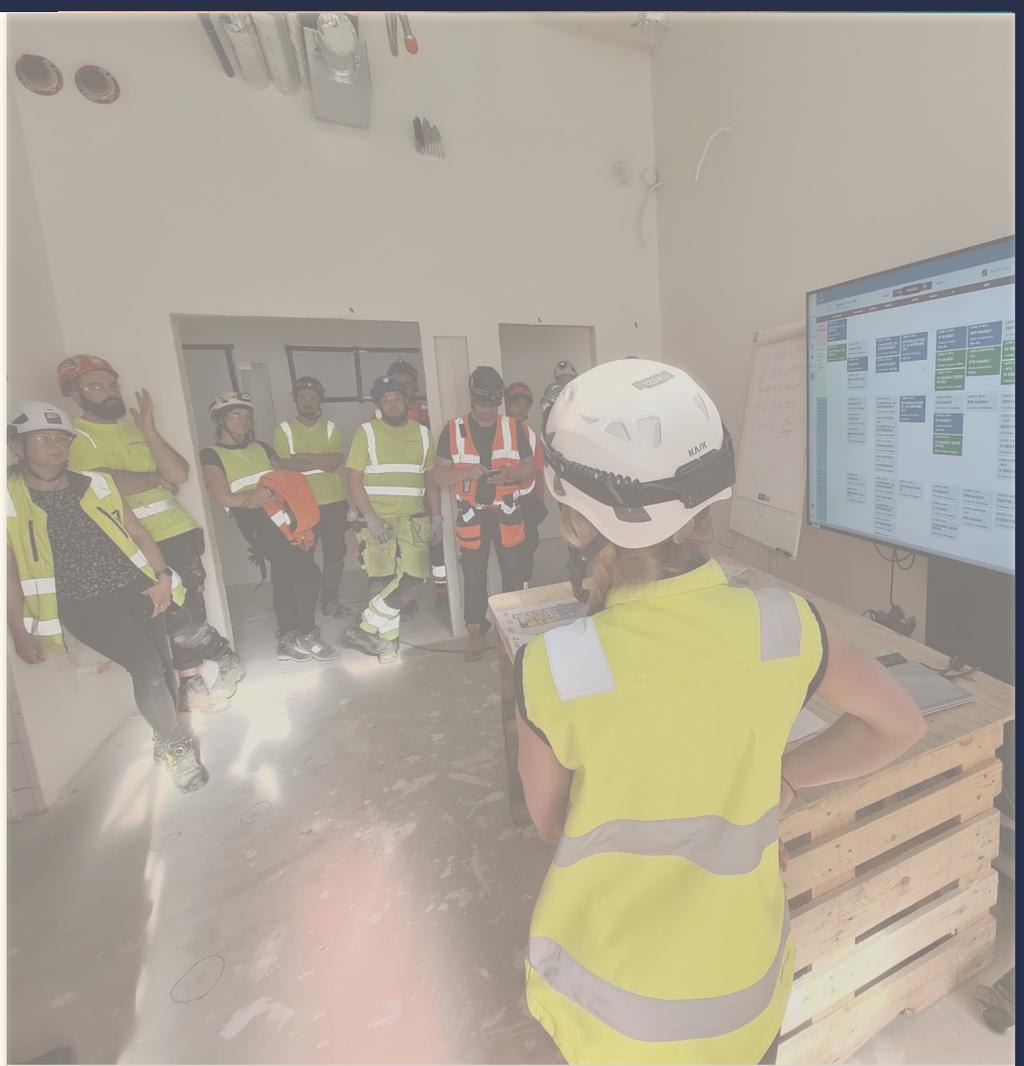


MESTAMASTER

Cut construction schedule
by 30%



Founder Introduction

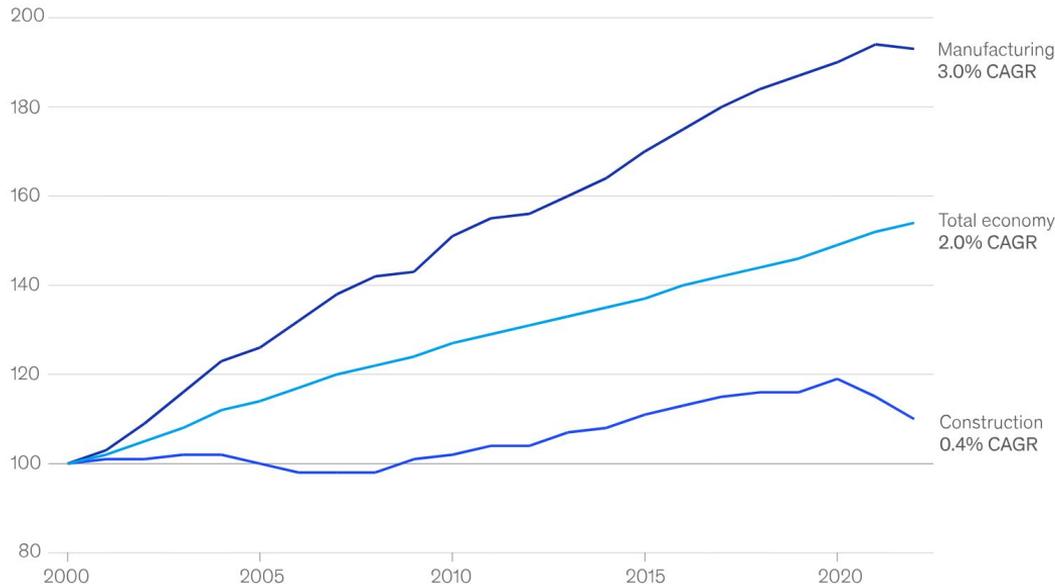
“Finland builds world’s largest cruise ships and also renovates them. My internship was working on a dockyard on cabin renovation of Royal Caribbean’s large cruise ship. We had a very tight schedule, which required renovating over 1000 cabins in 1.5 months. After seeing the process work there, I wanted to create something similar for on-shore construction.”

**Mikko Hell, Mestamaster
founder & civil engineer**

Problem - Construction Industry Productivity

Productivity is lagging behind other industries

Real gross value added per hour worked (global),¹ 2000–22 (index: 2000 = 100)



¹Includes 42 countries with sufficient data availability; they account for >90% of 2022 construction value added.
