



THE SUN FOR EVERYONE.

SUNNY GREETINGS
FROM VIENNA,
AUSTRIA 

WWW.SHADOWMAP.ORG





MISSION

WE BUILD THE DIGITAL TOOLS TO HELP
HUMANITY LIVE IN A MORE CONNECTED
AND SUSTAINABLE WAY WITH THE SUN.

THE SHADOWMAPPERS

Customer Success
MICHAEL JUS

Social Media
HAMZA MAGOMADOV

Founder CEO
GEORG MOLZER

UX/UI Design
OLLIE PLANCHE

VP Sales
THOMAS GIGL

Grants
PATRICK HEIN

CTO
MARKUS KLEPP

3D Engineering
VLADISLAV RYBALKA

Marketing
MICHAEL OLEA

Operations
SYLVIA MOLZER



WE COULD
FULLY POWER
2.000 EARTHS.
WITH 1 SUN*.

CURRENT STATE



0.65%

1 Earth

OUR GOAL

100%

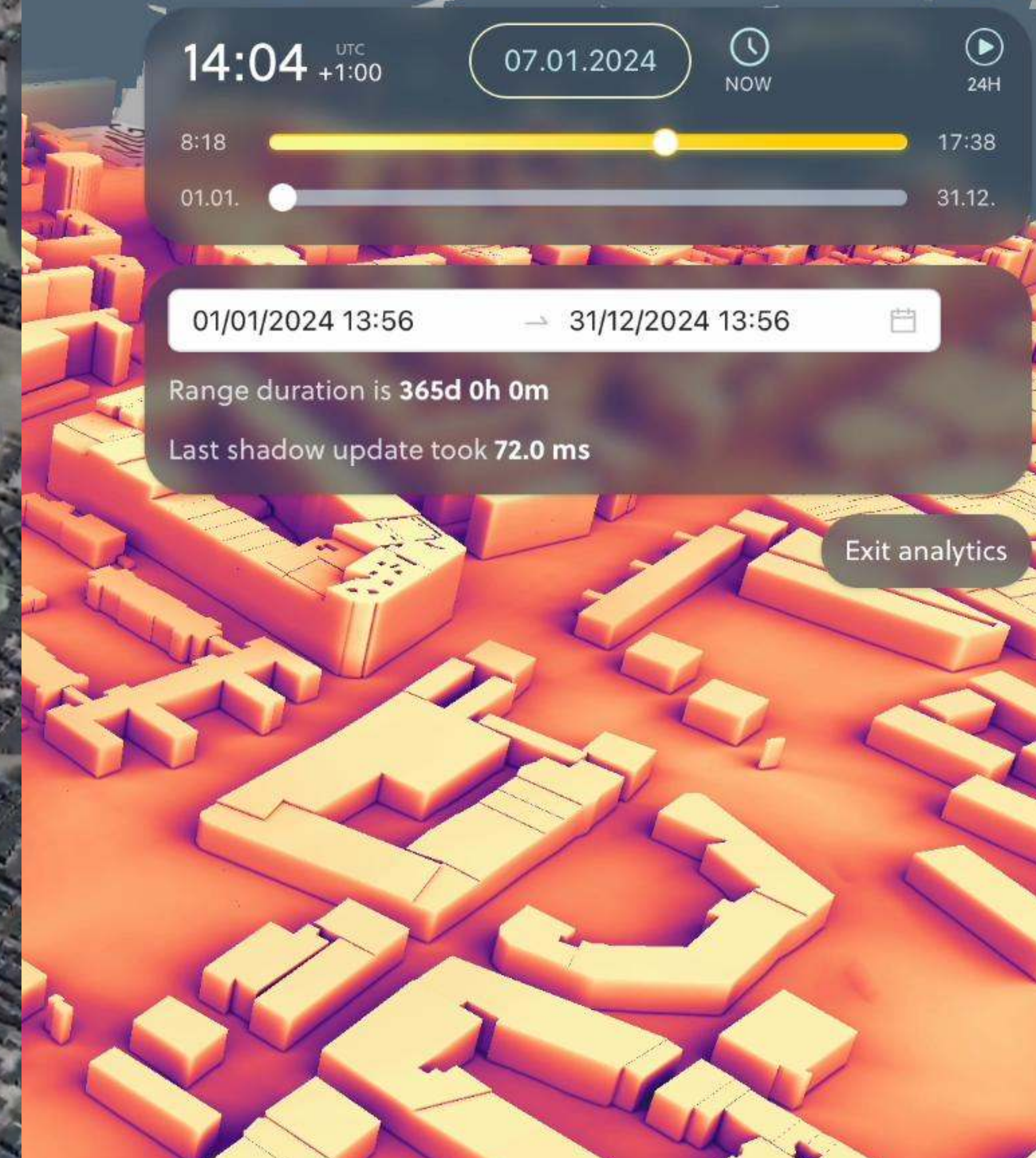
* BY COVERING THE WHOLE EARTH AT 44.5% PANEL EFFICIENCY



LEVERAGING SMART DEVELOPMENTS:
INTEGRATED URBAN PLANNING

ENABLING FUTURE INDUSTRIES:
**BUILDING INTEGRATED PHOTOVOLTAICS
GREEN BUILDING
AGROVOLTAICS**

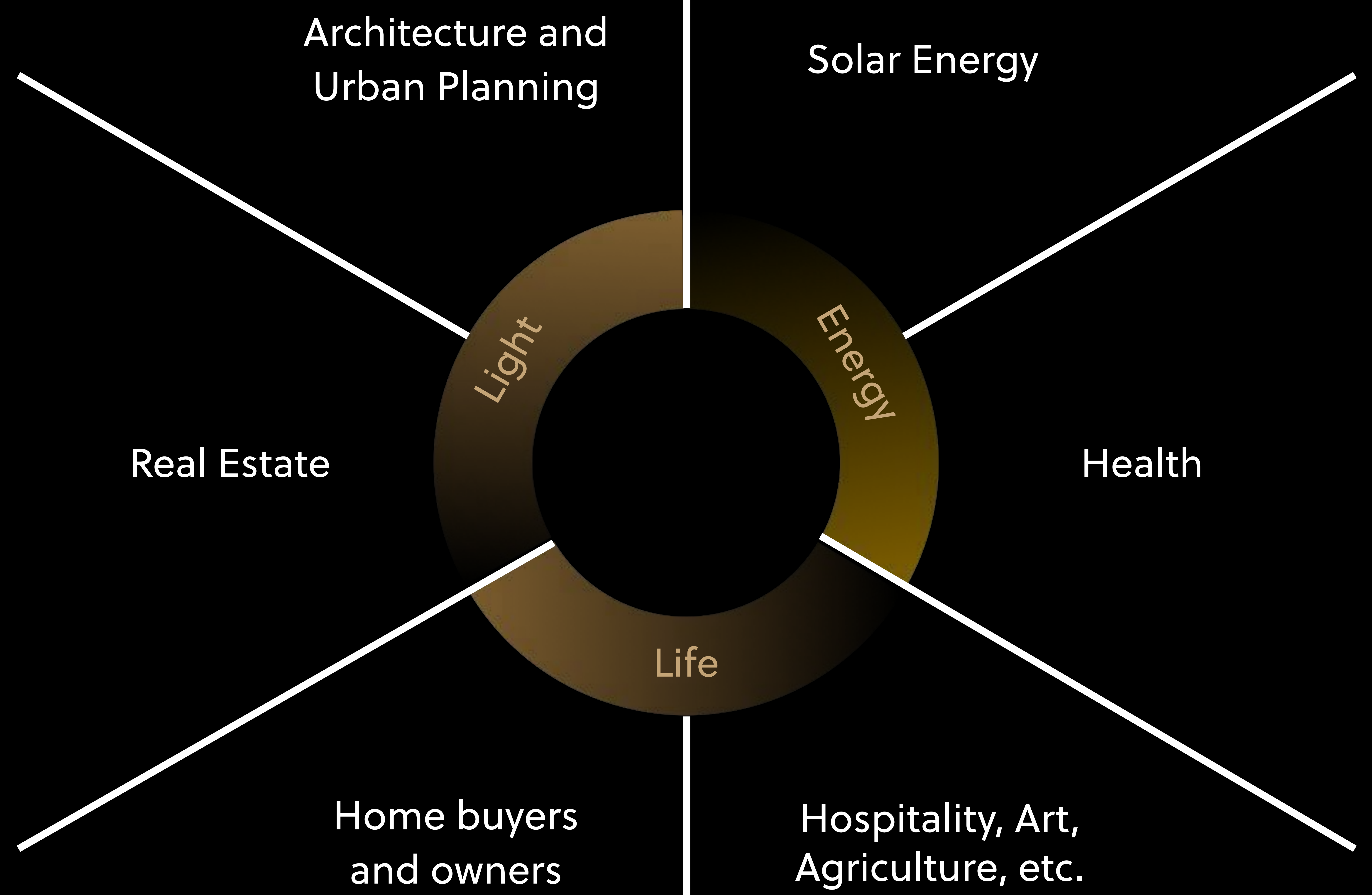
PROMOTING HEALTH AND QUALITY OF LIFE:
FINDING SUNSHINE, FINDING SHADE



OUR SOLUTION: GLOBAL ACCESSIBILITY TO **INSOLATION DATA**



TARGET MARKETS



SHADOWMAP ILLUMINATES DECISIONS
ACROSS A SPECTRUM OF VERTICALS.

COMPETITION




