

Earth Observation Platform

AI-driven satellite analytics

SEE MORE. KNOW MORE.



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EXECUTIVE SUMMARY

Open Satellite Data, Made Usable for Public Decisions

Earth Observation Platform

Why is it needed?

- Authorities and companies increasingly require data-driven decisions for urban planning, environmental protection, climate adaptation, and crisis management.
- Satellite data is widely available, but its interpretation often requires specialized Earth observation expertise.
- Existing geospatial tools are frequently too complex, expensive, or focused on technical users.
- Organizations need faster access to reliable information without building dedicated Earth observation teams.
- The platform bridges the gap between raw satellite imagery and practical decision-making.



Simplicity

no EO education is needed



World-wide

whole world imagery
coverage



Quick Implementation

easy access for users



EXECUTIVE SUMMARY

Open Satellite Data, Made Usable for Public Decisions

Earth Observation Platform

What is Earth Observation Platform?

- An AI-powered platform that transforms satellite data into understandable and actionable information.
- Enables users to ask questions in natural language and receive maps, indicators, and decision-support reports.
- Combines Earth observation, artificial intelligence, and geospatial analytics in a single environment.
- Uses open European Copernicus and Sentinel data as the primary source of information.



Simplicity

no EO education is needed



World-wide

whole world imagery
coverage



Quick Implementation

easy access for users



BUSINESS DESCRIPTION

Smart Decision Workflow

Our Vision: Turning satellite data into actionable decisions and real-world impact



Added value of Earth Observation



Speed

Decisions after floods, fires or storms cannot wait for specialist analysis or external consultants.



Usability

Raw EO platforms demand knowledge of spectral bands, coordinate systems and ML pipelines.



Trust

Public decisions need transparent sources, methodology and also confidence levels that can withstand scrutiny.



Cost

Repeated consulting projects for routine monitoring are expensive and do not scale across departments.

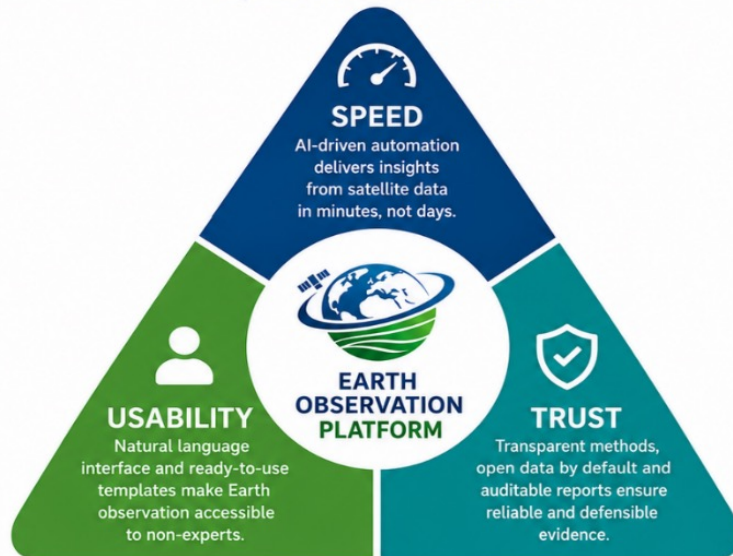


VALUE PROPOSITION

Decision-Ready Satellite Intelligence

Our Value Proposition

Making satellite intelligence accessible, trustworthy and actionable for public-sector decision makers.



WHAT THIS MEANS FOR OUR USERS



Natural Language Interface

Ask questions in plain language. Get clear, actionable answers.



Transparent Methodology

Every analysis is traceable, reproducible and easy to understand.



Open-Data-First Pricing

Predictable subscription tiers with commercial data only when needed.



We bridge the gap between complex Earth observation data and real-world public-sector decisions.



Earth Observation Platform

Our business does not compete on owning imagery. It competes as the intelligence, workflow and usability layer between open satellite data and real institutional decisions

CORE USE CASES

Primary Application Ecosystem

Which areas were affected by flooding, and which roads or assets are nearby?

Which protected or sensitive areas show vegetation loss or habitat disturbance?



Where has new construction appeared, and does it intersect planning constraints?

Which districts face increasing heat, drought, vegetation stress or flood exposure?

CORE USE CASES

Primary Application Ecosystem – Examples of Use

EXAMPLES OF USE CASES



FLOOD RESPONSE & RISK MANAGEMENT

- Monitor heavy rainfall events
- Detect flooded areas
- Support emergency response
- Assess damage quickly



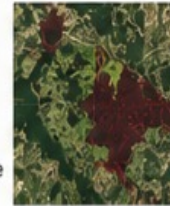
URBAN PLANNING & INFRASTRUCTURE

- Monitor urban expansion
- Track land use changes
- Identify heat islands
- Plan resilient infrastructure



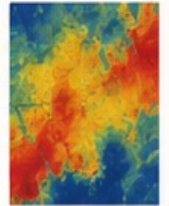
ENVIRONMENTAL COMPLIANCE

- Monitor protected areas
- Detect illegal activities
- Track vegetation changes
- Ensure regulatory compliance



