



Mountain Maps[®]

The digital guide for
mountain experience

REFERENCE APPS

STRAVA

PERFORMANCE
ADDICT



AllTrails

MOUNTAIN
FANATIC

 **runtastic**

RUNNER

WE WILL JOIN THEM



**Mountain
Maps**

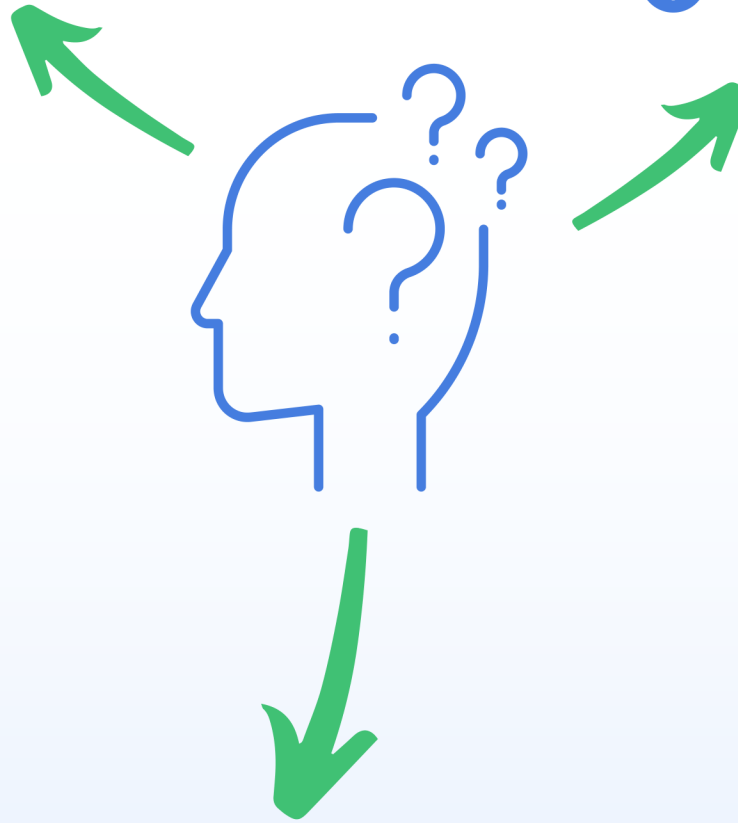
MOUNTAIN TOURISTS

PROBLEM

? **Difficulties** in orientation



? **Bad tourist experience**



? **Poor knowledge** of the environment

SOLUTION



Information and **guided** navigation



Relax and knowledge: **great**
tourist experience



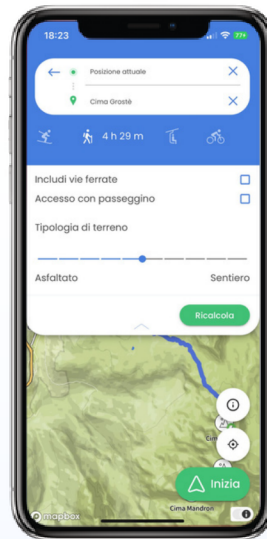
Navigation app with **route customization**
offline (in every season and sport)

APP

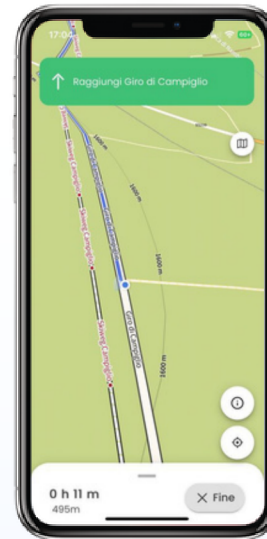
Route and information



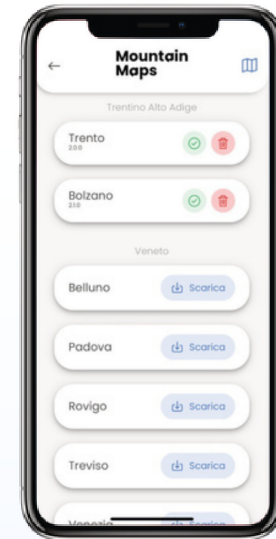
Route filters AI based



Guided navigation



Offline maps and route calculation



IBEX



AI - Recommendation System (LLM)



