MOUNTAIN
MANAGER

Revolutionizing Mountain Resort Operations & Management

The Future is Digitization

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The Problem – Resort Management Chaos in a Digital World

Surprising Inefficiencies in a $100 Billion Industry

Outdated Paperwork:
Documentation and organization on paper.

Disorganized Communication:
Countless WhatsApp groups cause confusion and disarray.

The Need for a Modern Solution

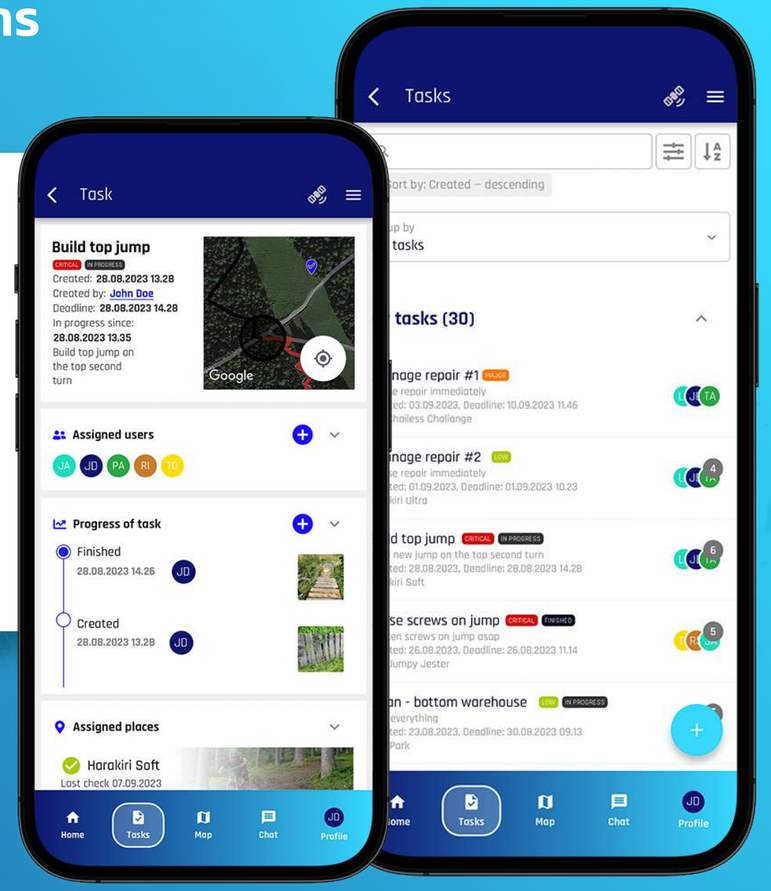
- **Streamlined Operations:** A digital all-in-one platform to enhance efficiency
- **Improved Guest Experiences:** A modern approach to resort management.
- **Effective Communication & Employee Scheduling:** Centralized channels for seamless coordination among staff.
- **Task Coordination:** Replace manual planning and disorganized efforts.
- **Vehicle & Ropeway Maintenance:** and coordinated schedules, reducing safety risks.
- **Accounting & Inventory Control:** Comprehensive and digital solution.

The Mountain Manager platform is designed to address these challenges and bring mountain resort management into the digital age.

The Solution – Transforming Resort Management & Operations

Empowering Resorts with an All-in-One Digital Platform

- Centralized Team Organization
- Streamlined Tasks & Issues management
- Digitazion Resort Documentation



