



Livesat

Advancing Global Sustainability Through Automated Analysis

March 2025

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<https://livedata.link/satellite/>



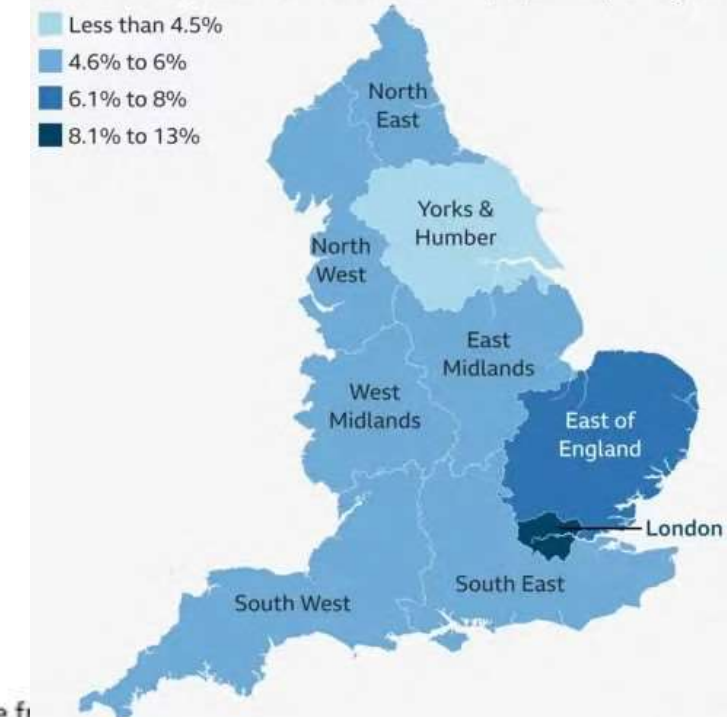
How can the vantage of space give you strategic advantage on Earth?



Settlements on the left bank of Dnieper River underwater after the Kakhovka Dam was breached on 6th June, 2023. Image from Ministry of Defense of Ukraine

London most at risk from surface flooding
Properties in areas at high/medium risk of flooding from surface water, as a % of total number of properties per region

- Less than 4.5%
- 4.6% to 6%
- 6.1% to 8%
- 8.1% to 13%



Source: Environment Agency

Our Global Problem...

Lack of accurate automated insights from satellite imagery leads to:
Continued Environmental Degradation, Misguided Policy Decisions and a
Global Lack of Transparency.

Deforestation

We still struggle to respond to deforestation and enforce compliance. INTERPOL estimates 50- 90% of logging to be illegal.

Flooding

Since 2000, flood-related disasters have increased by 134%, affecting over 1.8 billion people worldwide and causing over \$100B in global damages annually.

Wildfires

Wildfires cost the global economy \$50-100B annually, with economic damages doubling every decade due to climate change.

...is getting increasingly worse

Deforestation

Tree loss increased by 24% 2023 and companies now face trillion- dollar risks due to supply chain disruptions linked to deforestation.

Flooding

Pakistan's 2022 floods displaced 33 million people, covering a third of the country underwater and causing \$40B in damages.

Wildfires

2023 was the worst wildfire year on record in Canada, with 18.4million hectares burned – more than the previous 40 years combined.

Early detection and response can reduce these effects by 50-90%.

A Universal Solution

Your in-house satellite image analysis platform to analyse on-the-ground changes in real-time and generate automated reports in minutes, not hours.