REAL ESTATE

- Planning
- Visualisation
- Custom 3D Models

PHOTOGRAPHY, OUTDOORS

- Planning
- Visualisation

SHADOW MAP

INSTANT ON

FREE BASICS

GLOBAL 3D DATA

SIMPLE USE

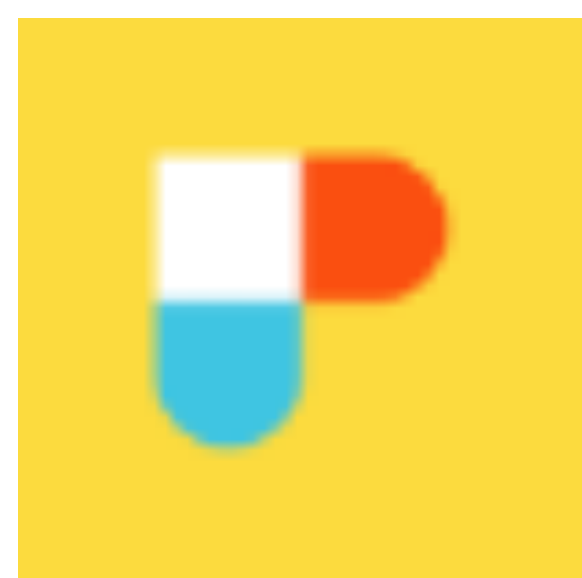
SOLAR ANALYTICS

- Planning
- Visualisation
- Custom 3D Models
- Solar Potential Evaluation

 ShadeMap



Sunlitt



PhotoPills

 aurora

 Levasoft Solar.Pro.Tool

 OpenSolar®

VALUE PROPOSITION

Stage 1: Visualization

- Status: Done
- Constant improvements in data, performance, etc.
- B2C focus: Humans, health, photo, real estate research