The Key Benefits of Mountain Manager

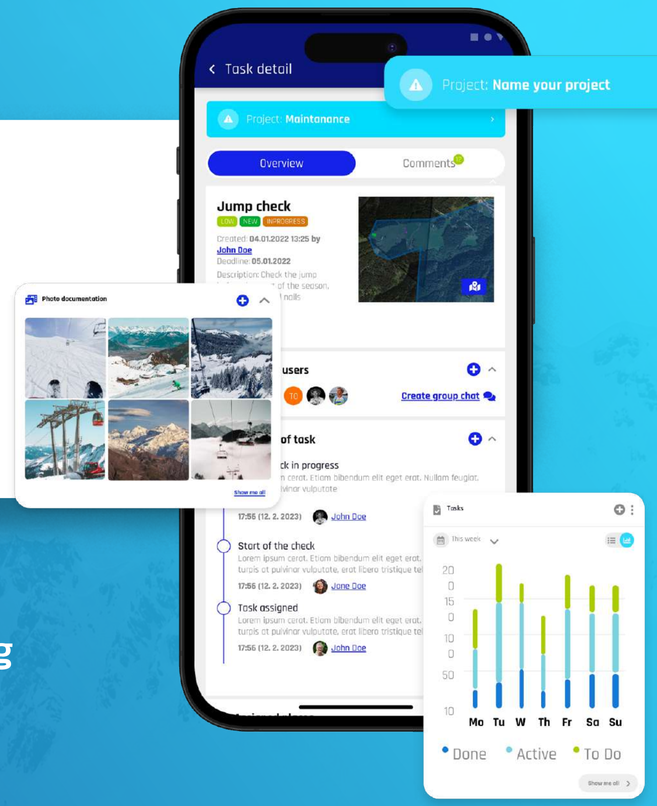
- **Reduced Operating Costs**: Minimize maintenance and operation expenses
- **Scalable & Adaptable**: Meeting the needs of small and large operations.
- **Data-Driven Decisions**: Leverage real-time insights and analytics.
- **Time Savings**

By focusing on team organization, tasks, issues and documentation digitization, The app delivers a comprehensive solution that significantly reduces operating costs and drives efficiencyin mountain resort management.

How It Works

The Comprehensive Features of Mountain Manager

- **Cloud-Based System:** Access your resort's data and management tools anytime, anywhere.
- **Intuitive Interface:** Designed with ease of use in mind for quick adoption and efficient operation.
- **Customizable Dashboards:** Tailor the platform to display the most relevant information.



Contextual Data

Comprehensive Reporting

Weather Integration

Flexible Data Export

Resource Management & Fleet Oversight

Insightful Visualizations

Visual Planning

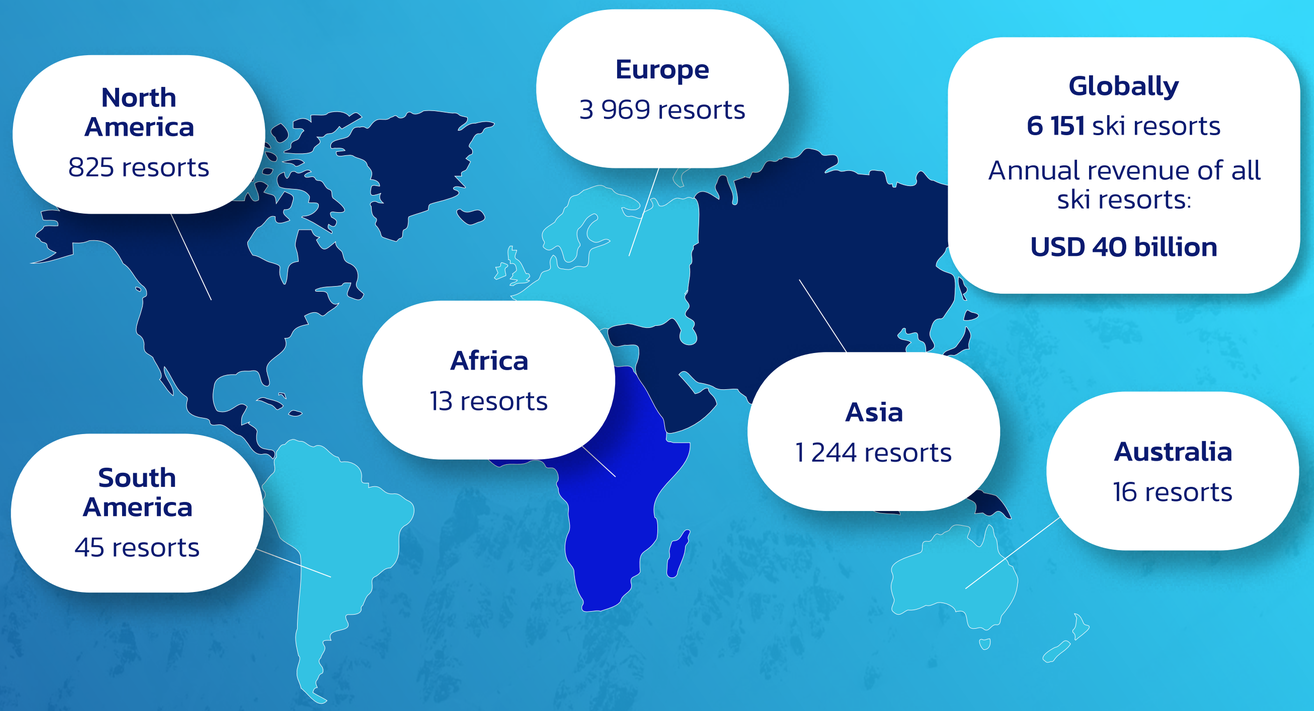
Manage Attractions & Inspection Simplified