CLIMATE ADAPTATION & RESILIENCE

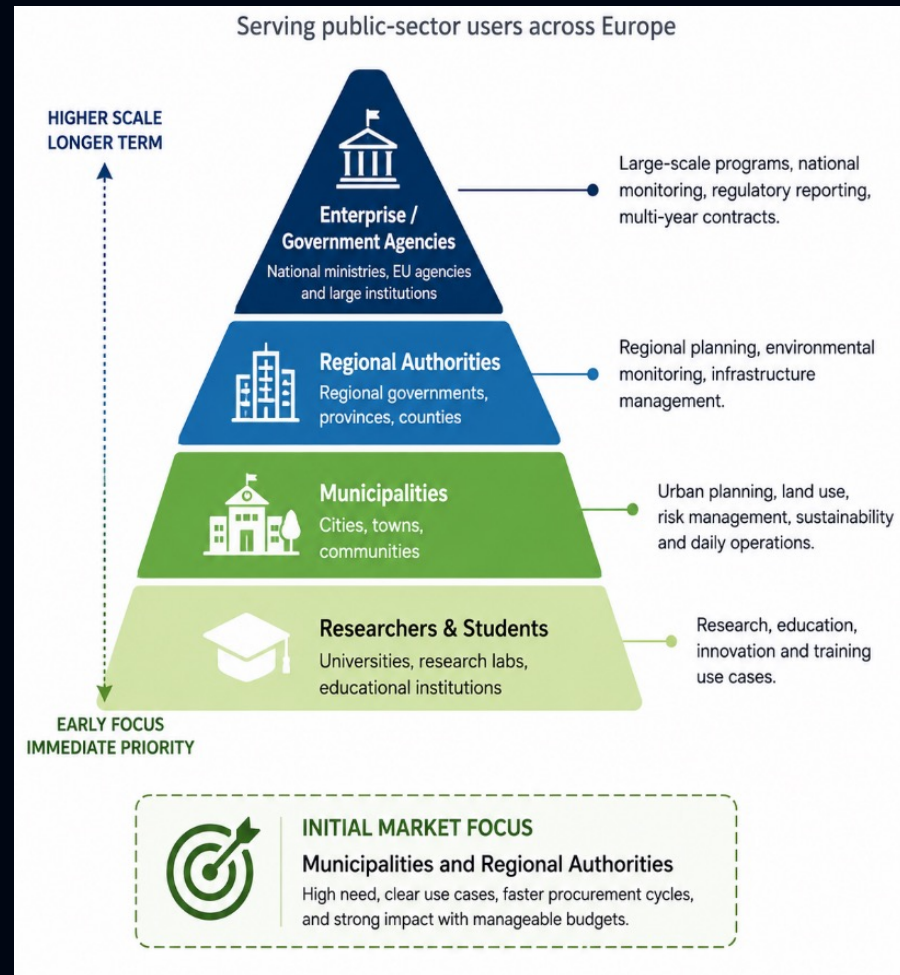
- Assess drought and heat risk
- Monitor coastal changes
- Support adaptation strategies
- Measure long-term impact



Our mission is to empower public authorities with reliable, easy-to-use satellite intelligence to build smarter, safer and more sustainable communities.

CUSTOMER SEGMENTS

Target Customer Pyramid



CUSTOMER SEGMENTS

Who Uses the Platform Day to Day?

The primary segment is the EU public sector: municipalities and city administrations, regional authorities, civil-protection bodies, public infrastructure units, environmental agencies and planning departments. The buyer is often procurement or a department head, whereas the daily user is a planner, analyst or coordinator.



Municipal Planner

Evidence for land-use, construction and climate planning; needs plain-language outputs and exportable reports.



Crisis-Management Officer

Fast situational awareness during disasters; needs rapid analysis with clear uncertainty and priority support.



Environmental Officer

Monitors deforestation, habitats and protected areas; needs time-series evidence and audit trails.



GIS Specialist

Technical evaluator who needs advanced dashboards, layer exports and API access.



Procurement / IT Officer

Approves purchasing; needs clear pricing, GDPR/security documentation and SLAs.



Department Manager

Budget holder who needs credible dashboards, summaries and a clear ROI argument.

MARKET & COMPETITOR ANALYSIS

A Defensible Niche Inside a Growing Market

Target Niche

EU public-sector and municipal organisations that need fast, understandable and auditable satellite-based analysis for planning, climate adaptation, environmental monitoring and crisis response — and that have GIS staff but not EO/AI specialists.

Strategic Fit

European institutions invest heavily in space data, digital transformation and climate resilience. A platform built on open European data and public-interest use cases fits this policy environment far better than a generic commercial analytics tool. ESA and EUSPA tenders become a market-access route after pilot validation.

