

WEATHER AND CLIMATE SERVICE FOR THE CURRENT CENTURY

CLIMACAM

i@climacam.com

PROBLEM: CLIMATE IS CHANGING

Climate change is already significantly affecting **all locations where people live**

Climate data is complex and **hard to make sense of even for specialists**

General public has access to **apps and websites** that were envisioned over a decade ago and are now quickly **becoming obsolete**

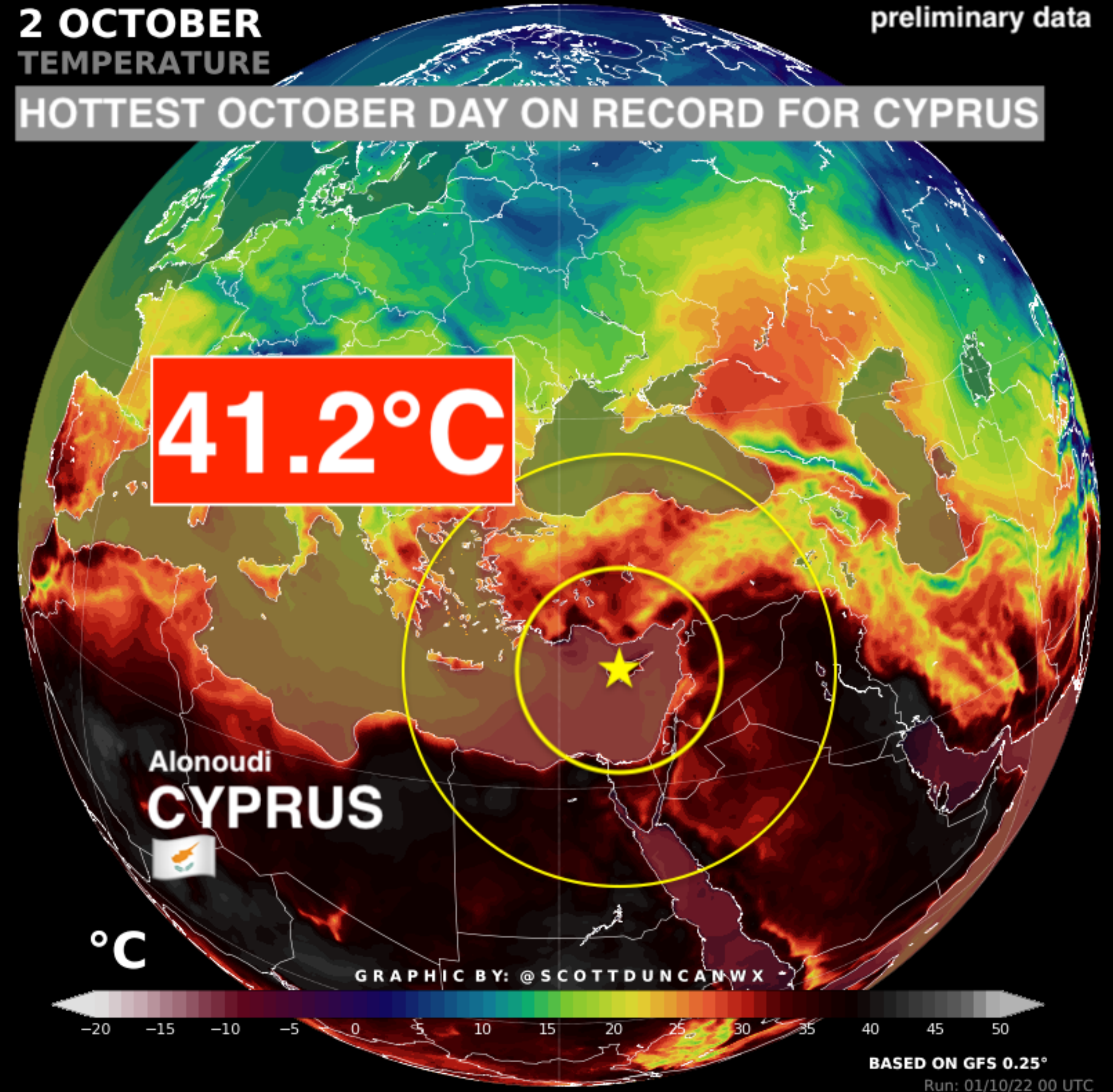


SIDE EFFECTS & CURRENT EVENTS

Floods, forest fires and heat waves already **affect where people choose to live and property prices**, this trend will only go stronger