Early Detection

of environmental changes to reduce economic losses



Save Money

on expensive manual analysis of satellite imagery



Build Trust

between communities and official organisations



map

load and compare

view existing images

admin 0

Ukraine

admin 1

Zaporiz'ka

admin 2

Administrative unit not available

City to center a map

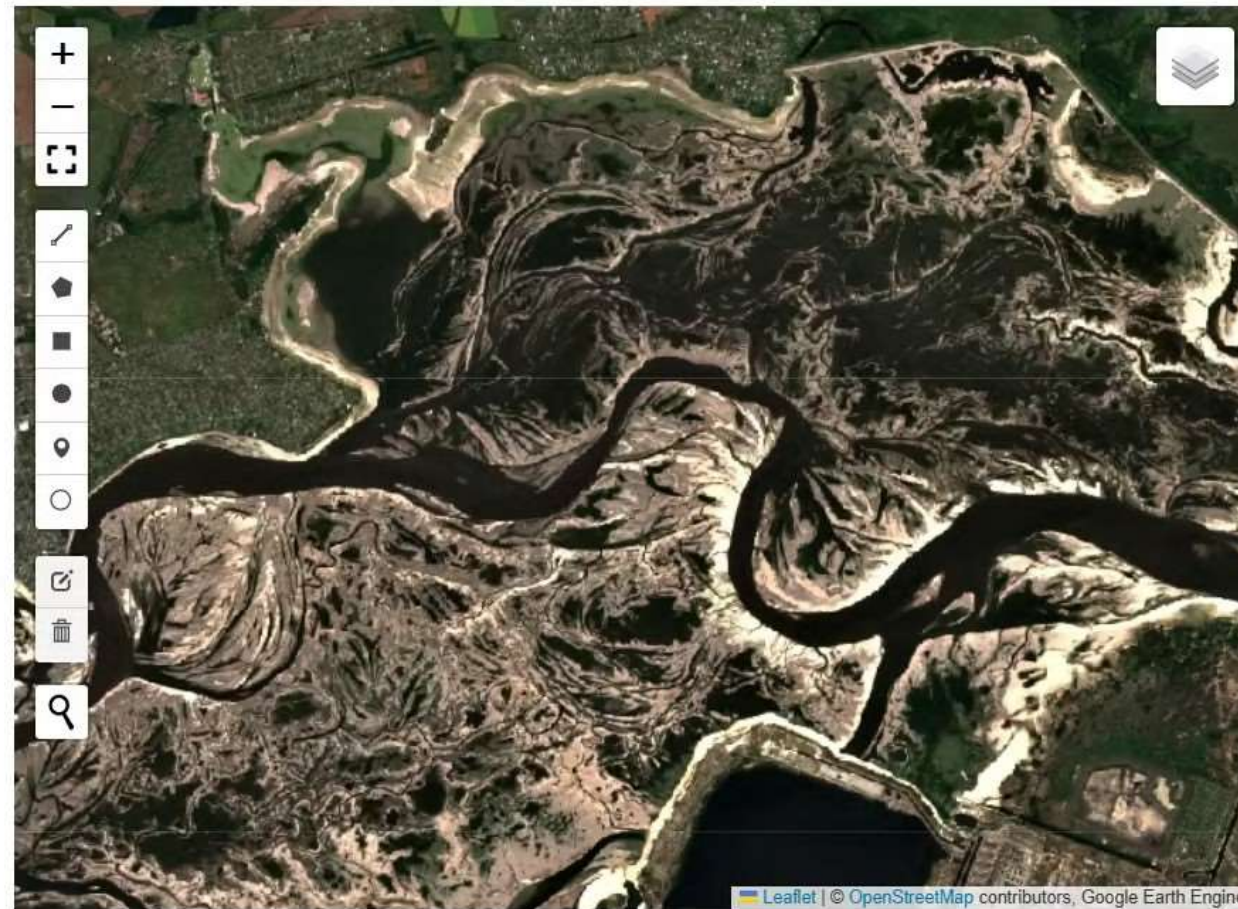
Kyiv

-- OR --

Polygon to select:

["type": "Feature", "properties":