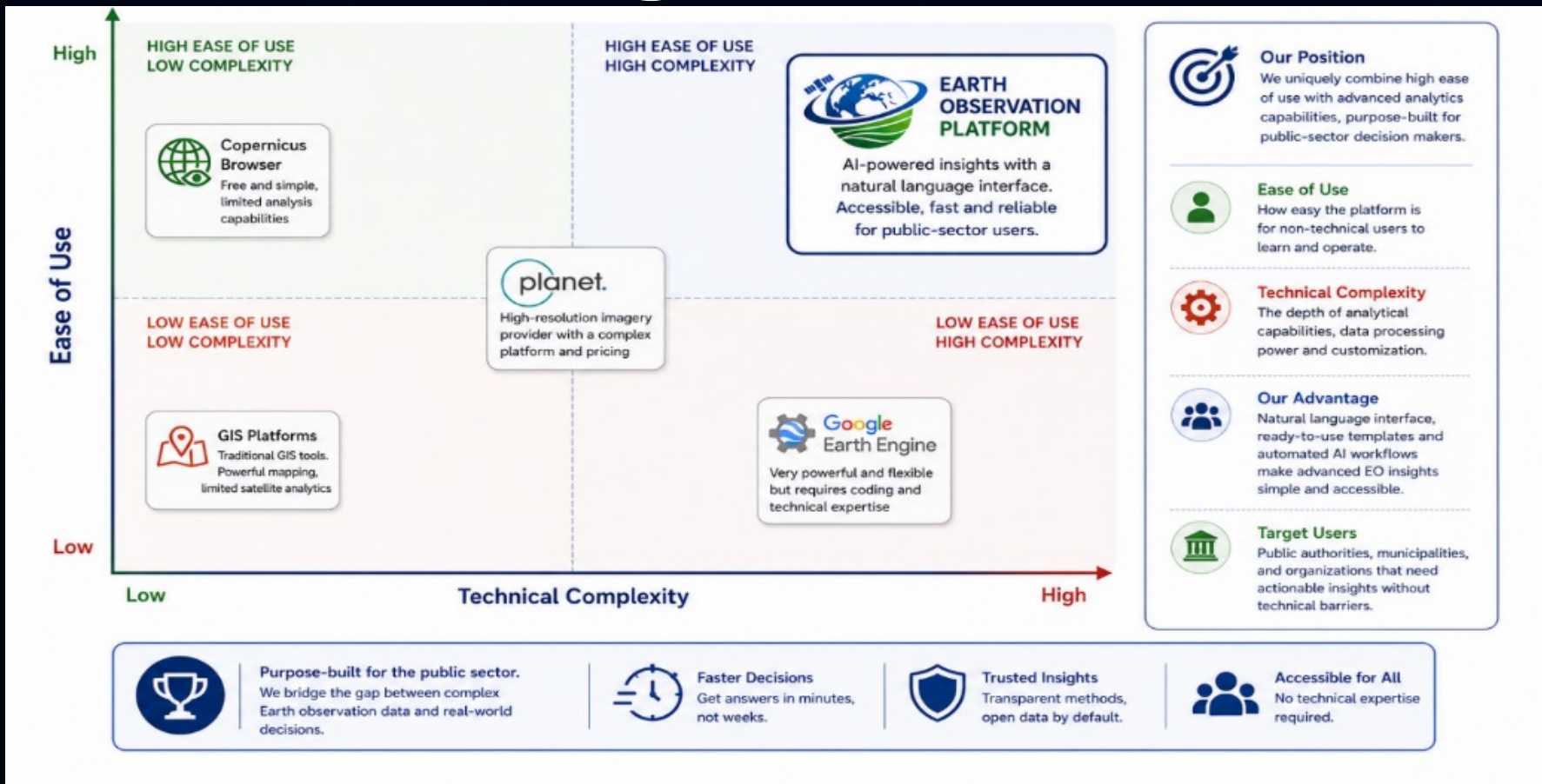
Two-Year Market Trends

- Climate adaptation has moved from strategy into operational city and regional planning.
- Public authorities increasingly need digital evidence for grants, resilience plans and reporting.
- Open Copernicus data and cloud access keep lowering barriers to EO product development
- AI interfaces have raised expectations – natural-language input is now expected, not novel.
- Public bodies are cautious about AI, favoring platforms with transparency and human review.



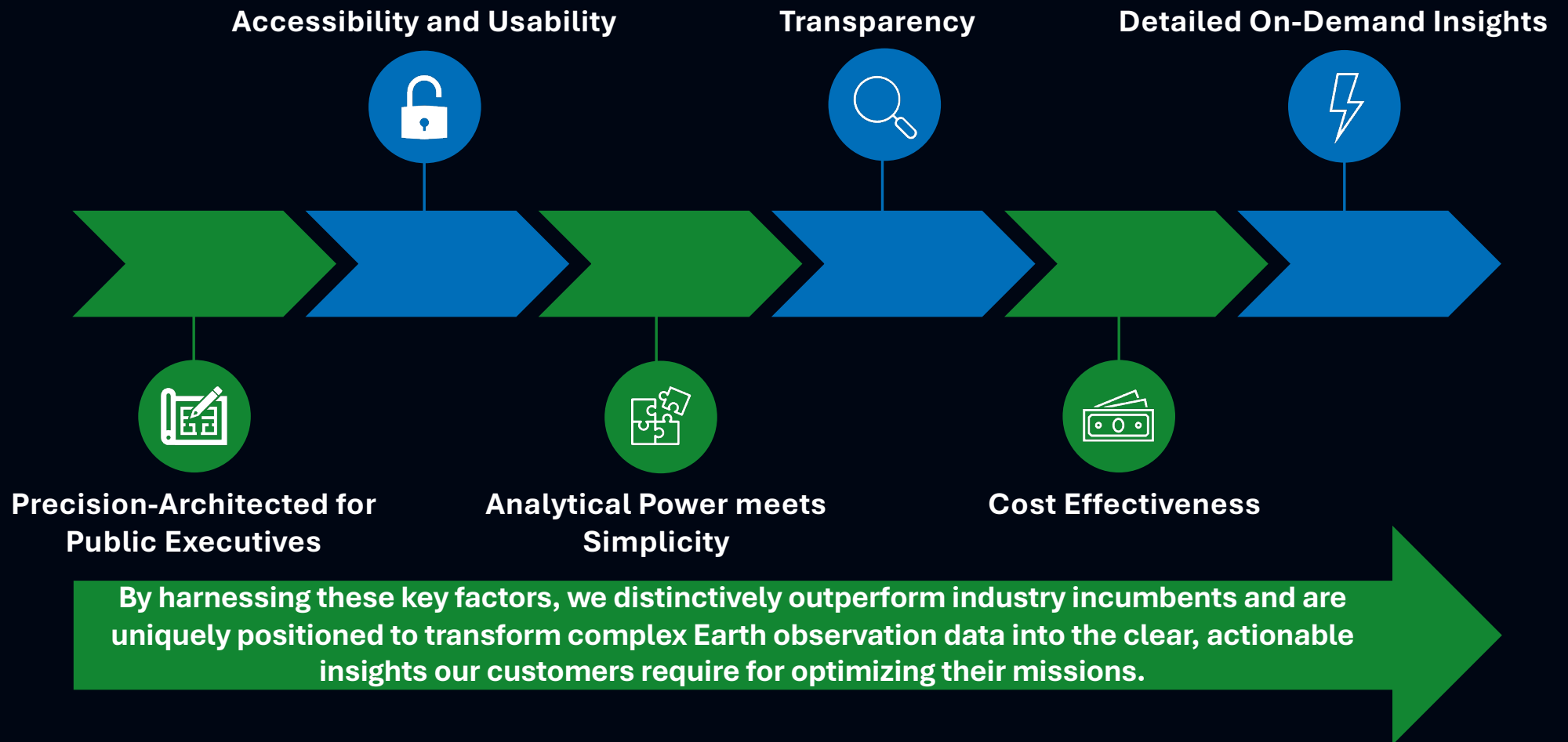
MARKET & COMPETITOR ANALYSIS

Market Positioning



MARKET & COMPETITOR ANALYSIS

Our Strategic Edges summarized:



MONETIZATION STRATEGY

Our core portfolio of revenue streams:

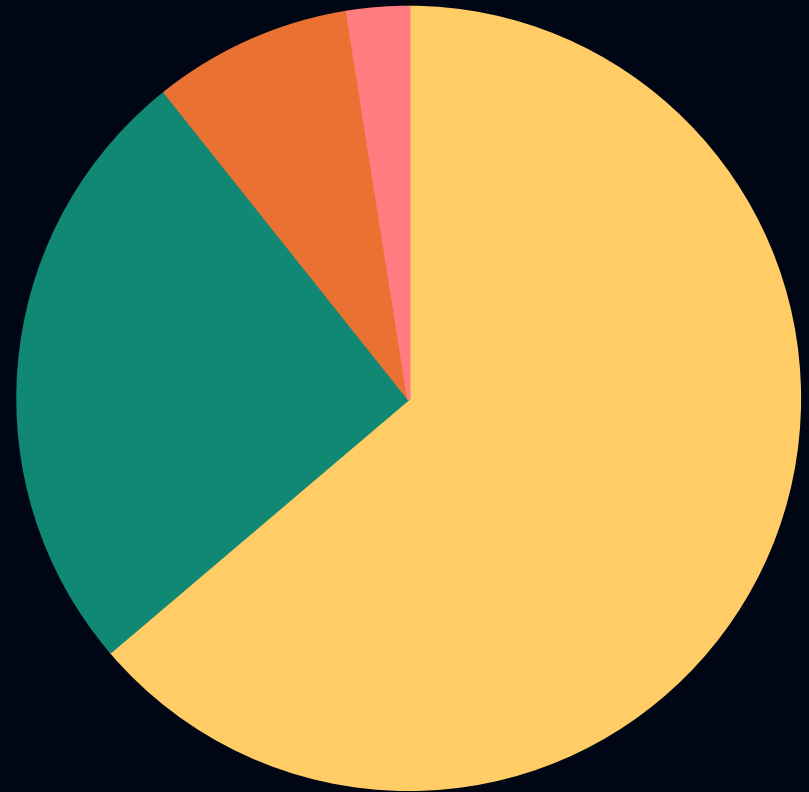
Subscription Income ($\approx 64\%$)

Enterprise & Government Contracts ($\approx 25\%$)

Onboarding & Custom Services ($\approx 8\%$)

Commercial Data Margin ($\approx 3\%$)

The percentages are based on the projected income figures of each revenue stream for the first three years.



MONETIZATION STRATEGY

Subscription Tiers Overview

Flexible plans for public-sector organizations of all sizes and needs

	 BASIC	 PROFESSIONAL	 PUBLIC AUTHORITY	 ENTERPRISE
	For small teams getting started with EO insights.	For growing teams needing regular and advanced insights.	For municipalities and public institutions with larger needs.	For large organizations with complex requirements.
 Best for	20 / month	80 / month	250 / month	Custom
 Short Analyses	3 / month	15 / month	50 / month	Custom
 Advanced Analyses	Up to 3	Up to 10	Up to 25	Unlimited
 Users	10 GB	50 GB	200 GB	Custom
 Storage	Email Support	Priority Email Support	Priority Support (Dedicated Account Manager)	Premium Support (Dedicated Team)
 Support	–	✓	✓	✓
 API Access	Starting from €99 – €199 / month	Starting from €499 – €899 / month	Starting from €1,500 – €3,500 / month	Custom Pricing Contact us for a tailored quote

 **No long-term contracts**
Cancel or change plans at any time.

 **Secure & compliant**
GDPR, ISO 27001 and EU data standards.

 **Open-data first**
We prioritize Copernicus and Sentinel data.

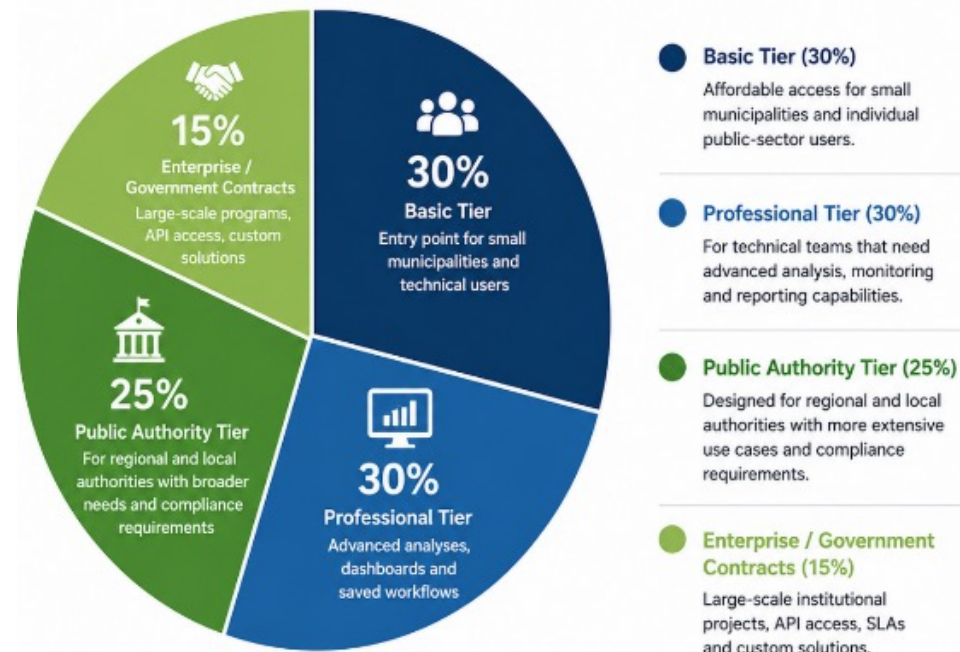
 **Scale as you grow**
Upgrade anytime as your needs evolve.

All plans include access to our AI-powered platform, natural language interface, standard templates and downloadable reports.

Prices are planning assumptions; final pricing requires competitor benchmarking, cost testing and pilot feedback. Annual billing is encouraged with discounts to reduce cash-flow risk from public-sector payment cycles.

Revenue Distribution

Long-Term Target Mix (Year 3 and Beyond)



The mix evolves over time as enterprise and API revenue grows, improving scalability and long-term profitability.

Channels and the Path to Scale

Channel	Purpose	Priority
Website, webinars, online demo & LinkedIn	Explain product, collect leads, demonstrate workflows	High
EU procurement & tender portals	Access public-sector contracts and funded projects	High after pilots
Municipal associations & networks	Reach target users through trusted channels and demonstrate public-sector case studies	High
ESA / EUSPA opportunities	Strategic credibility and larger project access	Medium / High
System integrators & GIS consultants, also conferences	Indirect sales and implementation support	Medium / High

- Promotion is targeted and evidence-based, for example, *a working demonstration, one-page use-case briefs, pilot reports and procurement-ready documentation (security summary, pricing sheet, limitations statement)*.
- Public-sector consortia and pilot customers are strategic because they provide validation, procurement insight and reference cases



Product Roadmap Timeline



Building the leading AI-enabled Earth Observation platform for Europe



Deliver measurable public impact



Build recurring revenue and enterprise value



Ensure security, compliance and trust



Empower public-sector decision making



Support a sustainable and resilient Europe



GO-TO-MARKET-STRATEGY

From Development to European Scale

0-3



Inception & Validation

Interview users, define workflows, confirm procurement needs

3-6



MVP Build

Natural-language interface, data connectors, four workflow prototypes

6-9



Pilot Phase

Test with municipalities and agencies, collect feedback, refine pricing

9-12



Commercial Launch

Launch subscription tiers, onboarding, first paying customers

12-24



Scale EU Sales

Grow customer base, tenders, reference cases, partnerships

24-36



Enterprise / API

API, integrations, premium workflows for enterprise & government



Our Strategic Objective

To become the usability layer between open Copernicus satellite data and real public-sector decisions across the European Union – turning crisis response, urban planning, biodiversity protection and climate adaptation into faster, more transparent and better-evidenced choices.