Stage 3: Analytics

- Analyze solar energy potential
- Coming 2024

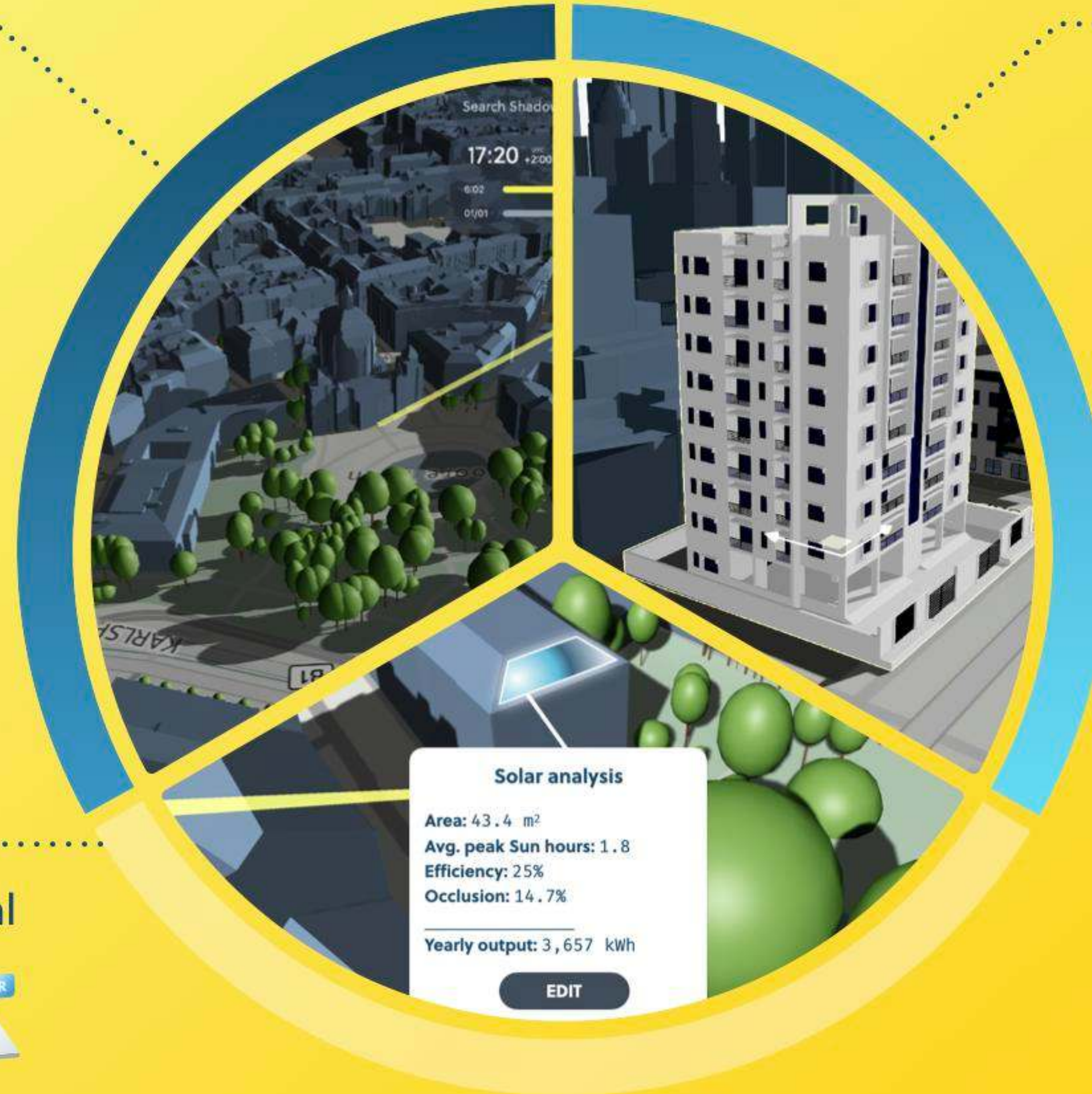


Stage 2: Customization

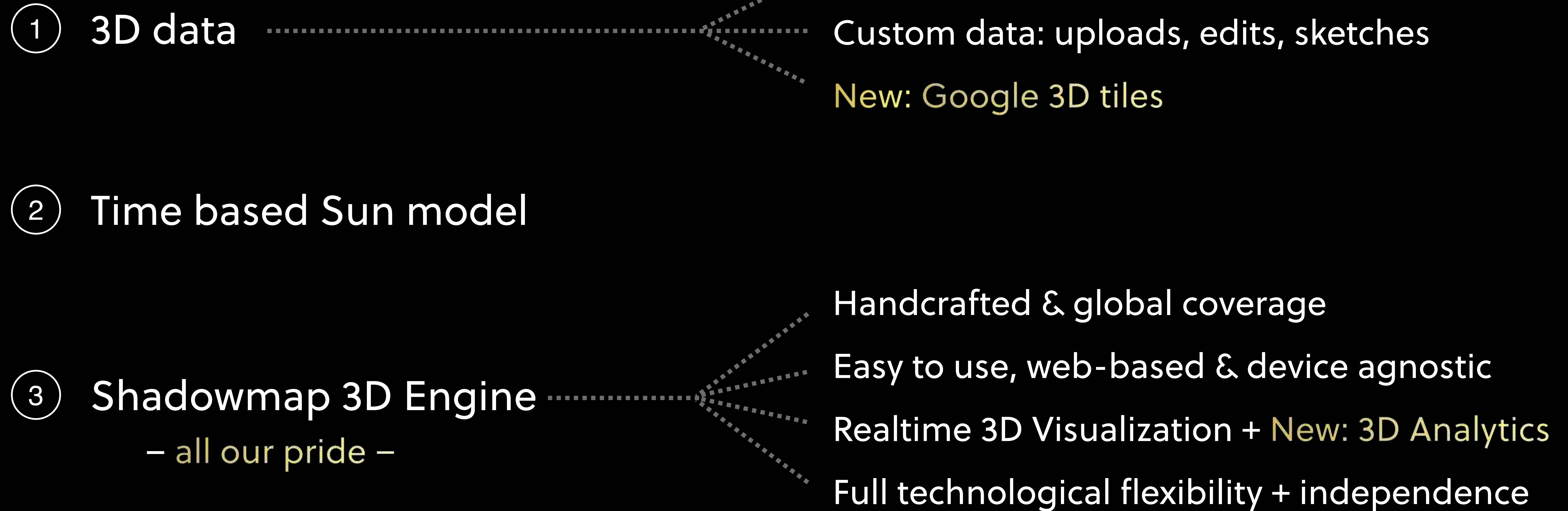
- Status: Done
- B2B focus: Real estate sales, architecture, exterior shading



The whole is greater than the sum of its parts.



INGREDIENTS



BUSINESS MODEL: SAAS

I PLG

- Full self serviced freemium
- 19,224 registered users
- 2,080 paying subscribers
- 85% B2C vs. 15% B2B (SMB)

Price range: €30-300/year¹

II SLG

- Large scale B2B sales/integrations
 - Architecture + urban planning
 - Real estate platforms
 - Solar energy

Price range: €6,000+/year²



III USAGE BASED PRICING FOR ANALYTICS + GOOGLE 3D TILES

- Analytics: per volume covered (€100–10,000)
- Google 3D Tiles: per volume covered (TBD)