Source: McKinsey analysis based on sources from IHS Markit, the International Labour Organization, OECD, the UN, and local statistical offices

“Historically, **construction productivity has flatlined** (...) *Labor shortages and productivity challenges may result in a **shortfall** in construction output **of up to \$40 trillion**”*

(McKinsey August 2024)



[\(Global\) The construction industry's productivity problem. The economist. 2017](#)
[\(US\) The Stagnation of US Construction Productivity, 2024](#)
[Delivering on construction productivity is no longer optional \(McKinsey 2024\)](#)

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Solution: Mestamaster Digital Takt Scheduling

Literature shows over 20% savings in some projects with takt time

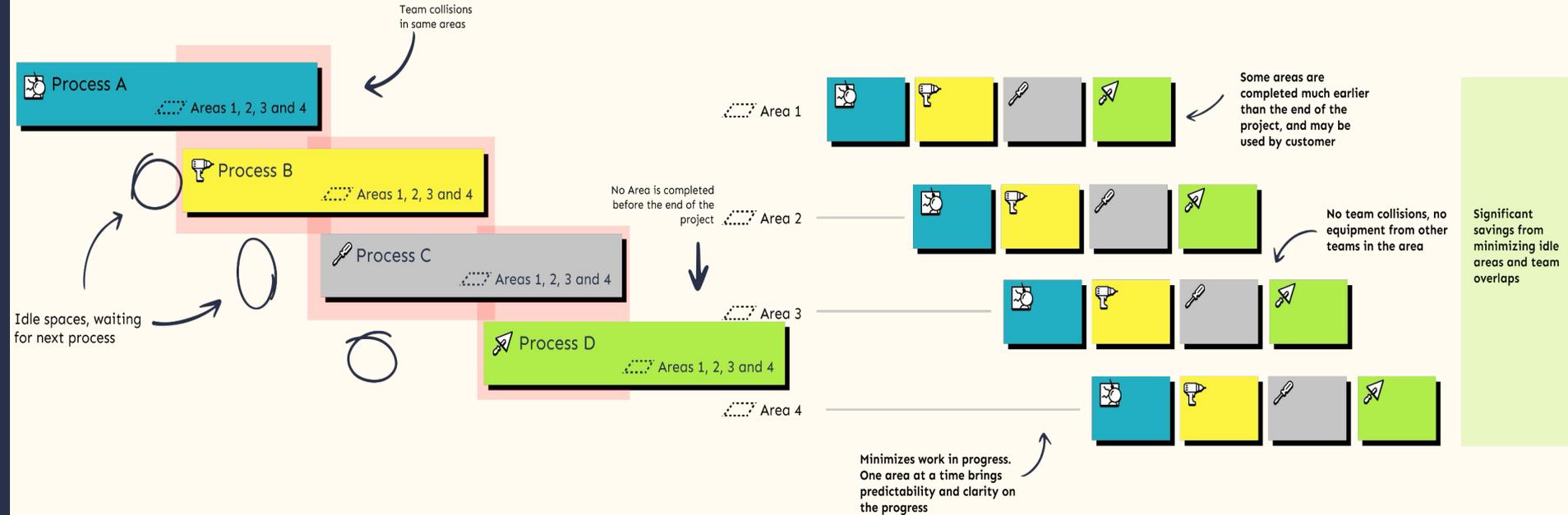
**Our customer cases show up to 40%
productivity improvement!**