OPERATIONS

Cloud-First, Audit-Ready Day-to-Day Processes

Operating Model

- Cloud-first, not facility-heavy: data is processed close to the archive, following common practice for EO cloud platforms.
- A typical day covers data ingestion monitoring, failed-analysis investigation, support requests, workflow improvement and pilot meetings.
- Agile development with quality controls: no new workflow ships without validation on known test areas and correct provenance metadata.
- Hybrid/remote-first team based in an EU city with access to technical talent and public-sector networks; physical visits reserved for pilots and tenders.

Operational Workflow



1. Customer Request

Area, question, time period and output type – with ambiguity checks.



2.-4. Data, Preprocessing & Analysis

Select Sentinel/Copernicus data, preprocess, run change detection or risk scoring against validation benchmarks.



5.-6. Report & Review

Generate map, charts, methodology and limitations; customer reviews and exports or requests refinement.



7. Archiving & Audit

MANAGEMENT TEAM

Founding Roles & Organisation

Role	Experience Required	Primary Duties
CEO / Managing Director	Business planning, B2G sales, partnerships, finance	Strategy, fundraising, pricing, public-sector relationships, contracts
CTO / Platform Lead	Cloud architecture, SaaS security, API design	Technical roadmap, infrastructure, security controls, releases
Head of EO/GIS Analytics	Remote sensing, GIS, preprocessing, applications	Workflow methods, data quality, validation, report methodology
AI/ML Lead	LLM integration, ML pipelines, agentic workflows	Natural-language interface, workflow planner, model evaluation, guardrails
Public-Sector Sales & Tender Lead	EU procurement, proposal writing, municipal networks	Tender monitoring, bids, account development, pilot conversion

Governance & Growth

- Year 1: flat structure. CEO covers business development & finance; CTO leads engineering; EO/GIS and AI/ML leads jointly own analytical quality.
- 10-15% employee option pool reserved for early technical and commercial hires.
- Compliance, security and tender commitments require joint CEO/CTO approval.
- By Year 3, the team grows from ~6 people to ~16-20, adding customer success, sales and a part-time compliance lead

FINANCIAL PROJECTIONS

Conservative Growth Toward Recurring Revenue

EUR 2.0M

Total revenue, Year 3

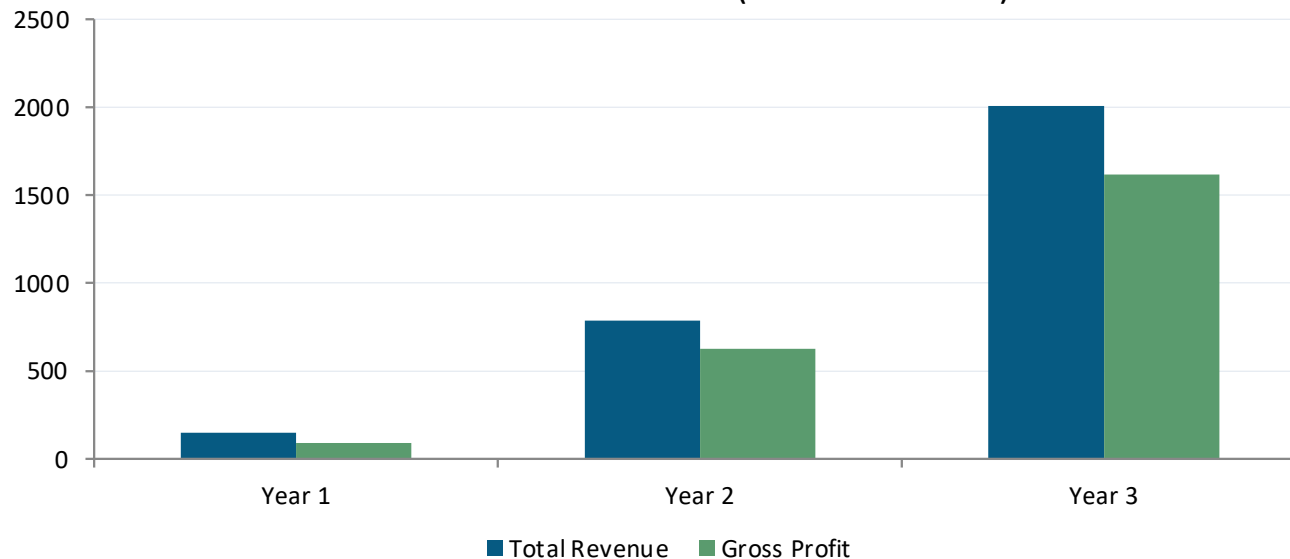
81%

Gross margin, Year 3

EUR -473K → +66K

Operating result, Year 1 → Year 3

Revenue & Gross Profit (EUR thousands)



Revenue Mix Assumptions

- **Year 1**

Pilots and onboarding dominate (45% Basic/Professional, 20% onboarding/tender projects, 95% EU).

- **Year 2**

Public Authority and Enterprise share rises to 35%; API/custom workflows reach 15%.

- **Year 3**

Enterprise/government contracts reach 40% of the subscription revenue stream; ESA-associated/global share grows to 15%.

FINANCIAL DATA

Income Statement & Cash-Flow Outlook

EUR	Year 1	Year 2	Year 3
Total revenue	147,300	787,000	2,006,000
Cost of goods sold	55,000	160,000	390,000
Gross profit	92,300	627,000	1,616,000
Total operating expenses	565,000	1,015,000	1,550,000
Operating profit / loss	-472,700	-388,000	66,000

Startup non-payroll costs of EUR 75,000 (legal, compliance, branding, cloud setup, pilots) are partly offset by ESA Kick-start grants of up to EUR 75,000 for early space-data services.