¹ currently starting at 15€/year, will increase in Q2 2024

² currently starting at €1,000/year, will increase in Q2 2024

STATUS QUO & TRACTION

60,000

MAUs

20,000

registered users

>2,250

paying users

>50,000

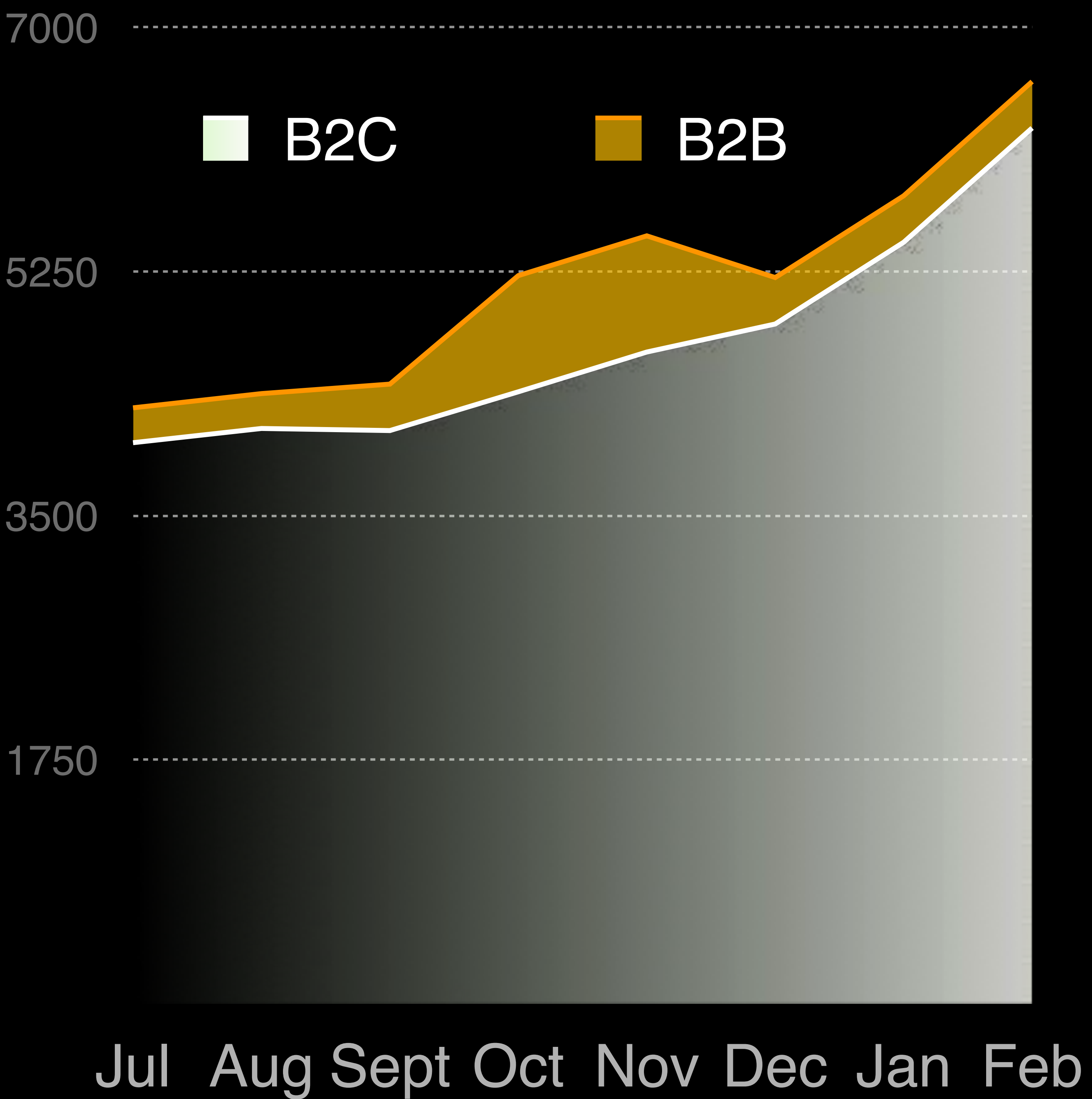
app downloads

€75,000

ARR

Global
reach

Top 5: Spain, France, USA,



>12%

MoM growth

€0

Ad spending yet

Get enlightened!

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Instagram: shadowmap_org