Traditional Schedule

VS

Mestamaster Takt Plan



Takt: a process from manufacturing industry focused on the efficient flow of production within a defined time cycle (=takt). Takt reduces waste and enhances productivity on repetitive work tasks.



Reference Customer Case



Helsinki Skyline Airport Hotel was **renovated 40% faster than original schedule** with Mestamaster. Customer was able to earn **2,3M€ more revenue***.



* (Daily rate x nr of rooms x saved days) * occupancy% = (120 x 200 x 140) * 70%

© Mestamaster 2025

Solution - How It Works

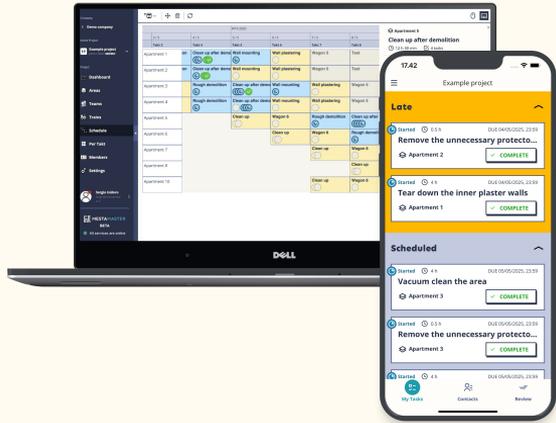
Digital tools + Know-how =

Customer Experience

Web platform to **plan and control takt schedule** + **Native mobile app** for providing **real-time progress**

Consultants and customer success managers with **on the ground construction experience**

Our customer experience goes beyond a digital tool, and makes customers achieve success with us



+84

NPS Score

90%

Repeat customers



Market and Customers

Mestamaster has over 30 leading general contractors as customers and +150 projects, with all-time churn rate 9,3%.