Cash-Flow Reality

The business is cash-negative from operations in all three years and depends on grant or seed funding plus additional financing tranches (EUR 350K in Year 2, EUR 300K in Year 3).

EU public authorities can legally pay invoices 30-60 days after acceptance, creating working-capital pressure even as booked revenue grows.

Mitigations: annual upfront subscriptions, milestone-based payments for larger projects, framework agreements bundling multiple authorities, and ESA Kick-start or working-capital facilities to bridge procurement cycles.

Key indicators: gross margin improves from 63% (Yr1) to 81% (Yr3); monthly burn rises from ~EUR 45-55K to ~EUR 120K+ as the team scales.

BUSINESS PLAN ASSESSMENT

SWOT Analysis

SWOT ANALYSIS

Assessing our internal strengths and weaknesses, and external opportunities and threats



STRENGTHS



Open-data-first approach

Built on Copernicus and Sentinel data, ensuring affordability and alignment with EU values.



Easy to use

Natural language interface and ready-to-use templates make EO analysis accessible to non-experts.



AI-powered automation

Advanced AI models and automated workflows deliver fast, accurate and consistent insights.



Public-sector focus

Deep understanding of municipal and public authority needs and procurement processes.



Secure and compliant platform

Built with data privacy, security and EU standards (GDPR, ISO 27001) at the core.



WEAKNESSES



No satellite ownership

Dependent on third-party data providers and their availability and policies.



Limited track record

As a new entrant, we have fewer reference projects compared to established players.



Brand awareness

We need to invest in marketing and partnerships to build visibility and trust.



Resource constraints

Limited team size and funding in early growth phase may slow down scaling.



OPPORTUNITIES



Growing demand for EO solutions

Rising need for data-driven decision making in climate adaptation, resilience and sustainability.



EU funding and initiatives

Access to programs like Horizon Europe, Digital Europe, LIFE and regional development funds.



Public sector digitalization

Increasing adoption of digital tools and open data in municipalities and public administrations.



Expansion across Europe

Scalable model with potential to expand to other EU countries and international markets.



THREATS



Intense competition

Competition from global players like Planet, Google Earth Engine, and specialized GIS companies.



Regulatory and policy changes

Changes in EU data policies, procurement rules or AI regulations may impact operations.



Data dependency

Changes in data access policies or costs from providers could affect service delivery.



Economic uncertainty

Budget constraints in public sector and economic downturns may delay investments.



By leveraging our strengths and opportunities while actively managing weaknesses and threats, we will build a resilient and impactful Earth Observation platform for the public sector.

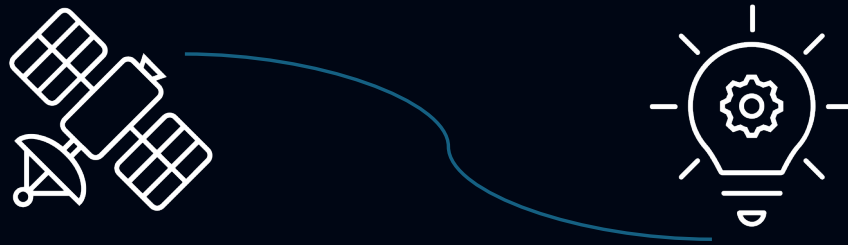
BUSINESS PLAN ASSESSMENT

Key Risks and Mitigation in Detail

Risk Category	Specific Risk	Impact	Mitigation
Technical	AI workflow produces an incorrect or misleading result	High	Confidence scores, validation datasets, human review, stated limitations
Market	Public-sector sales cycle slower than expected	High	Pilots, annual plans, tenders, partnerships, sufficient runway
Competition	Established EO/GIS platforms add similar natural-language features	High	Focus on EU public-sector workflows, procurement fit and relationships
Financial	Compute costs or salaries exceed assumptions	High	Usage limits, staged hiring, cloud optimisation
Regulatory	AI/data-protection obligations change or are interpreted strictly	High	Compliance monitoring, legal advisors, transparency by design
Reputation	Public output is challenged or misused	High	Clear disclaimers, audit trail, human decision responsibility