The Market

Capturing a Significant Share of a Growing Market

Tapping into the Global Mountain Resort Industry

Our app not only captures a substantial share of the growing global mountain resort industry financial sense for resorts. By significantly reducing operating costs, our platform helps resorts echieve better profitability, justifying their investment.



Mountain Manager – A Solution

- **Cost Savings:** By using our platform, resorts can save up to a few percent of their overall operating costs, leading to increased profits in the high revenue, high costs and **low margin business.**
- **Justifying Investment:** Small reductions in operating costs can translate into substantial gains in profitability.

Mountain Manager – A Solution for a Global

- **Global Reach:** Targeting resorts in various regions, including Central and Eastern Europe, North America, Asia, and beyond
- **Scalable Solution:** Designed to meet the needs of small and large resorts alike.

Business Model – Revenue Streams & Growth

B2B SaaS product + custom software and hardware development

- **B2B SaaS Model:** Generating recurring revenue by charging in average $50/user per month.
- **Custom Development & Integration Services:** Leveraging our tech expertise to offer additional value-added services to our clients in average ($100+ / hour)

Capitalizing on Our Technical

- **Expert Tech Team**
- **Tailored Solutions for Resorts of All Sizes**
- **Software as a Service (SaaS)**
- **Custom Features Development**

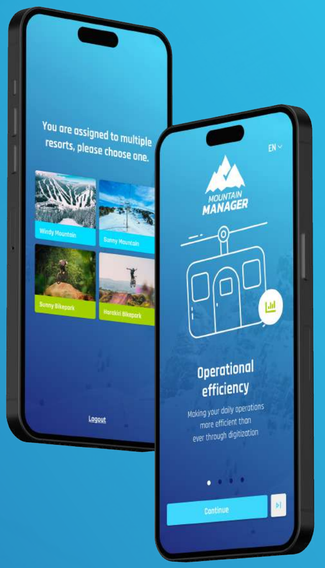
With a SaaS revenue model, flexible pricing and a focus on continuous improvement, Mountain Manager offers a scalable solution.

Building on a Strong Foundation

1. **Proven Track Record:** $7,000 average yearly revenue from our three existing paying clients, demonstrating market demand and potential.
2. **Scalable Revenue Model**
3. **Diversified Income**

Flexible Pricing & Proven Revenue

- **User-Based Pricing:**
  Subscription fees determined by the number of users, resort size, and desired features.
- **Proven Revenue:**
  Average revenue per client $8,000/year with our current solution (verified on the 2022 market).



Business Plan

Scaling Revenues and Managing Costs for Sustainable Growth

- **Projected Revenue:** Rising from $10,000 in 2022 to $5,000,000 in 2027
- **Estimated Costs:** Growing from $50,000 in 2022 to $1,500,000 in 2027

Key Financial Metrics and Projections

- **Compound Annual Growth Rate:** Consistently high growth rate over the 5-year period.
- **Gross Margin:** Maintaining a healthy gross margin