Product live with version 2.0

SRV

NCC 

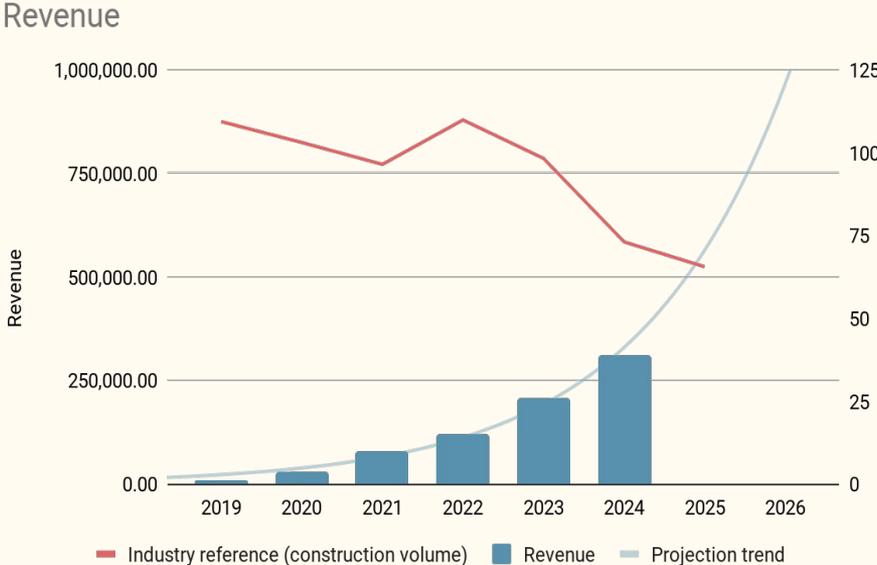
 **RESPECT**
Habeo Company

CONSTI

Lujatalo

 **PEAB**

Strong Growth +100% Year on Year



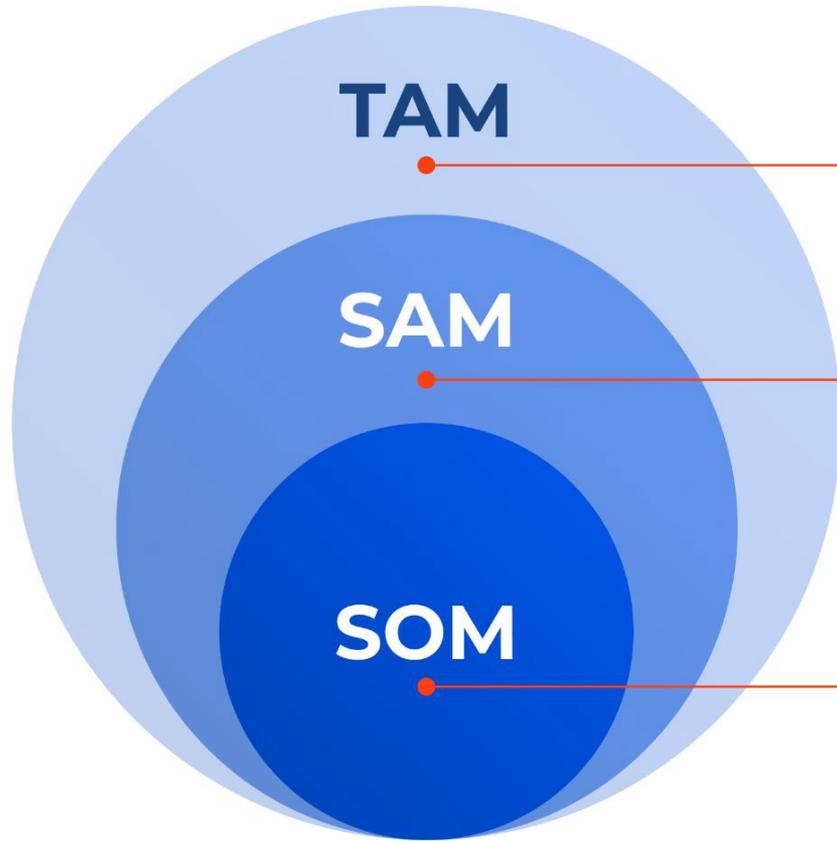
Despite construction industry downturn, Mestamaster keeps growing year on year.

Mestamaster product is used on diversified portfolio of projects that include renovation projects, governmental projects and commercial buildings.

Business model:

**SaaS license (70 %) +
Customer success (30 %)**

Market Size



Total Addressable Market

\$6Bn Real estate activity globally

Serviceable Available Market

\$2.9Bn Target market (EMEA & US) activity

Serviceable Obtainable Market

\$1.2Bn Hotel construction sector in EMEA & US

Market size estimates are based on the size of AEC sectors and our typical share of revenue

[1\) The Europe Construction Market size was valued at USD 2.10 trillion in 2023, and is predicted to reach USD 2.78 trillion by 2030](#)

[2\) The North America Construction Market size is estimated at USD 2.58 trillion in 2025, and is expected to reach USD 3.26 trillion by 2030, at a CAGR of 4.82](#)

Go-to-Market Strategy

1. Sales to the ideal customer: hotel owners & operators
2. Expand to sales general contractors working on those projects
3. Partner with local construction consultants
4. Sales of recurring license to General contractors



Founders & Leadership



Mikko Hell - Construction

Mikko is a former site supervisor and the co-founder of Mestamaster. Mikko has **over 10 years experience of takt scheduling implementation**, from shipyards in the Bahamas to the Finnish large public projects.

He is responsible for Mestamaster customer support and project success, providing expert knowledge and consulting services



Tuomas Talola - Sales

Tuomas is an experienced entrepreneur with over 10 years of experience working on online and tech businesses. He has had a **successful exit in the fintech space**, joined mestamaster as an investor and became a key part of the team.

Tuomas is responsible for our sales, operations and finance.



Sergio Isidoro - Technology

Sérgio has over 10 years of experience in software development, having worked in fintech and health tech as both a developer and tech lead, in projects related to **data engineering, integrations, operations and information security**.

Sergio is handling development of the product and infrastructure of Mestamaster

Raise: 300K€

Instrument: convertible note

Ticket size: **≥20K€**

- **Ideal Investor Profile:** SaaS/Internationalization/real estate/hospitality experience and networks for international markets
- **Use of funding:** Develop AI to use our data for autonomous scheduling and project support (1-2 new devs) & international expansion in Nordics & sales to Hotel operators/Owners (marketing/sales 1-2 team members)
- On top of equity funding is **public grant** from Business Finland



240K€