Eagle Points
Points to rewarding users



Pine Awards
Special awards for events

VALIDATION



Downloads since dec 2022:

+ 20.000

Destinations searched last two weeks:

+ 10.000

Cost per download:

~ €0,10

CLIENTS

Marketing and development partners:



- Madonna di Campiglio



- Dolomiti Paganella

FEEDBACK



Giorgio de Lazzari

Funziona alla grande
Tempi, dislivelli e sentieri precisi!
Bravi bel lavoro!

2 h [Mi piace](#) [Rispondi](#) [Messaggio](#) 1 



Daniele Miletto

Scaricata ieri, questa mattina provata.
Direi ottima, mi ha segnato tutte le mulattiere della zona con una precisione incredibile. BRAVI OTTIMA APP

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[Nascondi](#)

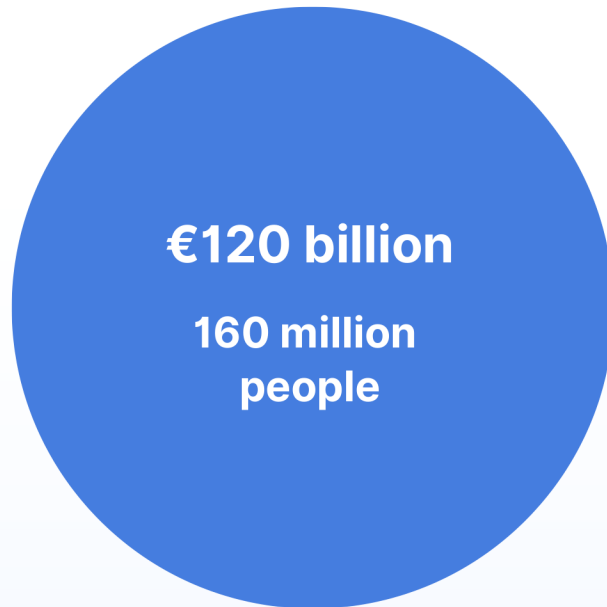
TALKING ABOUT US



la Repubblica *Il Messaggero* **CORRIERE DELLA SERA**



MARKET SIZE



European walker
tourists, mountain bike
and ski market

European running market
45 mln people - €9.5b



Market
growth rate







Mountain Maps
obtainable market