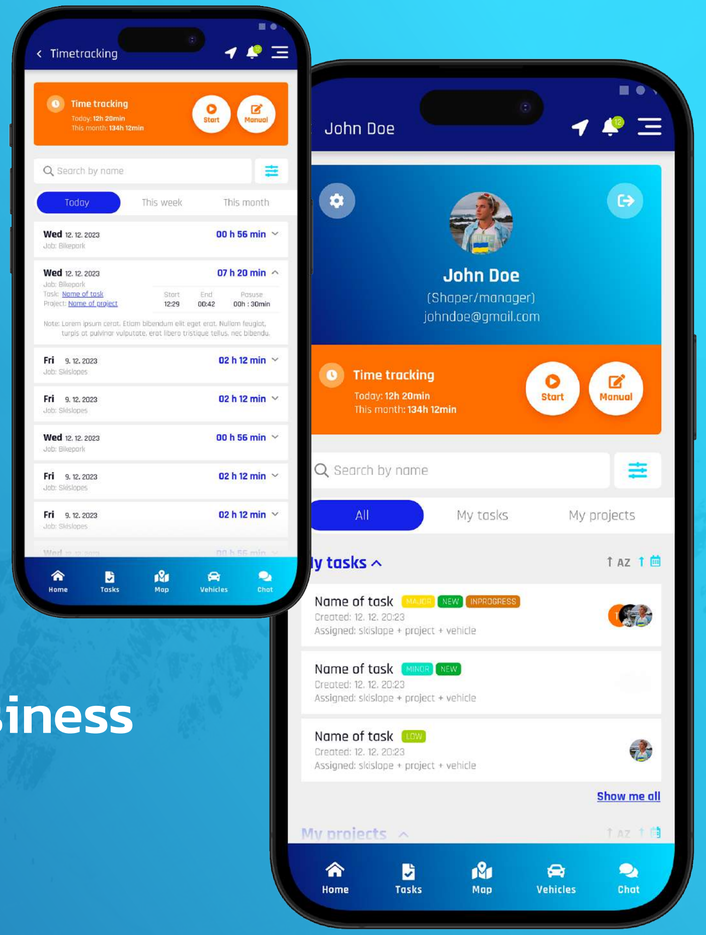
A Sustainable and Scalable Business Model

- **B2B SaaS:** Focused on recurring subscription payments and custom feature development, providing a stable revenue stream.
- **Pricing Strategy:** Based on the number of users, resort size, and number of features, allowing flexibility and adaptability.
- **Expansion Opportunities:** Leveraging our strong technical team and experience in app development to explore additional markets, such as golf resorts.

Go-To-Market Strategy

Accelerating Market Penetration & Growth + Multi-Pronged Approach

- **Regional Focus**: Start with the Central and Eastern European (CEE) market.
- **Expanding Outward**: Scale up to address the global market, targeting Western Europe, North America, Asia...



Our vision for the Future = Creating a Thriving & Sustainable Business

- **Industry Leader**: Become the go-to solution for mountain resort management worldwide

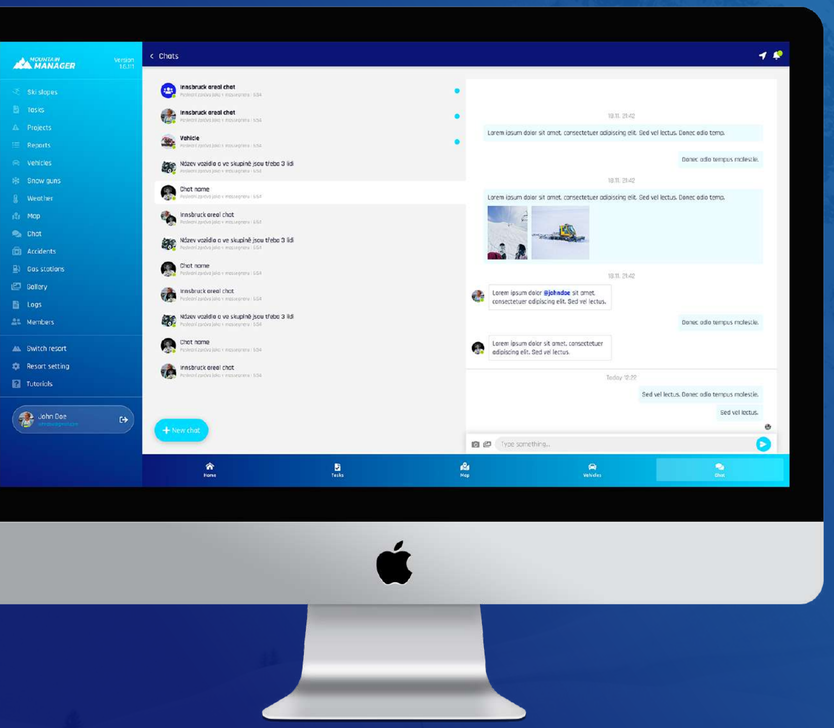
- **Rapid Revenue Growth**: Capture a significant share of the $100 bilion global mountain resort industry.
- **High ROI**: Deliver substantial returns to investors through market penetration.