Done



There are 34 images in the collection



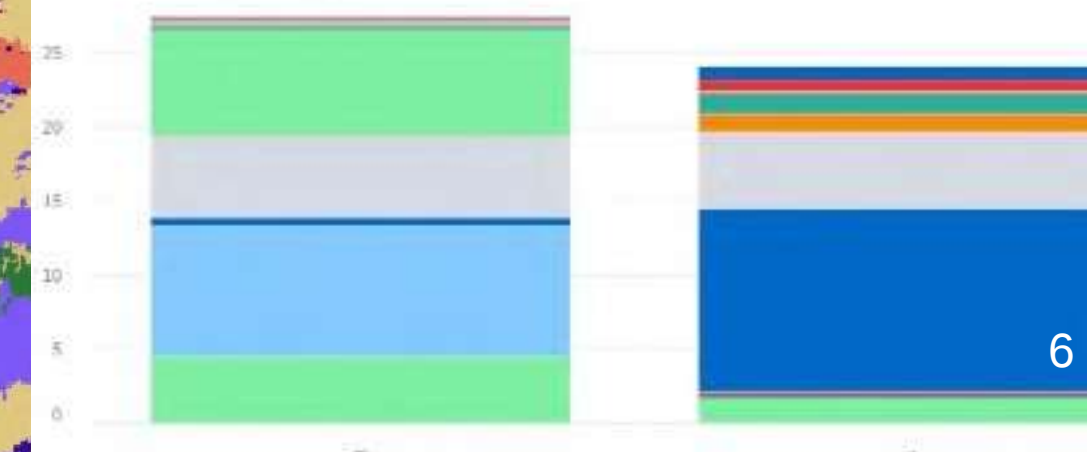
source file one



source file two

	Discontinuous urban fabric	Industrial or commercial units	Mineral extraction sites	Sport and leisure facilities
0	0.4826	0.236	0.0524	0.0001
1	0.2065	1.3559	1.1553	0.0001

number of categories per picture, sq.km



Our Executive Team



Andrew T.
Founder

- LSE BSc Economics
- Kickstart Global U24 Founders Fellow
- 2+ years of experience of working with satellite data



Dr William T.
Principal Advisor

- Ex-United Nations PhD with 5+ years of experience in satellite image analysis and 10+ years of experience in data science/AI
- 10+ years in leading tech teams across the world

Market Opportunity

TAM

\$5B (Now)

11% CAGR to 2030

Size of the global satellite imaging
market

SAM

\$500M - \$2B

The EMEA Region

SOM

\$10M - \$50M

Capturing 2-3% of
SAM within 3-5 years

Geospatial Analysis in 2025

Legislation and Policy Support

- EU Deforestation Regulation (EUDR)
- Increasing monitoring regulation - EU Corporate Sustainability Due Diligence Directive (CSDDD)
- Saudi Arabia Green Initiative

Market Growth and Adoption

- Satellite analysis is becoming prevalent among insurance firms, agricultural producers, and major exporters as an effective solution.

Favourable Funding Landscape

- EU Green Deal & the Digital Europe Programme
- International Climate Funds
- UAE National Climate Change Plan
- UK Space Agency & Innovate UK

Technological Advancement

- Rapid advances in AI and cloud computing
- Growing capabilities of integration with IoT & ground sensors

Business model



Standard (Self-service SaaS)

- £15K - £50K per year per organisation
- Access to platform, data visualisation and report generation capabilities
- Limited API access, historical data comparison
- Specialised analysis, training and compliance assistance



Enterprise (Fully managed SaaS)

- Negotiable pricing based on contract size and data requirements
- Custom dashboards, dedicated support, deeper AI insights
- Integration with client's existing GIS, satellite and sensor data
- Full outsourcing of analysis and reporting

Our Team has worked with:



**United
Nations**

CATAPULT
Digital



**Methods
Analytics_**

ENVITIA
DISCOVER > ANALYSE > ACT

Go-to-market strategy

- **Apr 2025**
Minimum viable product
- **Apr - Jun 2025**
Experimentation & improvements
- **Jun - Dec 2025**
Client Onboarding
- **2026**
Scaling operations and expanding services in the EMEA region

In the next 3 months, we plan to:

- Present at industry conferences
- Onboard industry experts
- Leverage the LSE alumni network, support from LSE Generate and existing team connections to gain endorsements from policymakers and scientific bodies
- Engage with environmental agencies, disaster management bodies, and policymakers to position Livesat as a trusted partner.
- Offer pilot programs to early adopters (e.g., SEPA, UN agencies)
- Secure our first client