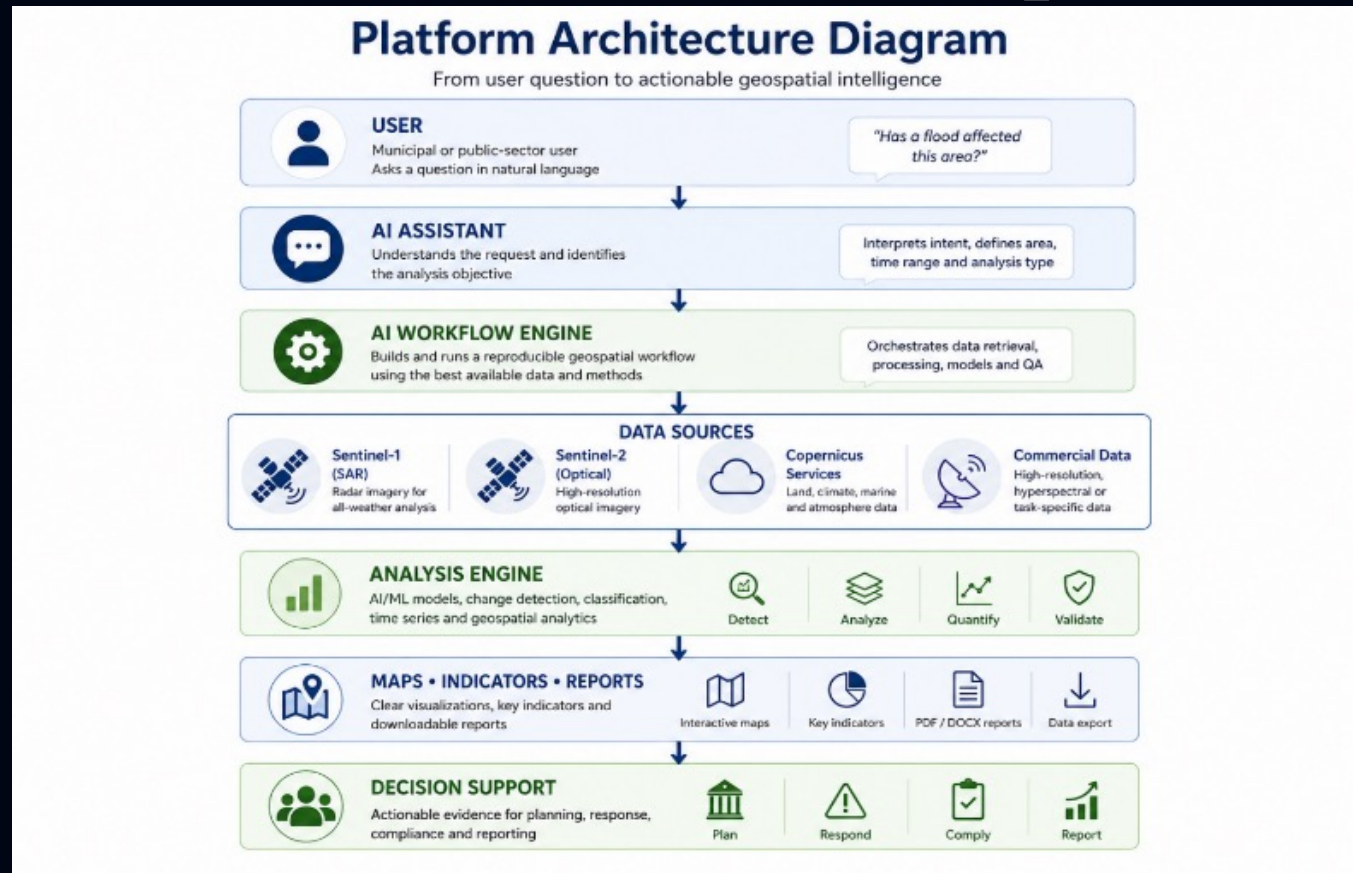
Platform Visualization

from orbit to insights in seconds



USER WORKFLOW

From Question to Audited Report



Each generated result includes source images, dates, processing method, assumptions, confidence level and limitations.

AI-ENABLED SATELLITE INTELLIGENCE · EU

Ask questions. Get satellite intelligence.

An AI platform that turns Copernicus Sentinel imagery into evidence, maps and audit-ready reports for municipalities, agencies and crisis-response teams.



Has flooding affected municipalities along the Danube this m...



[Analyze](#) →

Try: Vienna airport · construction & protected areas

OR PRESS ENTER

27

EU PILOTS

10m

PIXEL RESOLUTION

< 4min

MEDIAN QUERY TIME

100%

EU DATA RESIDENCY



• USE CASES

Built for public-sector intelligence

One platform for the questions that shape policy, response and planning.



Urban Expansion Monitoring

Detect new construction, land-use changes and infrastructure growth at municipal scale.

PLANNING



Crisis & Damage Assessment

Floods, storms, wildfires — rapid post-event mapping for emergency response.

CIVIL PROTECTION



Environmental Monitoring

Deforestation, biodiversity loss and habitat tracking with NDVI & SAR analytics.

ENVIRONMENT



Climate Risk Intelligence

Heat islands, drought, flood exposure and long-term resilience analysis.

RESILIENCE





• HOW IT WORKS

From question to evidence in minutes

STEP 1



Ask a question

In plain language — like you would a colleague.

STEP 2



AI plans the workflow

Resolves AOI, picks sensors, chains models.

STEP 3



Satellite data is analyzed

Sentinel, commercial and in-situ sources.

STEP 4



Receive maps & reports

Evidence, audit trail, exportable formats.



• FEATURES

A complete Earth-intelligence stack



Natural Language Analysis

Ask in any EU language.



Interactive Earth Viewer

Pan, time-slide, overlay layers.



AI Report Generation

Signed PDF & DOCX outputs.



Change Detection

Pixel-precise temporal deltas.



Audit Trails

Every decision provenance-tracked.



Copernicus Integration

Sentinel-1/2/3, CLMS, EMS.



API Access

REST + STAC + webhooks.



Government Compliance

EU data residency · GDPR · ISO 27001.



Exportable Reports

PDF · GeoJSON · COG · CSV.



Multi-user Workspaces

Role-based access for agencies.



• TRUST

Government-grade by design

Designed with public-sector requirements at the core.



Built on Copernicus Sentinel

Open global satellite data



Global coverage

Flexible data residency



GDPR compliant

Privacy by design



Transparent AI outputs

Every result explainable



Audit-ready reporting

Signed, Immutable trails





• PRICING

Plans for every public-sector mission

Transparent pricing. Procurement-friendly contracts. No vendor lock-in.

BASIC

€99 – €199 / month

For small teams getting started with EO insights.

- ✓ 20 short analyses / month
- ✓ 3 advanced analyses / month
- ✓ Up to 3 users
- ✓ 10 GB storage
- ✓ Email support

Start free

MOST POPULAR

PROFESSIONAL

€499 – €899 / month

For growing teams needing regular and advanced insights.

- ✓ 80 short analyses / month
- ✓ 15 advanced analyses / month
- ✓ Up to 10 users
- ✓ 50 GB storage
- ✓ Priority email support
- ✓ API access

Start trial

PUBLIC AUTHORITY

€1,500 – €3,500 / month

For municipalities and public institutions with larger needs.

- ✓ 250 short analyses / month
- ✓ 50 advanced analyses / month
- ✓ Up to 25 users
- ✓ 200 GB storage
- ✓ Priority support (Dedicated Account Manager)
- ✓ API access

Talk to sales

ENTERPRISE

Custom Contact us for a tailored quote

For large organizations with complex requirements.

- ✓ Custom analyses volume
- ✓ Unlimited advanced analyses
- ✓ Custom users & storage
- ✓ Premium support (Dedicated Team)
- ✓ Full API access

Contact us



• NOW ONBOARDING EU MUNICIPALITIES

Ask Questions About the Planet. Get Actionable Intelligence.

Transform satellite data into decisions with AI.

[Book Demo](#)[Start Free Trial →](#)



Earth Observation

Example of Use from Inquiry to Result



Earth Observation
PLATFORM - EU

Platform

Solutions

Use Cases

Pricing

Documentation

About

Book Demo

Get Started

AI-ENABLED SATELLITE INTELLIGENCE - EU

Ask questions. Get satellite intelligence.

