

MOBILE WEATHER AND CLIMATE APP

WEATHER MAPS, LLC

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PROBLEM: CLIMATE IS CHANGING

- Every country in the world is affected with more extreme events happening each day
- People make plans based on the usual weather from their past
- People don't know how to react to weather extremum
- Consumer weather apps and services do not give climate context



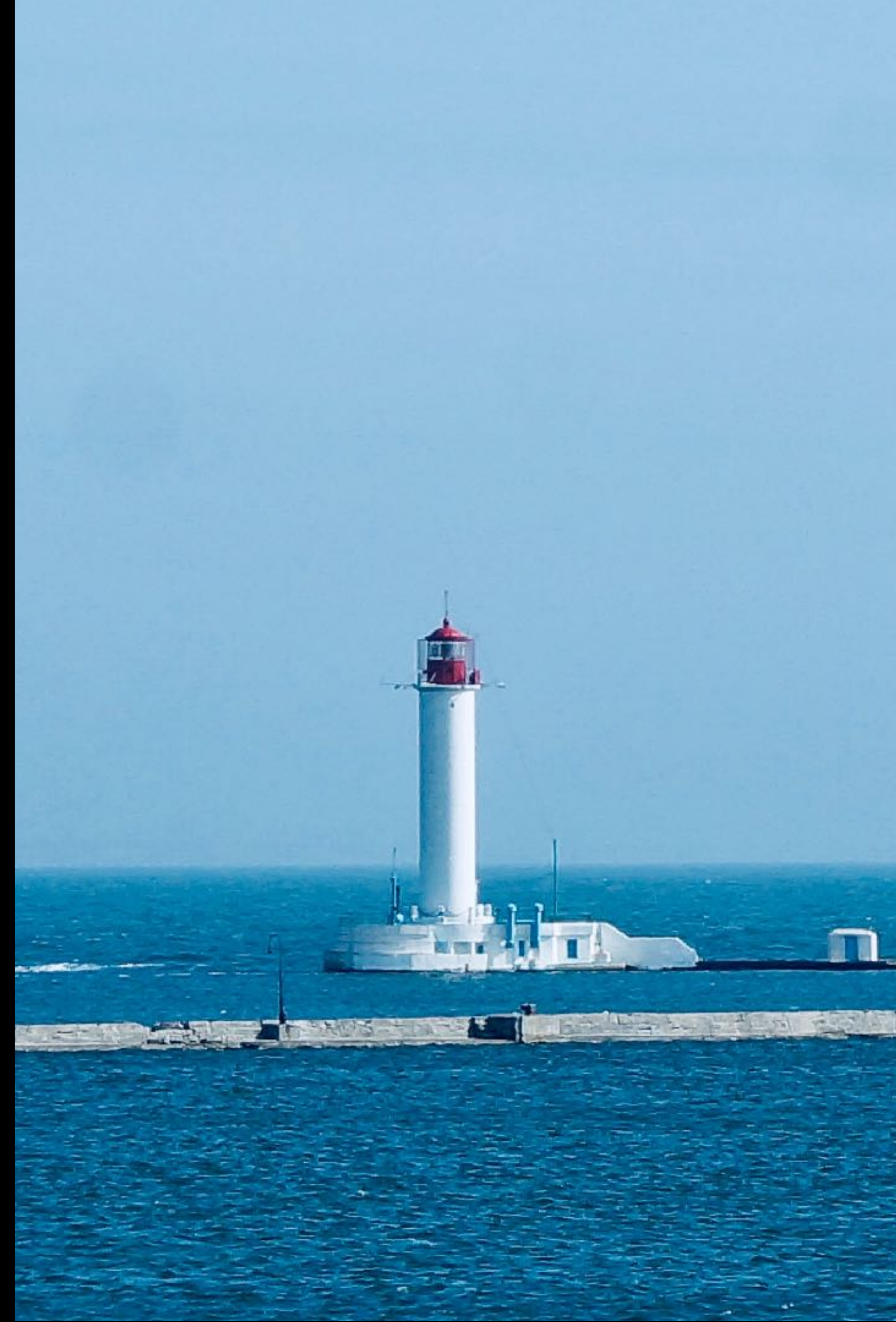
OUR SOLUTION:

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



WHY WE?