in 5 years

COMPETITORS

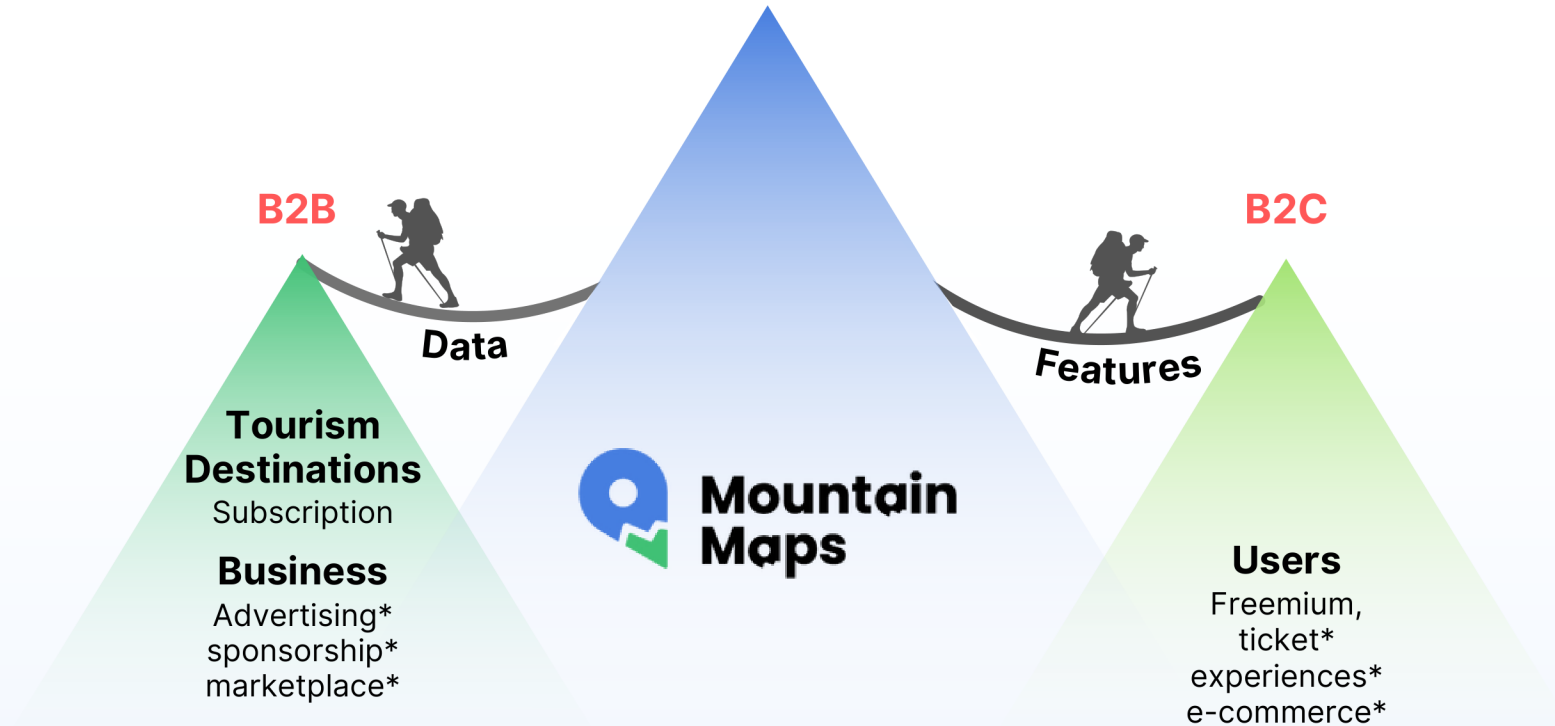
Mountain Maps is the first mountain navigation app designed and tailored for tourists through **artificial intelligence**.



BENCHMARK COMPETITOR

FUNCTIONS	 Mountain Maps	 komoot	 AllTrails	 outdooractive
Route creation	✓	✓		
Customization of recommended itinerary	✓			
Free offline maps	✓			
Territorial information	✓	✓	✓	✓
AI filters and chatbot	✓			
Data collection for tourism partners	✓			
Lifts recognitions (for skis, downhill, bike)	✓			

BUSINESS MODEL



Mountain Maps will have the **largest profiled database** for mountain tourism and this is of interest for ads and tourism destinations

*from Q4 2024

ROADMAP

Q2 2023

- First **route filters**
- Maps of **Italy, France, Austria, Switzerland and Slovenia**
- New territorial partners
- Testing **data platform**

Q4 2023

- Launch new **ReactNative app**
- Launch the community and **gamification** features
- New **strategic territorial partners**

