We would like to enter this market, where we know that the use of bicycles in urban travel has grown a lot in recent months."

In the meantime, the See.Sense team has also grown and is already working on new products. Irene and Philip have left their full-time jobs to work on the startup. "We have just launched [See Sense Air](#), a black box that, in addition to collecting data, through innovative technology connected directly to the cloud, accurately locates the bike and, in case of theft, alerts the owner: this is useful for individuals but also bike sharing and cargo-bike companies, for which fleet security is crucial. **The new frontier is the digitization of the bike**. We have just started, but we are already hearing from manufacturers who want to integrate our technology".

Even if we are just at the beginning, the See.Sense story demonstrates several points. **The most important is that artificial intelligence alone is not enough to make our cities more efficient and safe**. We also need human intelligence, because **to win this game the responsibility is collective: institutions, companies and citizens must work together**. Other countries have already understood this. And we Italians, who are so proud of our great cycling industry... what are we waiting for?