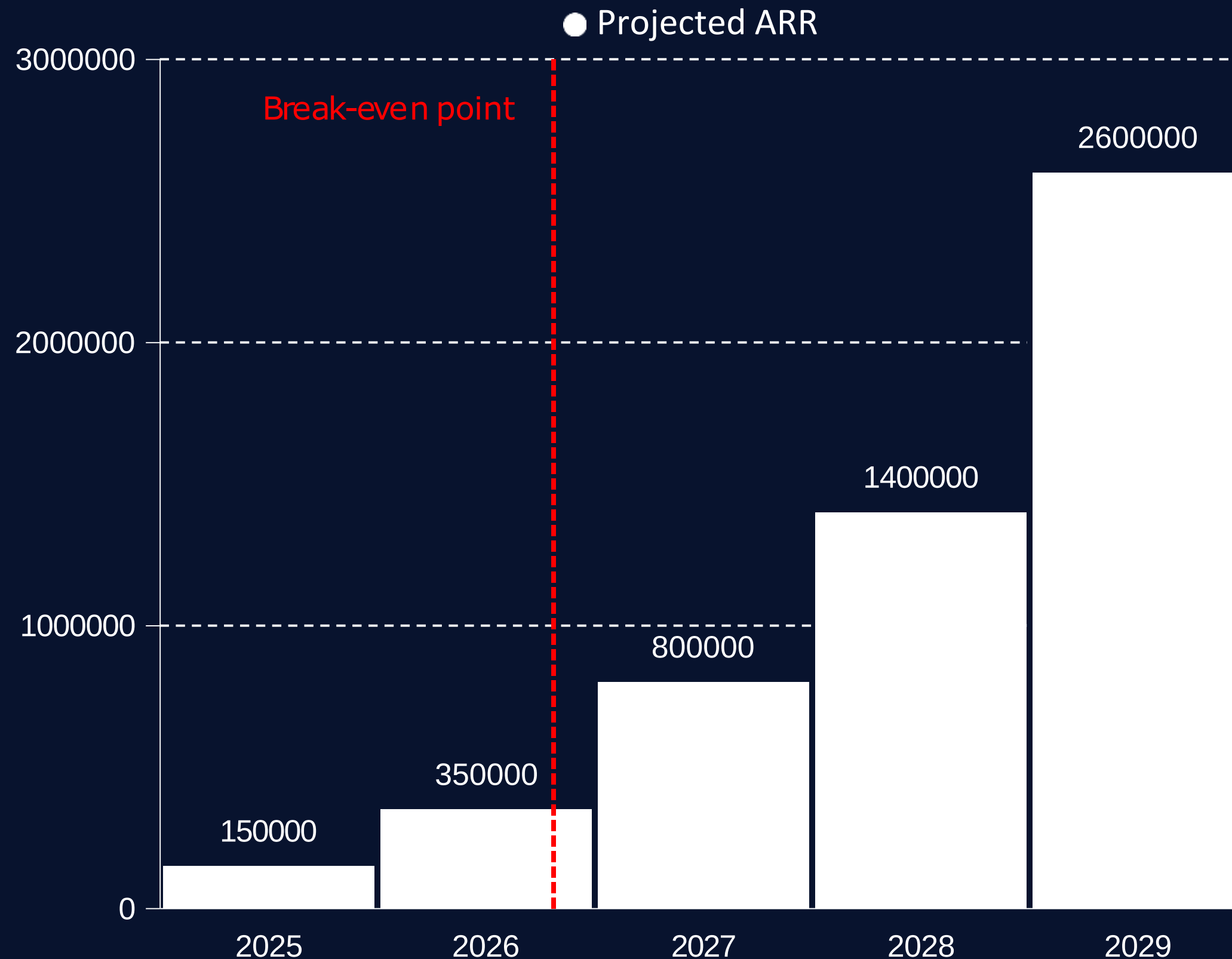
Key differentiators

Satellite Imagery Companies	Real-time monitoring	Platform Integration via API	Bespoke Solution	Focus on infrastructure developments	Automated Report Generation
NASA's FIRMS	✓				
Global Forest Watch	✓	✓			
Planet	✓	✓			
ICEYE	✓	✓	✓		
Livesat	✓	✓	✓	✓	✓

By 2026, we aim to:

- Secure grants and research funding from the EU Space Agency, UKRI and the UK Space Agency
- Partner with insurance providers and major infrastructure development contractors to offer real-time risk assessment and progress-tracking solutions.
- Build case studies & ROI metrics to demonstrate cost savings and operational efficiency improvements through real-world use cases.
- Develop a Long-Term Vision: Expand into smart city applications, defence intelligence and anti-corruption monitoring to diversify revenue streams

Financial projections & key metrics



Revenue Model Assumptions:

- Basic SaaS Plan (self-service): Starts at \$15K/year per customer.
- Premium Custom Model (outsourced analysis): Estimated at \$100K-\$500K per contract.