Q3 2024

- **Internationalization** project start
- Pilot **project adv**

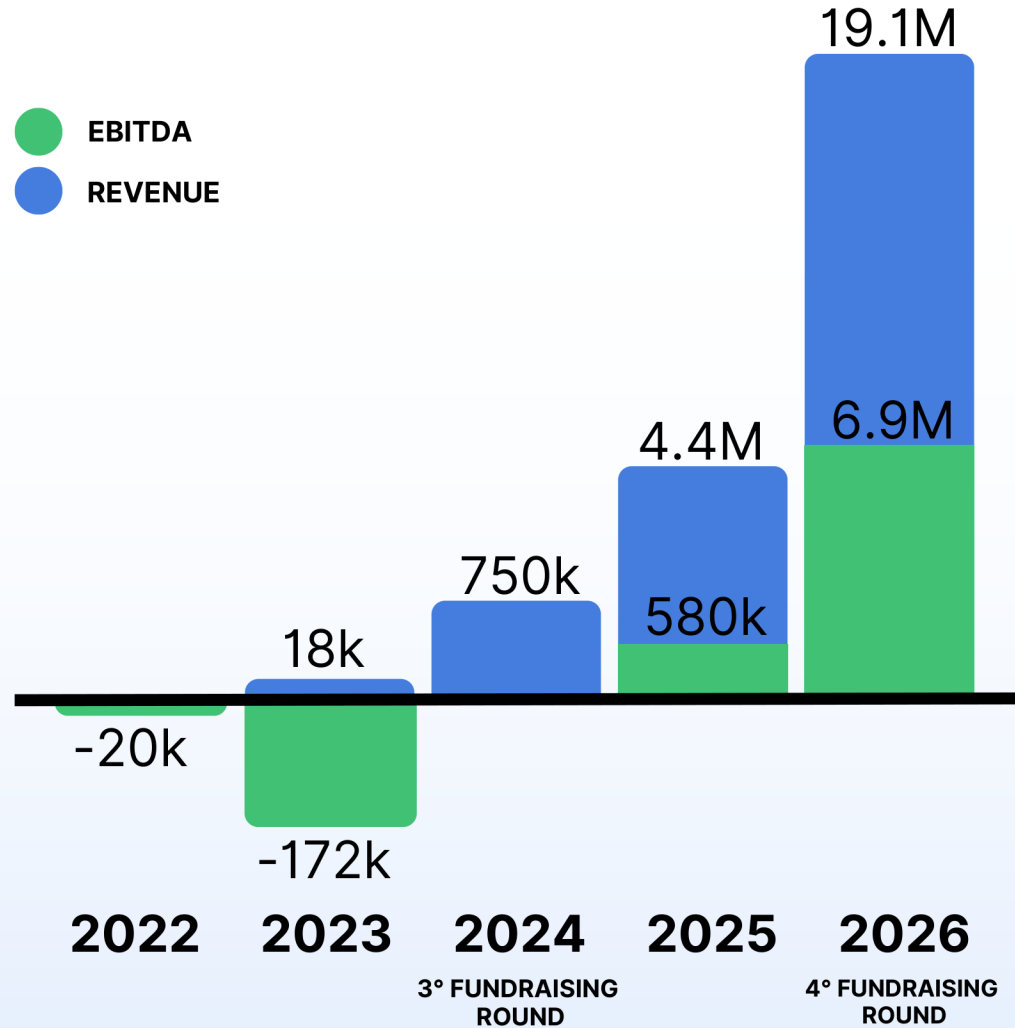
Q3 2023

- End **fundraising**

Q2 2024

- **Premium features** in the app
- Start **3rd fundraising round**

FINANCIAL



TEAM



**MATTIA
FRAVEZZI**



**CHIEF OF DATA
PLATFORM**

Senior
developer
Almaviva

**PAOLO
ROTA**



CRO

AI Professor
(Università
degli Studi di
Trento)

