



saaristo online

Connecting coastal life.

Harri Mesikämnen | Kilocode Oy | Founder & CEO

Value Proposition & Vision Statement

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.

We turn fragmented coastal experiences into a connected, trusted ecosystem that strengthens local economies, improves access and safety on the water, and enables verifiable, practical sustainability.

Starting point

Current problems

- Information is very fragmented and difficult to find
- Booking of services is difficult or not possible at all
- Related businesses can't reach potential customers
- Disconnected services lead to suboptimal end-user experience
- No clearly international solution in place

Opportunities

- Coastal and maritime tourism optimised for waterborne travellers is an untapped market
- One-stop-shop for all relevant information for boaters
- Growing interest in nature-based tourism
- Digital transformation of Service Providers, cross-user acquisition as well as targeted and predictable marketing for their services
- International potential not yet exploited to the full



Maps



Charts



Layers



Bookings

Route
PlannerMy
BookingsThemed
Routes

Q Search destination, marina, etc



Connecting Coastal Life.

From fragmented planning to trusted coastal journeys.

saaristo
online

Plan

Navigate

Choose

Book

Arrive

Discover

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

Region



Curate routes

Promote
areas

Connect
services

Measure flow

Improve
quality

Grow value

Legends

Harbors

Guest Harbour

Visiting Harbour

Nature Harbour

20 Aug 2026

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Market opportunity

€28bn

European recreational boating & nautical tourism economy*

36m regular boaters | 6m+ boats | 10 000 marinas

Saaristo.online 2030 opportunity (p.a.)

🚤 monetisable TAM

🚤 SAM

🚤 SOM

€308m

€170m

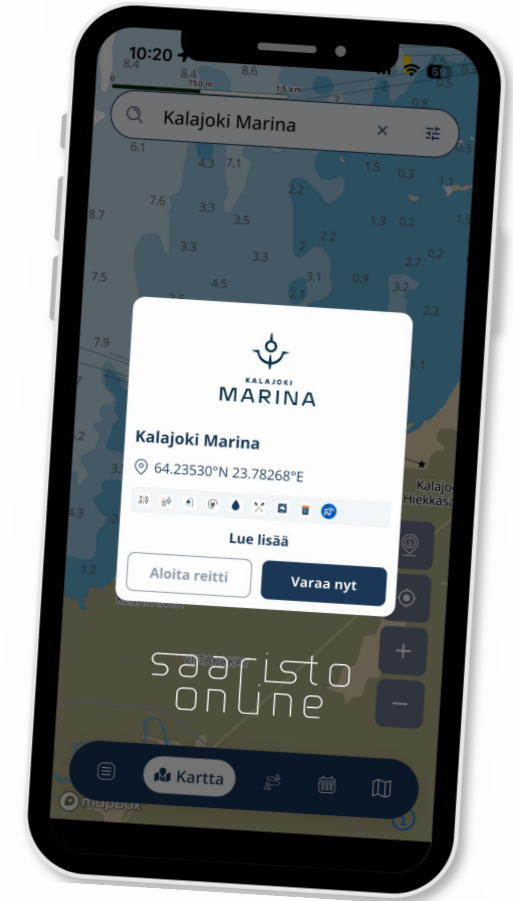
€18,3m

*Source: [European Boating Industry / ADAC](#) (2025)



Business model and revenue streams

- 📍 **B2C Premium subscriptions:** Premium planning and community features for boaters
- 📍 **Transaction commissions:** Commission on bookings and service transactions
- 📍 **B2B subscriptions & ecosystem partnerships:** Recurring revenue from harbours and partners.
- 📍 **Advertising & sponsorship:** Paid visibility for relevant brands and services

