

# CHAOS

FORECASTING CITIES



CoFounder

Good News from Finland



**City development plays a critical role in improving people's wellbeing and quality of life.**

**Most developments don't address these issues.**

**The Real Estate industry is one of the biggest influencers in city development and the world's biggest store of wealth.**

**Value of the global Real Estate industry**

**\$ 300 trillion**

**The living sector is the most active globally in transactional activity by**

**29%**

Today, to make investments and transactions,  
the Real Estate industry performs market and risk analysis  
through old-fashioned means

**76%**

of companies use obsolete  
tools like Excel

**80%**

spend time managing and  
aggregating data

**61%**

of their time is used in  
standardizing and cleaning data

**60%**

agree that the integration  
of data is a big pain

**76%**

need data for financial and  
strategic decisions

**60%**

need data for forecasting and  
predictive insights

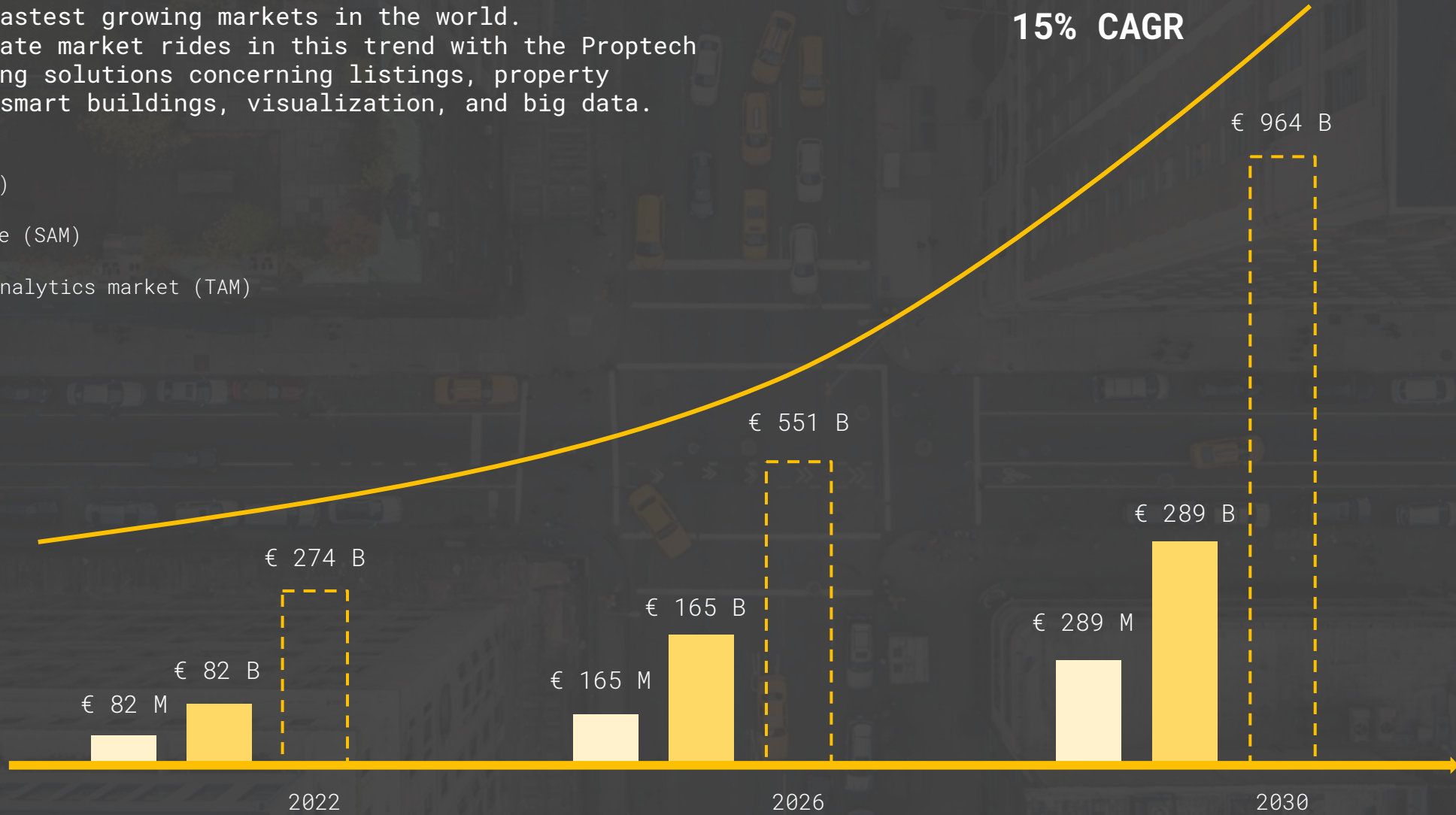
**With these methods, its challenging to predict how properties will perform  
and difficult to consider sustainable parameters to understand the future.**

# Data and analytics market

Global Market

One of the fastest growing markets in the world. The real estate market rides in this trend with the Proptech wave, adopting solutions concerning listings, property management, smart buildings, visualization, and big data.