**DENNY
CALOVI**



CEO

Entrepreneur
in the
marketing
field

**RENATO
NERINI**



CBDO

Entrepreneur
in the tourism
field

**ANTONIO
SCIARRETTA**



**CHIEF OF
APP**

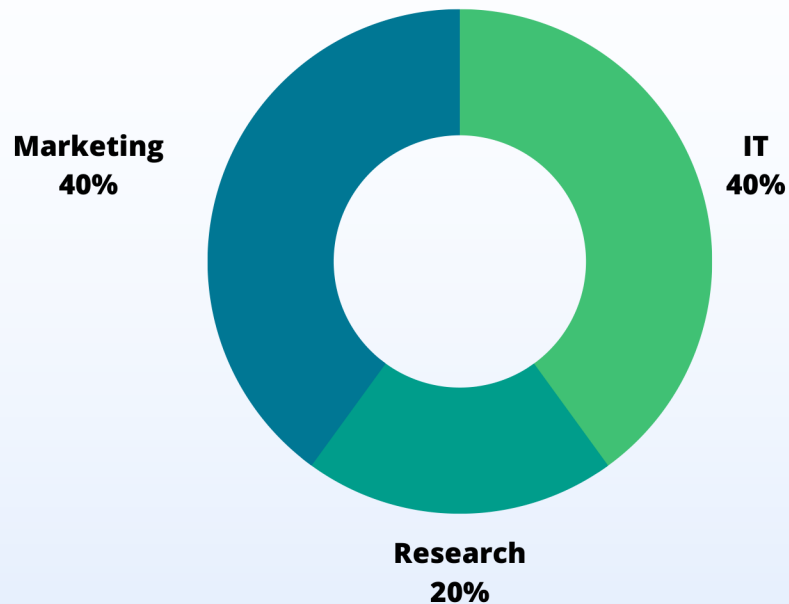
Senior
Developer
Spindox

FUNDRAISING

FUNDRAISING GOAL:

€300.000 with Safe Agreement (SFP)

USE OF FUNDS:



WHY NOW?

- **HIGH GROWTH MARKET: +15% ANNUALLY**
- **BEGINNING OF DIGITIZATION OF THE INDUSTRY**
- **USER LOOKING FOR SOLUTIONS, ABSENCE OF A MARKET LEADER**
- **OLYMPIC WINTER GAMES MILANO-CORTINA 2026**

EXIT STRATEGY



GOAL

To be acquired by competitors or industry-leading companies.

EXAMPLES

Outdoor sector acquisitions:

Runtastic - Adidas \$220 million (2015) - 70 million users

MapMyFitness - Under Armor \$150 million (2013) - 20 million users

AllTrails - Spectrum Equity \$75 million (2019) - 9 million users

Other acquisitions:

Fatmap - Strava (2023)

Hiking Project - REI Co-op (2020)

ViewRanger - Outdooractive (2020)

Google acquisitions:

Waze (\$1.3b), Mapsense, Urban Engines, Fabric



Mountain Maps

Be a key player in the future
of mountain tourism
innovation!



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M. 347 2550023

STARTUP

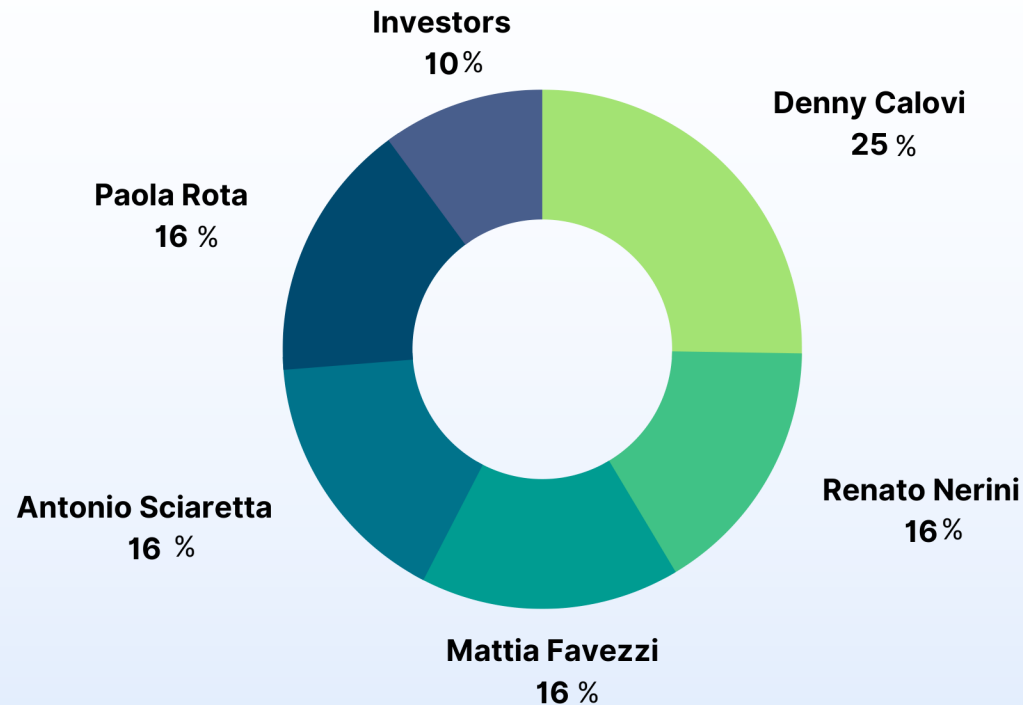
Mountain Maps srl was established on 26/03/2021.