For most of the developed world the age of familiar weather is over, it is no longer possible to answer the question: **what weather can I expect in this city if I go there in March?**

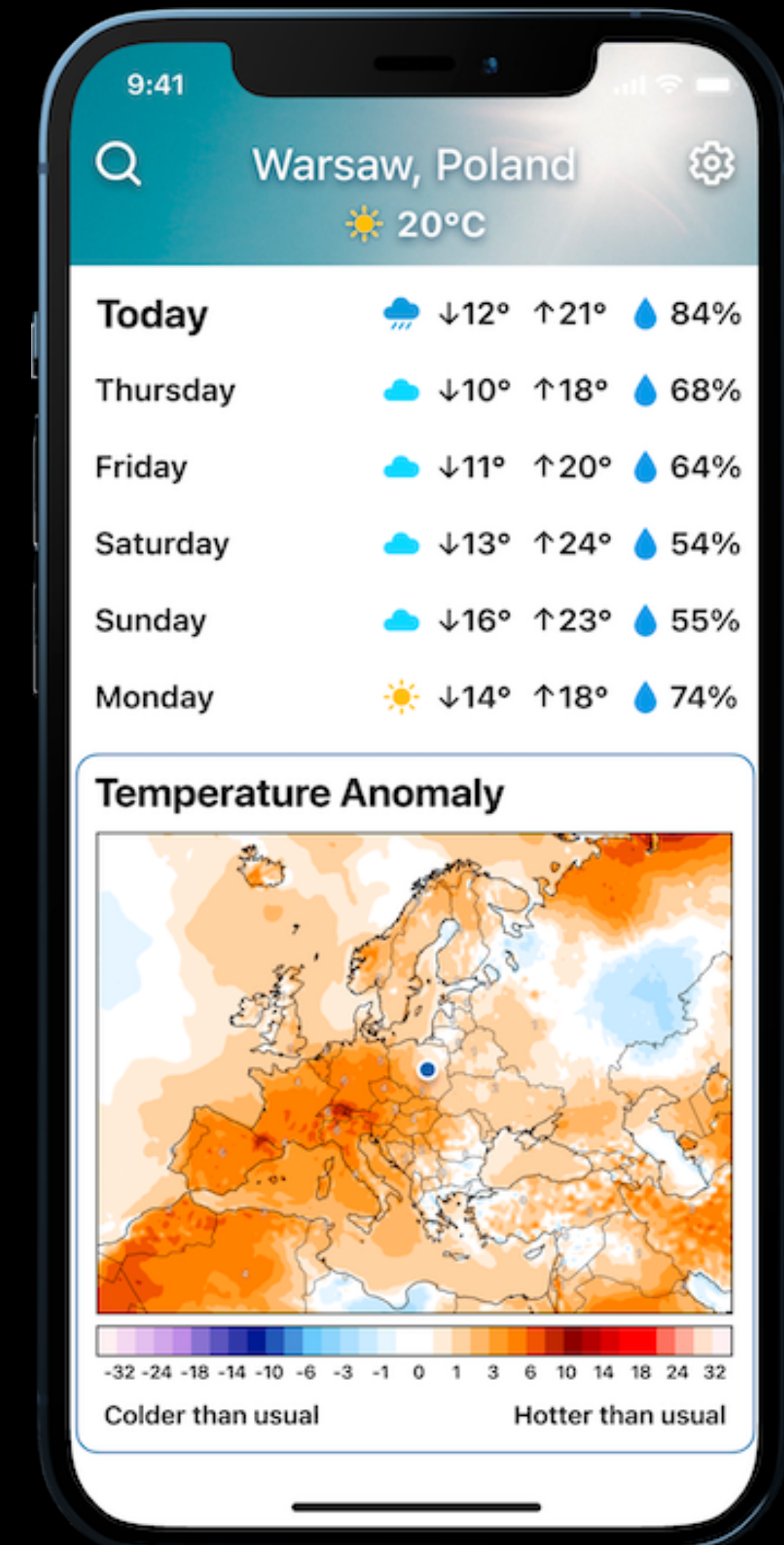
Current events in Europe have triggered the **biggest migration since WWII** and people who move are not familiar with the weather patterns in their new locations