- Today (SOM)
- Real Estate (SAM)
- Data and analytics market (TAM)



# More liveable cities for everyone

CHAOS solution ensures that city development is driven by sustainable drivers which:

Enable human-centric and **liveable** cities.

Foments **inclusivity** and **accessibility** in cities.

Prioritize **low-emissions** impact in Real Estate.

Improve the **quality** of urban systems, lifestyles, and assets.

Support the creation of **100 Climate-Neutral** and **Smart Cities** by 2030.



# SUSTAINABLE DEVELOPMENT GOALS

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



17 PARTNERSHIPS FOR THE GOALS



# A disruptive solution for sustainable investments and developments

## Solution

Our solution is an AI cloud platform which provides hyper-localised forecasts through machine learning predictive models, in the form of an easy and intuitive map-based dashboard.

We tap into unconventional geo-located urban datasets to create a unique family of insights applicable to the city development value chain, such as:

65%

Market Growth Index

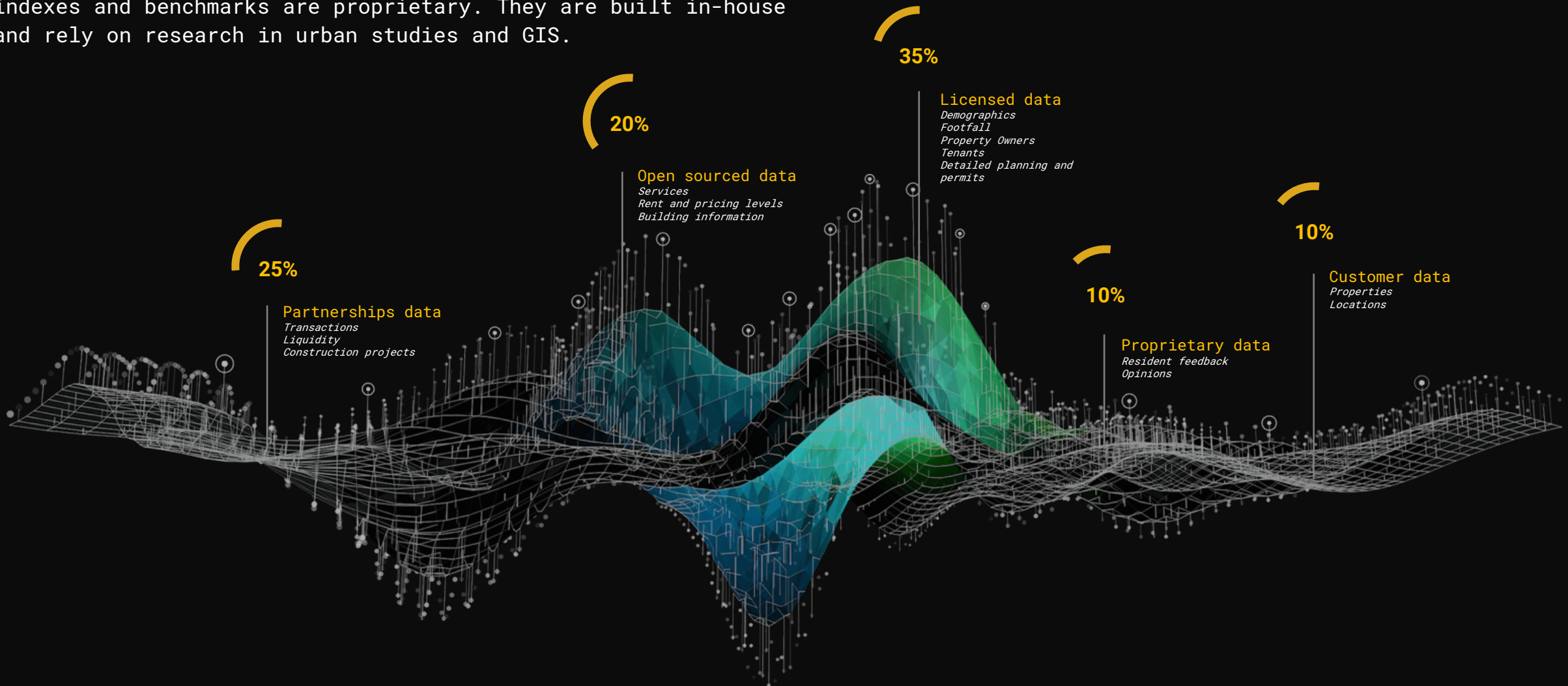
78%

Demographic Forecast

We process more than 50 million data points which makes us the only big data company offering urban forecasts based on traditional and non-traditional information.

Unique technical approach

Our AI platform is powered by multiple sources of data. The indexes and benchmarks are proprietary. They are built in-house and rely on research in urban studies and GIS.



# Cloud-based dashboards (B2B SaaS)

Business Model

Our current contract-based customers come from B2B business. We expect the volume of a B2B2C to complement our offer by 2023.

MOST POPULAR CUSTOMER CHOICE

BASIC	PRO	PREMIUM	ENTERPRISE
€ 8 000 YEARLY 5 users	€ 13 000 YEARLY 5 users	€ 18 000 YEARLY 5 users	€ 23 000 YEARLY 5 users
Resident Feedback Advanced Demographics Forecasts Service Mix Indexes Footfall Indexes	BASIC + Residential Market Property Market	PRO + Area Development Detailed Demographics Living Convenience	PREMIUM + Office Market Uploading of own data
Customer segment: Retail and business owners	Customer segment: Investors, Developers, Architects	Customer segment: Investors, Developers, Architects	Customer segment: Investors and Developers





# Our unique competitive advantage

Advantage

