Saaristo.online – Investor Preview

Connected infrastructure for Europe's boating and coastal service economy

Stage	Pre-Seed / early commercial traction
Target round	**€1.0m**
Valuation	**€4.0m pre-money / 20% new investor equity**
Runway objective	Approximately **18 months**
Company	Kilocode Oy, Finland

The opportunity

European boating and coastal services remain highly fragmented. Boaters still move between separate sources for planning, harbour information, weather, booking and local services, while harbours and coastal businesses often lack efficient digital tools, visibility and access to demand.

Saaristo.online connects these fragmented journeys into one trusted ecosystem for boaters, harbours, service providers, yacht clubs and coastal destinations.

For boaters, the platform brings together planning, discovery, harbour services and transactions. For harbours and coastal operators, it creates new digital channels for visibility, bookings, customer relationships and commercial services.

The broader European recreational boating and nautical-tourism economy is approximately **€28bn annually**. Saaristo.online's bottom-up 2030 monetisable opportunity is estimated at:

€308m TAM • €170m SAM • €18.3m SOM p.a.

The model is designed for regional replication: validate locally, build ecosystem and transaction density, then expand market by market.

Business model – who pays and how

Saaristo.online combines recurring and transaction-based revenue across several sides of the ecosystem:

- Boaters ➞ Premium subscriptions
- Harbours & marina operators ➞ subscriptions, transaction commissions or hybrid models
- Coastal ecosystem partners ➞ B2B subscriptions, commercial partnerships and transaction revenue where applicable
- Relevant brands & sponsors ➞ targeted advertising and sponsorship

This multi-sided model allows value created for one group – for example greater boater demand – to strengthen the proposition for the other sides of the ecosystem.

Reference unit economics

The revenue model combines relatively small recurring subscriptions with higher transaction-based revenue potential. Current planning references translate into the following customer-level economics:

Customer / commercial route	Annual revenue reference	Monthly equivalent
Professional harbour subscription	€1,400 net	~€117 / month
Hybrid harbour – 2027 Management Case	€5,445	~€454 / month
Service provider Premium	€240	€20 / month
Boater Premium	€19.95	~€1.66 / month

These figures represent different commercial routes rather than one universal customer ARPA. The **€1,400 Professional harbour subscription is a verified current commercial reference**. The 2027 hybrid harbour reference combines a **€300 annual subscription** with a **5% commission on transaction volume processed through Saaristo.online** and results in approximately €5,445 annual revenue under the current Management Case assumptions.

The €240 service-provider figure is a planning reference for a paying provider; additional transaction or agency monetisation of bookable local services is not yet included in the current model. The hybrid transaction economics remain an important validation target for the current financing phase.

Early traction

Saaristo.online has moved beyond the concept and prototype stage into production and early commercial use.

Current traction includes:

- **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

These are still early rather than scale-level traction signals, but they demonstrate that the platform is live and that B2C monetisation, paid B2B relationships, a commission-based partnership model and self-service onboarding already exist. The current round is designed to prove that these mechanisms can be repeated at scale.

Management Case

The current Management Case reflects phased validation followed by regional and European replication.

€	2027	2028	2029	2030
Revenue	0.24m	3.68m	11.55m	18.25m
EBITDA	(0.23m)	1.89m	8.06m	14.61m

The case is intentionally capacity-linked. In the first major scale step, moving from approximately **€0.24m revenue in 2027 to €3.68m in 2028** increases the modelled annual operating cost base from approximately **€0.52m to €1.79m**. This corresponds to roughly **€0.37 of incremental operating cost for each €1 of incremental revenue** generated during that scale step.

This is a Management Case planning relationship rather than an observed historical customer-acquisition cost. It makes the cost of multiplication explicit and is intended to be progressively replaced by observed acquisition, transaction and operating data during the current financing phase.

The model has also been tested against important downside assumptions. The core business case remains viable without advertising revenue, while more conservative transaction economics reduce the upside materially but do not eliminate the underlying business opportunity.

The round

Saaristo.online is raising a **€1.0m Pre-Seed round at a €4.0m pre-money valuation**, corresponding to **20% new investor equity** at full subscription.

The financing is intended to provide approximately **18 months of runway** and move the company from early commercial traction through commercial validation toward repeatable, evidence-based scale.

Use of funds

- **35%** Market activation, visibility and demand generation
- **20%** Commercial expansion and market entry
- **15%** Product, platform and technical continuity
- **10%** Customer success and operations
- **20%** Runway, working capital and resilience

In shorthand, approximately 55% of the round supports go-to-market, 25% product and customer operations, and 20% financial resilience.

What the round is intended to prove

The objective is not simply to finance additional software development or extend runway.

The round is intended to establish:

- repeatable harbour acquisition and onboarding;
- live booking and transaction economics;
- recurring and commission-based B2B monetisation;
- measurable boater adoption and Premium conversion;
- scalable customer-success and market-activation processes;
- first repeatable international market-entry evidence;
- stronger commercial references and post-season renewal data.

Successful validation would position Saaristo.online to move from founder- and country-led commercial learning toward dedicated sales and market operations as the business scales.

Team & execution

Saaristo.online is led by a cross-functional team covering **strategy and capital, product and digitalisation, technology and data, operations, delivery and customer success**, supported by advisory expertise in startup growth, investor readiness and the maritime ecosystem.

At the current validation stage, commercial responsibility remains deliberately close to the leadership team, with country-led sales in **Finland, Estonia and Germany**. Dedicated growth and later sales/market-operations capacity are added as repeatability is demonstrated.

Why Saaristo.online

Saaristo.online is not another isolated boating application or single-purpose marina tool. It is a multi-sided platform connecting the boater journey, harbour operations, bookings and transactions, coastal services and destinations.

By bringing demand, services and transactions into one ecosystem, Saaristo.online creates commercial opportunity for harbours and coastal operators while helping make better use of existing coastal infrastructure and local service capacity. As adoption grows, the expanding data, partner and transaction network can strengthen distribution and defensibility over time.

The next phase is about proving that this connected model can be repeated across markets.

Saaristo.online – Connecting coastal life.

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Market context: European Boating Industry / ADAC (2025). Market opportunity and financial planning figures: Saaristo.online Integrated Planning Model, Management Case, August 2026. Traction figures: August 2026 snapshot.