OUR SOLUTION:

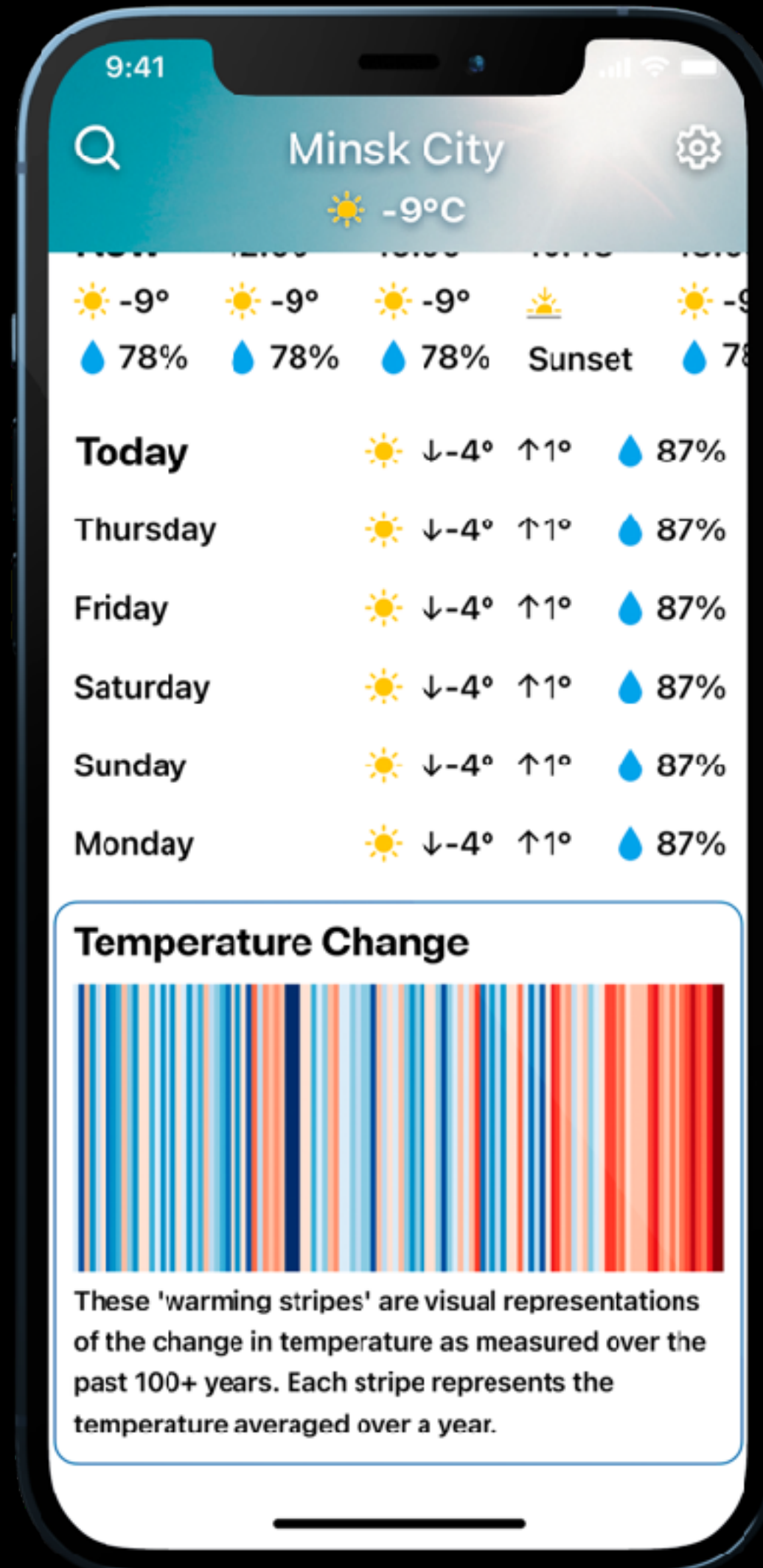
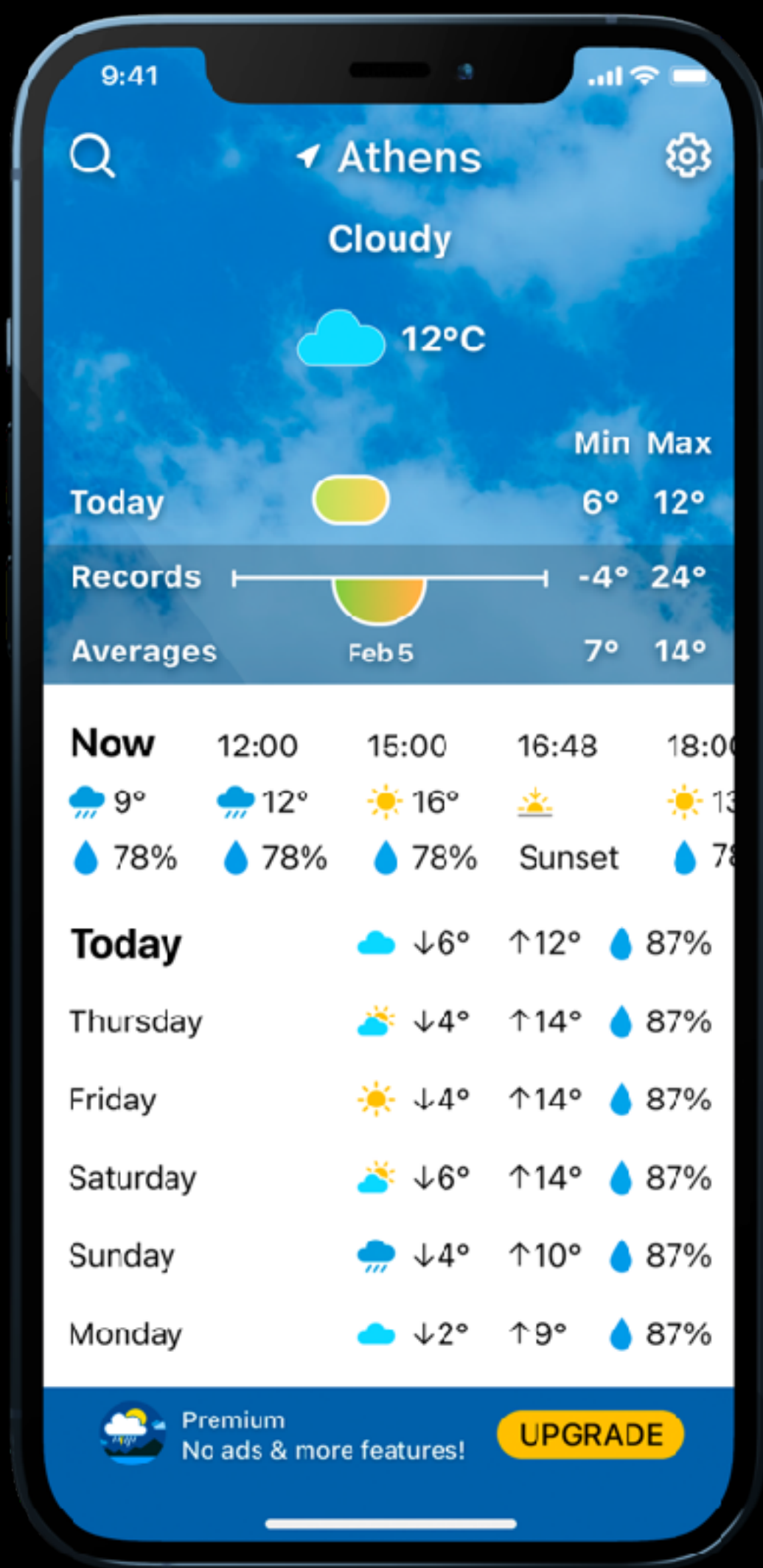
Make climate data available to general public in easy to digest form by:

- Building new type weather maps that compare current temperatures and precipitation with the climate averages
- Comparing current weather to past averages right beside the forecast data
- Creating additional content that explains how weather & climate work and helps users adjust to changes



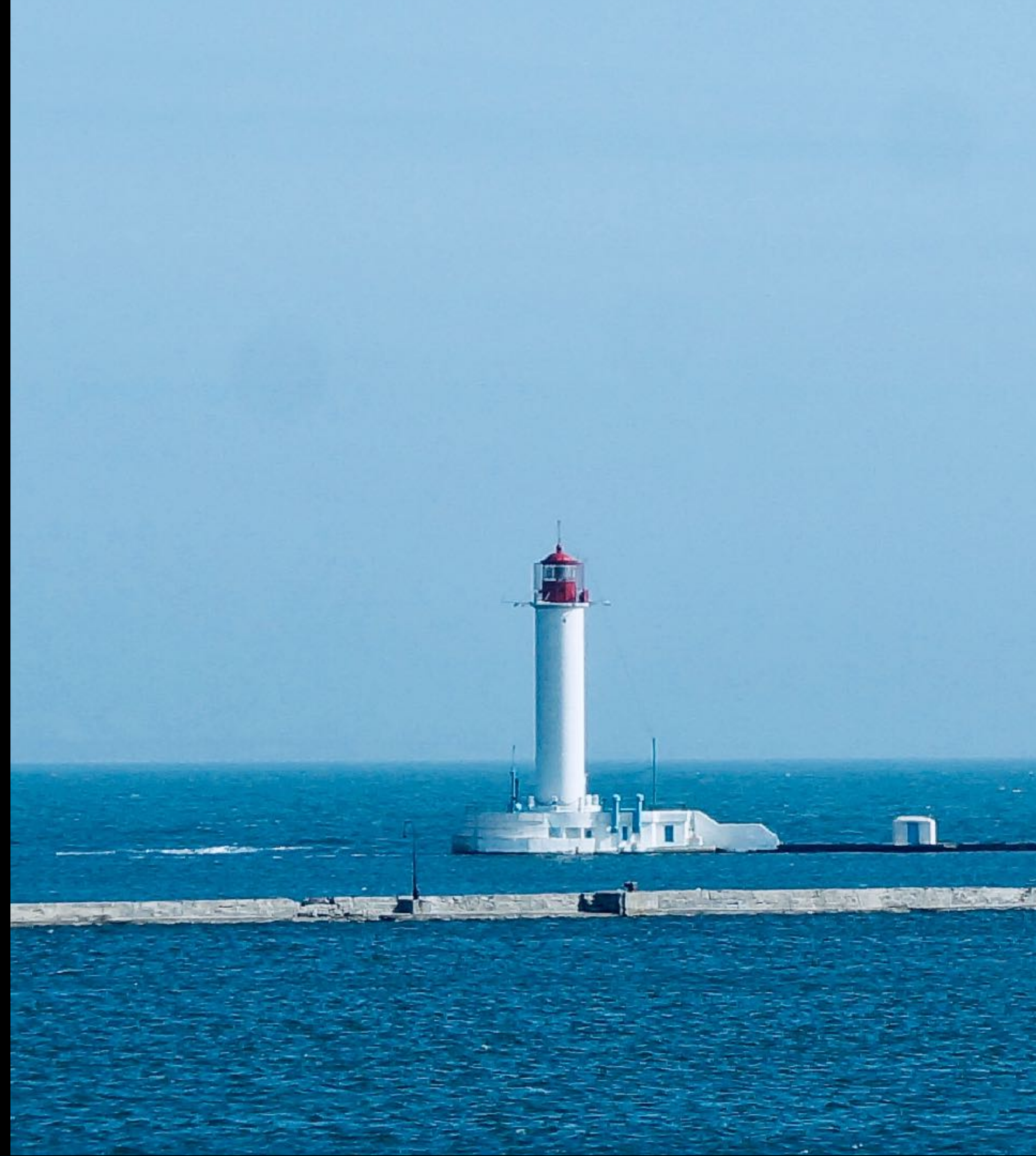
OUR SOLUTION:

Make climate data available to general public in easy to digest form:



WHY WE?

- Already made best in class weather apps for mobile
- Consulted developers of weather apps that did not succeed and thus know immediate red flags to avoid
- Fully functional & experienced team: management, developers, QA, design
- Access to a strong network within development community in Europe
- Founders together have more than 30 years of experience in mobile apps
- Experienced developers with average experience of 7 years



FOUNDERS

Built several successful mobile weather apps

Co-managed product portfolio at Apalon / IAC Apps through 2011 - 2019

Highlights:

- Weather Live and a suite of weather related apps that are now <https://weatherornotapps.com> (2 weather apps in top 10 high grossing of Weather categories on both iOS and Android, first weather app launched in 2011)
- Weather data backend solution behind these apps



DENIS
DENISIUK



EGOR
KUNOVSKY

BUSINESS MODEL & COMPETITION:

Weather apps **show ads** to the general public and **sell subscriptions** to users that might need additional data or remove ads.

Current competition (The Weather Channel, Clime, Weather Live) make from \$300K to \$2M monthly on subscriptions alone.

Other Venture-Backed Services:

- **Dark Sky:** Started in 2012, never launched beyond the USA and UK. Sold the company to Apple in 2020 for an undisclosed sum, service is now integrated in iOS 15+
- **Tomorrow.io (ex ClimaCell):** Started in 2016, raised over 180M to date, plan IPO at 1.2 B valuation.

MARKET SIZE FOR MOBILE

We believe that up to **25% of smartphone users** worldwide (6.4B today) will end up with a **3d party weather app** to bring them additional weather and climate information that built-in apps will not cover

ADDITIONAL MARKETS

- Climate data visualisations for news, insurance and real estate
- Website, email newsletter and SMS subscriptions with weather & climate highlights