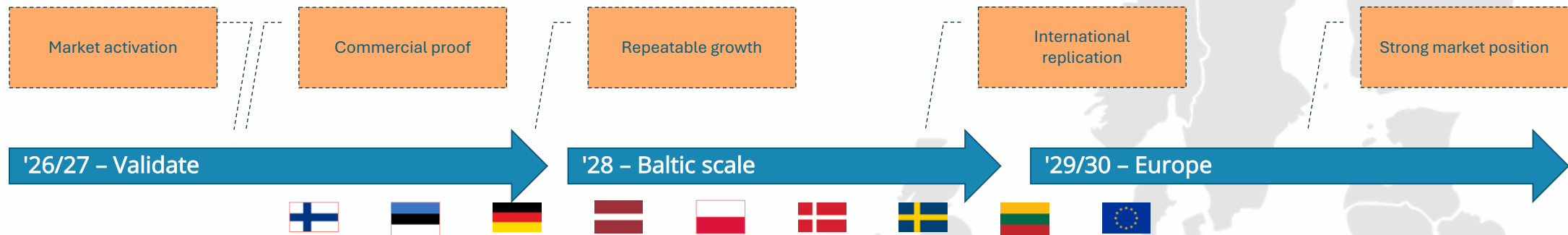


Traction & partnerships

- **300+** registered boaters
- Premium monetisation live
- **522** harbours visible in production
- **2** signed commercial B2B partnerships live
- **8** commission-enabled harbours live
- First service provider onboarded through self-registration



Revenue Forecast and Markets



Forecast (€)	2026	2027	2028	2029	2030
Revenue	5 042	244 237	3 679 702	11 548 402	18 252 516
EBITDA	-134 819	-227 070	1 887 032	8 059 882	14 610 397

Team



Henry Liimal
Chief Product &
Digitalisation Officer



Eva Wiesmüller
COO, Business
transformation



Harri Mesikämnen
Founder & CEO
Vision · Strategy



Ingo Schilling
Co-Founder & CTO
Platform · Architecture



Eerikki Rutanen
Delivery & Customer
Success



Peter Remahl
Maritime ecosystem &
Harbour networks



Marko J. Koski
Growth & Business
models, Partnerships

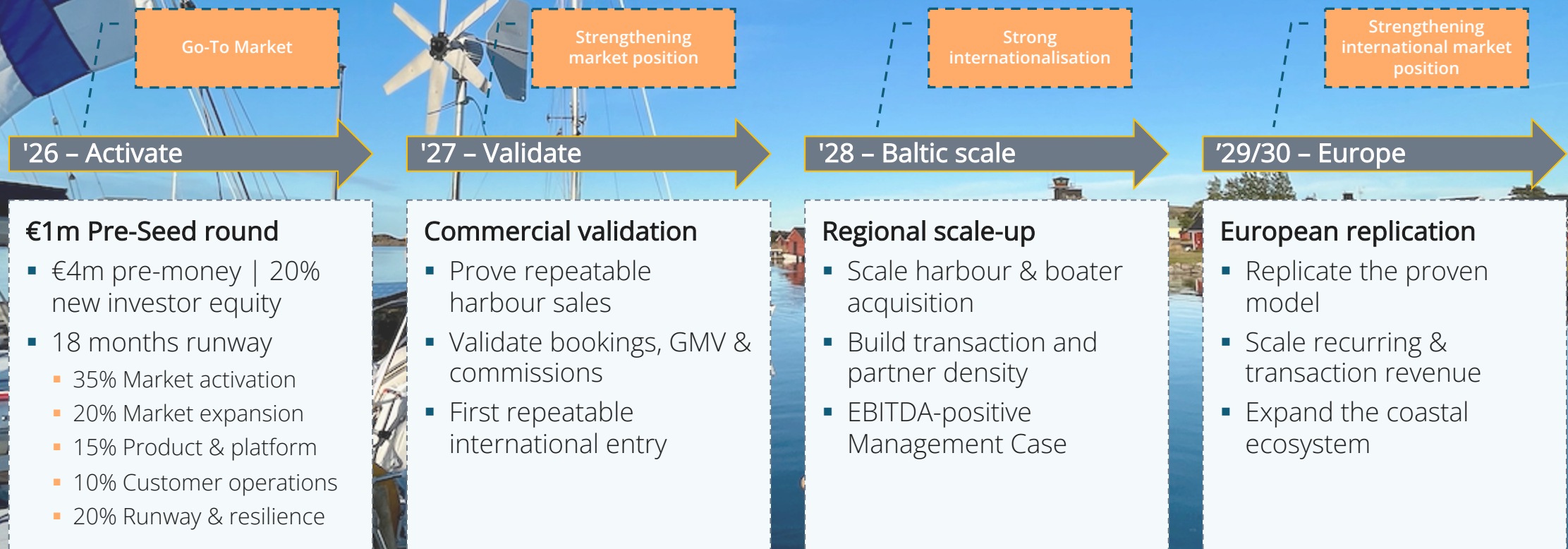
Advisory Board



Summary

Financial needs, use of funds and next steps

Production platform | Early traction | €308m monetisable TAM





Kiitos!

Join us in building Europe's connected boating economy.

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For more information: <https://saaristo.online>