An AI platform that turns Copernicus Sentinel imagery into evidence, maps and audit-ready reports for municipalities, agencies and crisis-response teams



Show all major construction projects around Vienna International



Analyze →

Try: Vienna airport - construction & protected areas OR PRESS ENTER



E0 - AGENT / Show all major construction projects around Vienna International Airport started within the last 12 months and identify potential impacts on nearby protected areas.

RESET

Inquiry

Show all major construction projects around Vienna International Airport started within the last 12 months and identify potential impacts on protected nearby areas!

AI-ENABLED SATELLITE INTELLIGENCE • EU

Ask questions. Get satellite intelligence.

An AI platform that turns Copernicus Sentinel imagery into evidence, maps and audit-ready reports for municipalities, agencies and crisis-response teams.



Show new constructio|

CTRL K

Q Analyze →

Try: Vienna airport • construction & protected areas

OR PRESS ENTER

27

EU PILOTS

10m

PIXEL RESOLUTION

< 4min

MEDIAN QUERY TIME

100%

EU DATA RESIDENCY

E0-AGENT / Show all major construction projects around Vienna International Airport started within the last 12 months and identify potential impacts on nearby protected areas.

RESET

DETECTIONS

CONSTRUCTION SITES

27

+9 vs prev. yr

BUILT-UP AREA

+4.6%

184 ha

INFRASTRUCTURE CHANGES

12

3 roads · 9 logistics

CONFIDENCE

94.2%

LOWW · 48.11°N 16.57°E

Sentinel-2 · 10m



CHANGE TIMELINE · LAST 12 MONTHS



AI SUMMARY

27 active construction projects detected within a 6 km buffer of Vienna International Airport. Built-up area expanded by +4.6%, driven by logistics hubs east of the runway. Two sites sit within 800 m of the Donau-Auen Natura 2000 zone — recommend impact review.

Download report (PDF)

Export GeoJSON

PROTECTED AREAS



Donau-Auen NP

2 sites within 800 m buffer



Lobau Natura 2000

No incursions detected



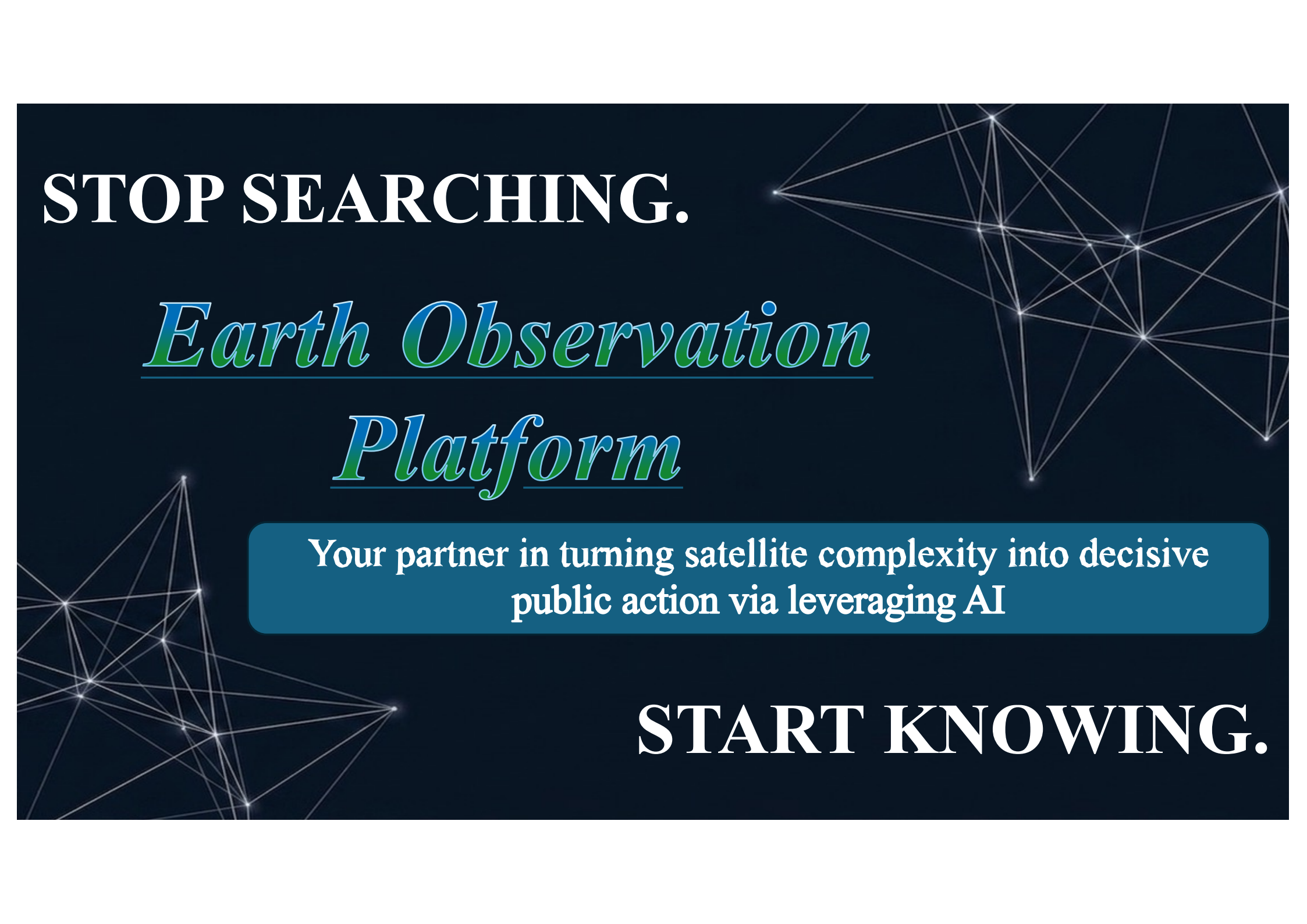
NDVI change

-1.2% within 3 km

SOURCES

- Sentinel-2 L2A · Copernicus
- Sentinel-1 GRD VV/VH
- EEA Natura 2000 (2024)
- OSM Infrastructure

AUDIT TRAIL SIGNED



STOP SEARCHING.

Earth Observation
Platform

Your partner in turning satellite complexity into decisive
public action via leveraging AI

START KNOWING.