- Already made best in class weather apps for mobile
- Fully functional experienced team: product manager, project/process manager, developers, QA engineers, designer
- Experienced developers with an average experience of 7 years
- Strong relationships with wide amount of reliable contractors
- Aware of the failures of the developers of other weather apps - thus know immediate red flags to avoid



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

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 related information that built-in apps will not cover

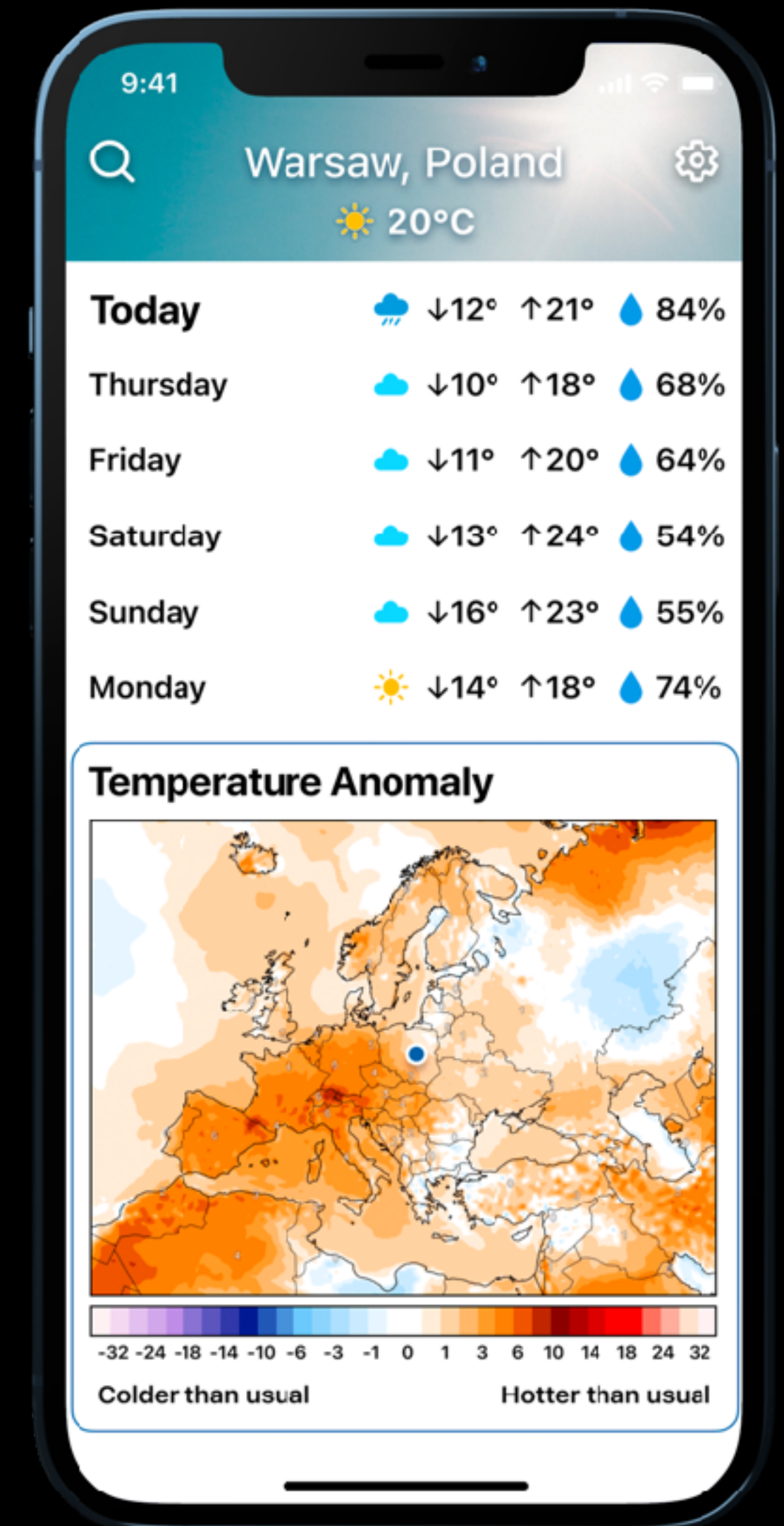
WHAT WE ALREADY HAVE?



- iOS app with basic forecast ready to be enriched with more data points
- Weather forecast notifications
- Localisation to English, Arabic, French, Hebrew, Portuguese, Russian, Spanish, Turkish, Ukrainian
- #1 Weather category in 83 countries including Israel
- \$1.4K MRR

NEXT STEPS:

- Add weather maps and alerts to the app (makes the app competitive in USA, not just Middle East, Eastern Europe and South America)
- Generate our own map tiles with climate data
- Scale the content team to figure out best performing climate content to be added to the app next



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

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