## First in the market

Hyper-localised forecasts based on non-traditional data for strategic investment.

## Unique insights

Most relevant insights for data-driven decisions, powered by own generated data.

## Ease of use

High traction and adoption through a beautiful interface which doesn't require expert knowledge.

## Deep Tech

Impact-driven and disruptive proprietary solutions based on scientific research, ML modelling, and AI.

## Distinct brand

An appealing brand focused on a deep, nuanced understanding of how our product interacts with human emotion.

## Diamond Team

A fearless executing team with a bold innovation and an ambitious vision. Our biggest asset is our curated network.

WHY US? A **deep tech** team with **strong PHDs** specialized in **urban planning, real estate, and data science.**



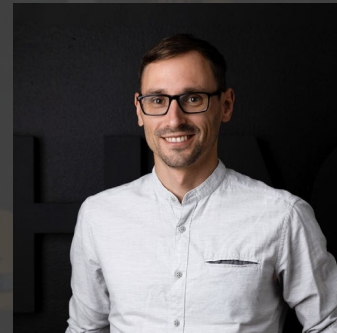
Natalia Rincón  
Co-founder & CEO



Paloma Bautista  
Co-founder & COO



Valeri Tsatsishvili  
CPO



Philipp Weitz  
Tech Lead



Juha Puotila  
Sales Manager

Our board members, advisors, and shareholders come from leader companies in the Real Estate Industry.



Terhi Palosaari  
Sales Manager



Tais Yoochadchawan  
CSM



Siiri Fagerlund  
Marketing Manager



Bishnu Rana  
Front-end Developer



Srikanth Gadicherla  
ML Engineer



	H1 2022	H2 2022	H1 2023	H2 2023	H1 2024	H2 2024	H1 2025	H2 2025	H1 2026	H2 2026	Revenue
Team		15		25		30		37		43	€ 9M
Investment		Grants Equity					Equity				€ 8M
Product Milestones	Area development Mobility		Area Benchmarking Building Competitiveness		Green Urban Regeneration Area needs and sentiments		Demographic Forecasts enhancements				€ 7M
Finland	[Timeline bar]										€ 6M
Denmark Sweden	[Timeline bar]										€ 5M
Netherlands Mexico	[Timeline bar]										€ 4M
Germany France	[Timeline bar]										€ 3M
Singapore Poland	[Timeline bar]										€ 2M
UK USA	[Timeline bar]										€ 1M

GROUNDWORK



Prospecting and market intelligence  
Identifying data partners  
Data sourcing

LAUNCH



Hiring local team  
Sales & Marketing  
Data ETL

SCALING



Expand enterprise sales  
Ramp up customer acquisition  
Ensure path to profitability

# CHAOS

An extended pitch deck can be  
delivered upon request

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