

saaristo online

Connecting coastal life.

Saaristo.online is a digital ecosystem for the boating and maritime tourism economy. We connect boaters, harbours, service providers and tourism organisations into one trusted ecosystem.

The market is fragmented. Boaters need reliable routes, harbour data, weather, availability and services in one place. Harbours and coastal businesses need better visibility, digital operations and access to demand.

Saaristo.online turns this fragmentation into a scalable platform: route planning, harbour discovery, berth booking, payments, local services and regional content – all connected in one service layer.

Our model combines SaaS subscriptions, transaction-based booking revenue and future partner services. Each new harbour, route and regional partner strengthens the network effect.

We start in the Nordic-Baltic region and scale toward Europe's fragmented coastal markets.

We are connecting Europe's boating and maritime economy – one coastal community at a time.

Looking for investors, pilot partners and organisations shaping the future of the blue economy.



The image displays the Saaristo.online product overview and interface. At the top, a scenic photograph of a harbor with sailboats and a windmill is shown. Below this, the word "Product" is prominently displayed. The central focus is on two smartphones: the left one shows "Effortless Trip Planning" with a map and a sailboat, while the right one shows "Harbor Control Simplified" with a map and a harbor icon. To the right of the phones, several mobile app screens are shown, including "Manage your journey", "Harbor Status", "Availability Calendar", "Harbor Management", and "Smarter Booking Flow". Below these screens, a text block states: "Saaristo.online makes boaters' everyday life easier by improving the availability and quality of maritime services. Service providers reach a larger customer base and market their services more easily." The bottom section features a large map of the Nordic-Baltic region with the title "Connecting Coastal Life. From fragmented planning to trusted coastal journeys." and a flowchart illustrating the user journey. The flowchart is organized into three rows: "Boater" (Route Idea, Charts + weather, Compare harbours, Reserve berth, Check-in info, Local experiences), "Harbour" (Publish data, Update status, Price + rules, Confirm booking, Prepare arrival, Upsell services), and "Region" (Curate routes, Promote areas, Connect services, Measure flow, Improve quality, Grow value). The flowchart is connected by lines, indicating a network effect. A sidebar on the left lists navigation options: Maps, Charts, Layers, Bookings, Route Planner, My Bookings, and Themed Routes. A legend on the right identifies harbor types: Guest Harbour, Visiting Harbour, and Nature Harbour. The date "13/05/2026" and the copyright "© Saaristo.online 2026" are visible at the bottom.