



New legal requirements for airports



Monitor landscape changes that could impact wildlife behaviour in a 13 km radius of the airport

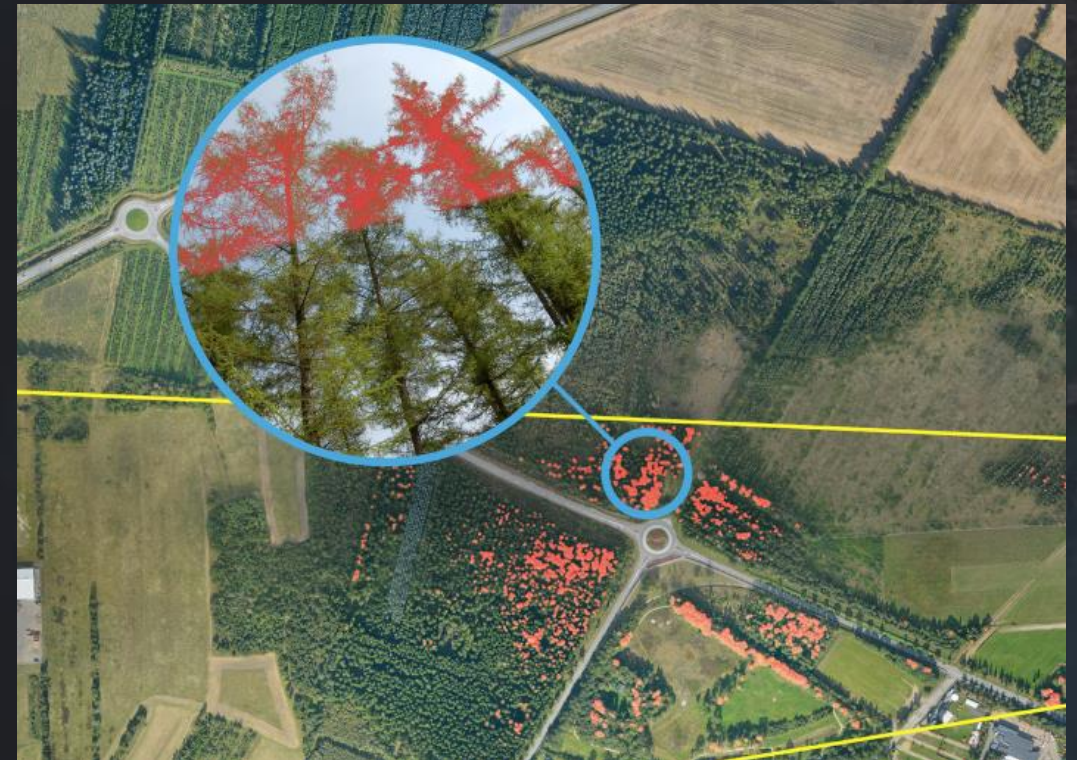
Identify obstacles in aerodrome surroundings that could pose a risk to aircraft

Solutions to these requirements

Reduce the risk of bird strikes



Increase the maximum payload



Space assets



Sentinel 2 data is used to monitor landscape changes



TerraSAR-X/Tandem-X data is used to generate digital elevation models



Our customers are airports and airlines



- 5000 airports and 500 airlines globally
- Birdstrikes are estimated to cost +4 billion € annually
- Payload restrictions due to lack of obstacle documentation is estimated to cost +6 billion € annually
 - At the end of the AMMO project we had 9 paying users
 - In 3 years we are aiming for 750 paying users

We sell software as a service

SMALL

Self Service

- 1 users
- 100 sites
- Registration of sites by Ascend
- Quarterly updated satellite maps
- Self service monitoring of sites

€400/Month

REGIONAL

Ascend Monitored

- 3 users
- 300 sites
- Registration of sites by Ascend
- Continually updated satellite maps
- Dedicated wildlife specialist:
 - Quarterly site monitoring

€800/month

MAJOR

Ascend Monitored

- Unlimited users
- Unlimited sites
- Registration of sites by Ascend
- Continually updated satellite maps
- Dedicated wildlife specialist:
 - Site monitoring according to your life cycle schedule
 - Monthly site monitoring

€1200/month

The roadmap to 750 paying customers



Direct sales from our Copenhagen office



Analysis and risk assessment for airlines



Demo users for the WAMMO project

Conclusions



- Embrace the ESA framework – it supports the goal
- Pre-sell the service from day one
- All our demo-users bought the service – get more demo users on board
- Simulated expected results in mock-ups