FUNDING:

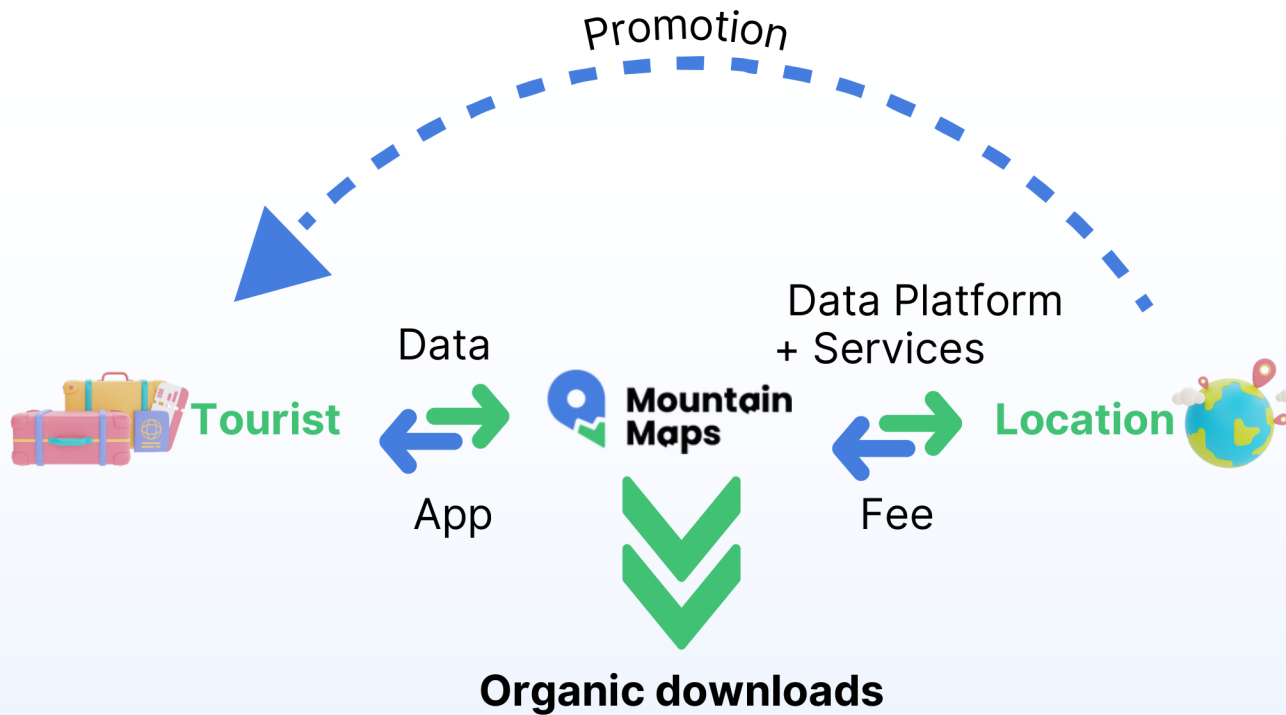
€86.000 round pre-seed (06-22)