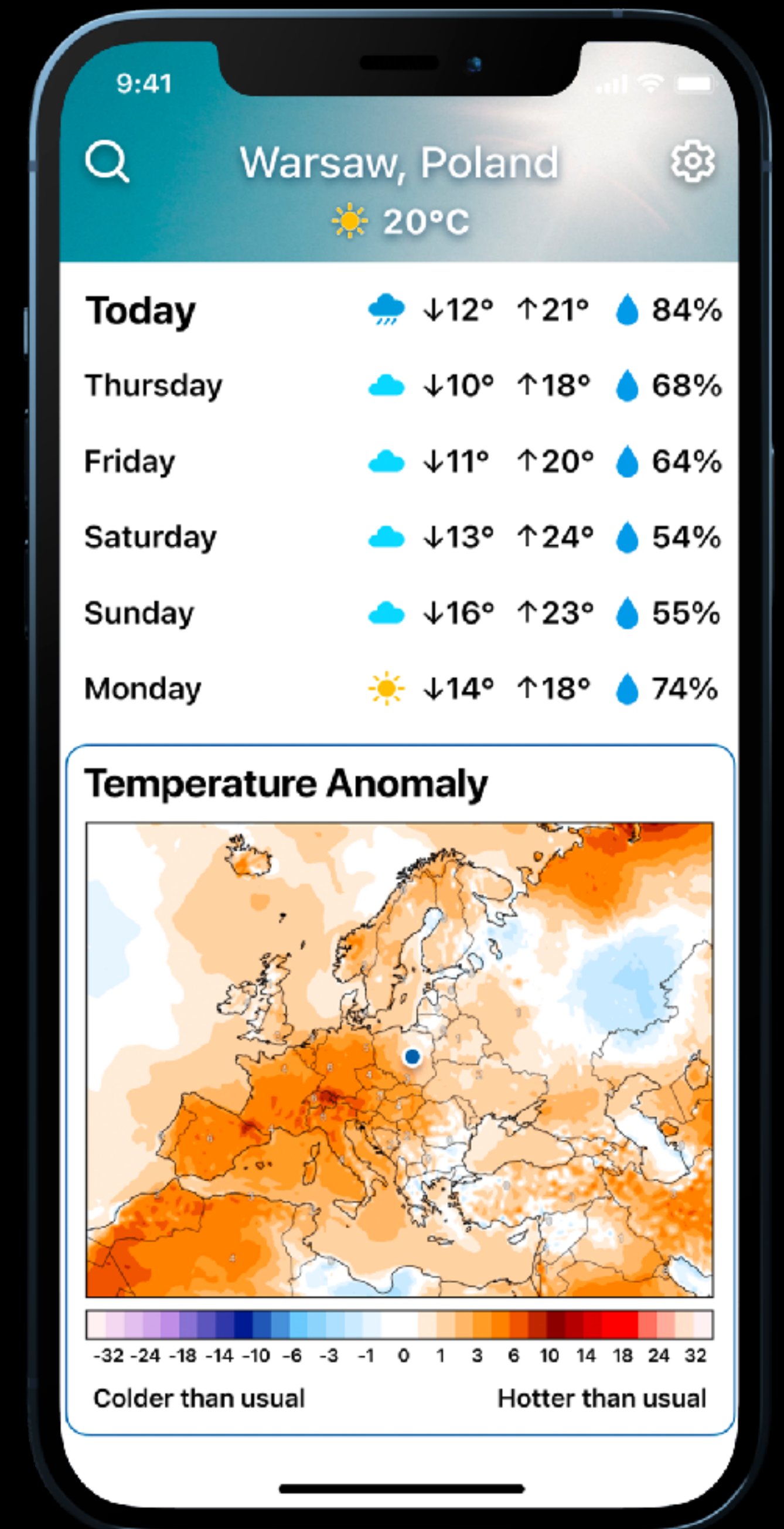
WHAT WE ALREADY HAVE?



- Traditional iOS weather app ready to be enriched with climate data
- App and content in English, Spanish, Portuguese, Arabic, French, Hebrew, Russian, Turkish & Ukrainian
- #1 Weather App Store category in 85 countries including Israel
- \$2.5K MRR on recurring iOS subscriptions

NEXT STEPS:

- Generate weather maps tiles with climate data (data is available, required tech components already exist on the market)
- Scale the content team to continue figuring out best performing climate content to be added to the app next
- Build an API backend that would serve granular climate data for specific locations (data should be collected from different sources, tech solution should be built from scratch)



WHAT WE ARE LOOKING FOR:

- \$500K+ of investment
- Media partners with audiences over 1M
- Climate startups that produce content



EXPECTATIONS:

- In a year we will have the service relevant for the global market

CONTACT: i@climacam.com