Growth Rate Assumptions:

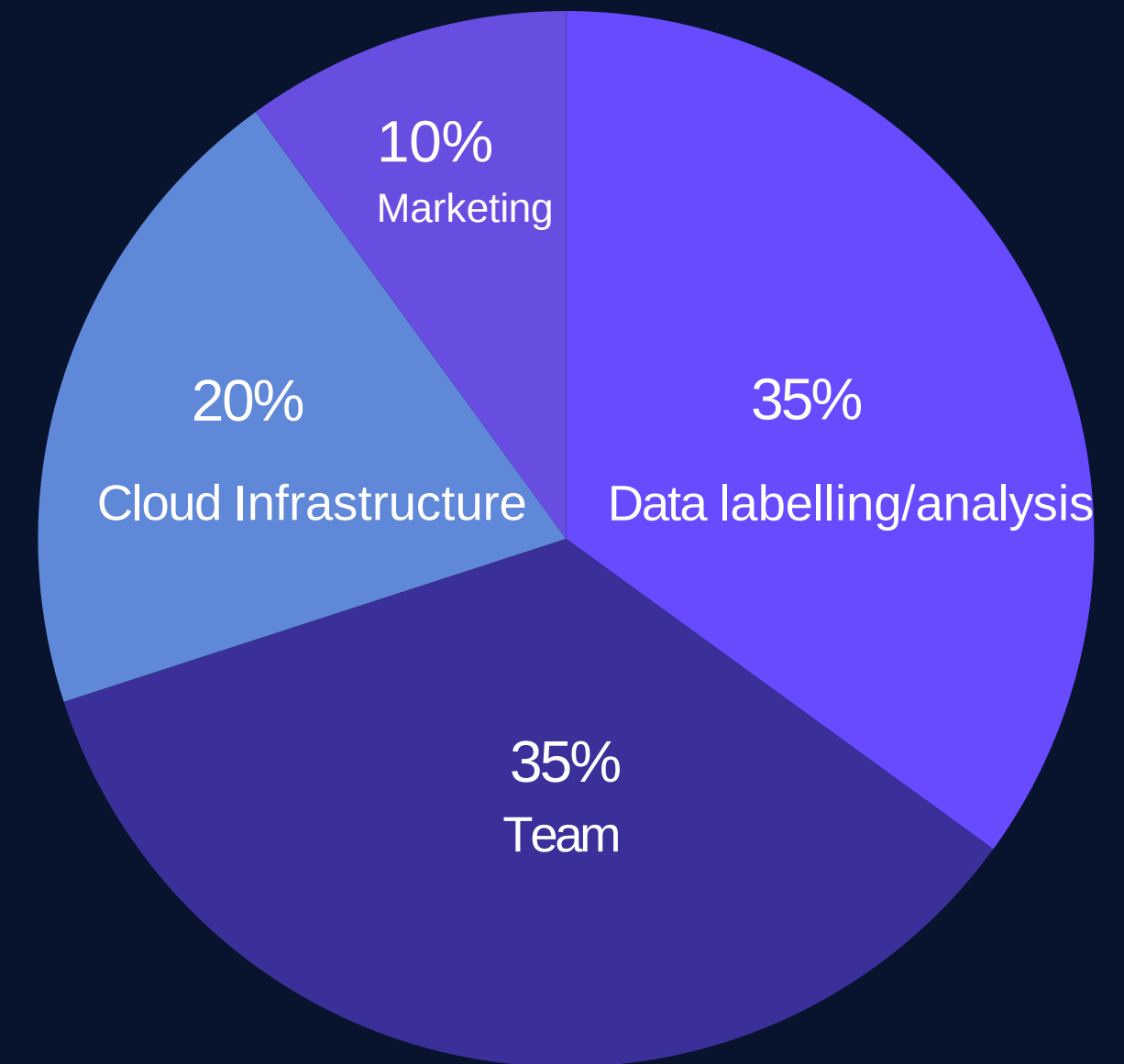
- First 12 months: Start with 3-10 customers and small-scale pilots.
- Year 3: Expansion to 10-15 basic and several enterprise clients.
- Year 5: Scale up, securing major government contracts.

The Funding Opportunity

Ask: £200,000 for 10% equity

At this stage, we require an initial investment to:

- Integrate SAR (Synthetic-aperture radars) to expand our optical analysis capabilities
- Re-train the universal model
- Start scaling the team and engaging with specialists - we are looking for 2 data scientists, UI/UX designer and a full-stack engineer
- Purchase more sophisticated cloud computing infrastructure to process significant data volumes
- Projected Spending: £200k/year



Likely Exit: Through Acquisition



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February 2025

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