€25.000 grant financing Fondazione VRT

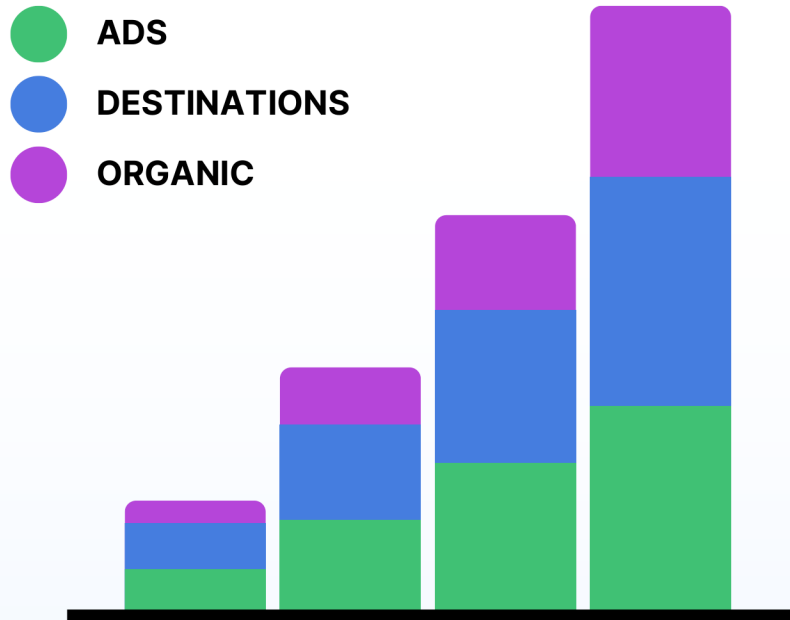
€25.000 Microsoft Azure credits



PARTNERSHIP MODEL



USER GROWTH



PRICING PREMIUM

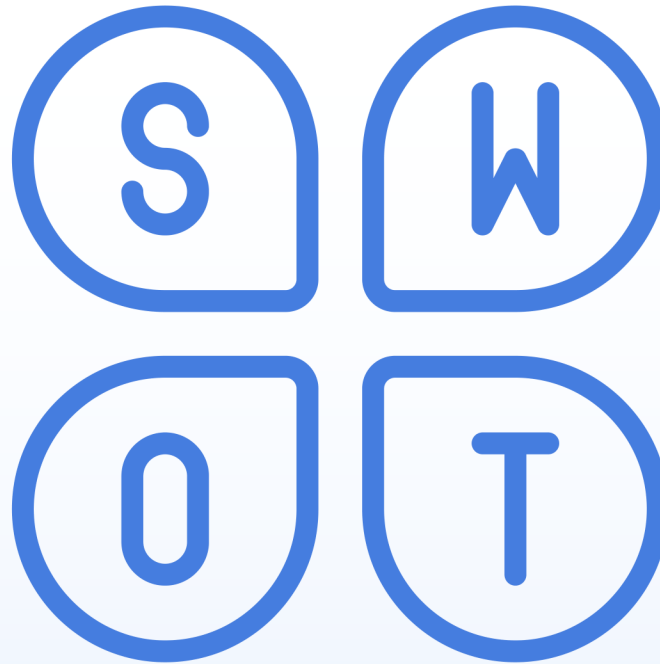
DAY	€1,49
WEEK	€3,99
SEASON	€9,99
YEAR	€19,99

NEW USERS	312k	957k	2M	4.5M
TOTAL USERS	240k	1.1M	2.9M	6.8M
NEW PREMIUM USERS	17k	63k	133k	293k
	'23	'24	'25	'26

SWOT ANALYSIS

STRENGTH

- Local partnerships
- Route customization
- Free features
- Competent team



OPPORTUNITIES

- Under-digitized sector
- Uncovered and responsive niche
- Fast growing market
- EU attention on the issue

WEAKNESS

- Limited financial resources
- Slow commercial stage for partnership
- Under-digitized sector

THREATS

- Solid competitor structure
- Google Maps extension