1. **Strategic Partnerships**
2. **Targeted Marketing**
3. **Customer Success Stories**
4. **Flexible Pricing**

Expanding into New Markets & Opportunities

Beyond Mountain Resorts – Unlocking Additional Potential

Versatile Software Solutions adapts and extends our platform to serve golf resort management needs, streamlining operations, enhancing guest experiences, and tackling a multi-billion-dollar market with significant growth potential



B2C Connections for Enhanced Guest Experiences

1. **Custom Apps for Bikers, Skiers and more.**
2. **Seamless Integration:** Linking B2C apps with our B2B platform to create a unified ecosystem for both guests and resort operator.
3. **User Engagement & Loyalty:** Offering personalized recommendations and exclusive deals.

- **Adaptable Platform:** Exploring additional opportunities in the leisure and hospitality industries, such as water parks, theme parks, and more.
- **Multiple Revenue Streams:** Expanding our offering to encompass both B2B and B2C solutions, generating additional income and increasing our market share.

Mountain Manager Roadmap

From Concept to Expansion – Our Journey So Far

June 2022

First idea and start of developing Mountain Manager

November 2022

Mountain Manager app launch, First clients & Fully functional ski resort

January – September 2023

Market validation Czech and Austria, Gathering user feedback & Integration of advanced features

Present

Improved bikepark management, 3D map & Snow height management

2024

Expansion to the rest of EU

Happy clinets, users & investors

Future Growth & Development

Global Expansion | **Product Innovation** | **Market Diversification**

Measuring snow height in mountain resorts

Drone scanning

We use a drone to scan the ski slope and capture terrain images, with deviations at most 3–4 cm.

3D Visualisation

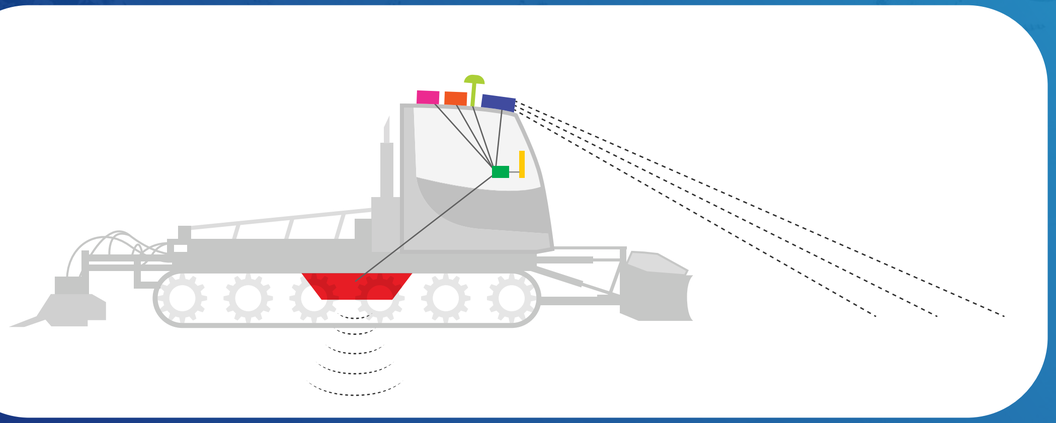
From collected data we generete network of points to make a 3D model of skislope.

Interface

The difference between the collected data from drone scanning and the actual GPS positions will be displayed by a device in the snowcat.
And then used to create more precise image of the terrain.

Scheme of the system

- GPR
- Lidar
- Inertial sensor
- GPS antenna
- Barometer
- Computing unit
- Display
- Waves



Our solution represents a significant opportunity in the market because it is 5x cheaper than our competitors' offerings.

Science and research

We have submitted an application for a subsidyon snow measurement beneath a snow groomer using radar, which we would like to develop and manufacture.

Results show more precise real-time visualisation of terrain by using the combination of (Lidar, GPR, GPS, etc.)

The Experts Behind Mountain Manager

Technical Skills: Software engineers with backgrounds in computer science and app development, ensuring a high-quality platform.

Creative Vision: Talented graphic/UX designers dedicated to crafting an exceptional user experience for our clients.

Industry Expertise: Co-founder with 10 years of experience as a bike park manager/shaper in Canada, Austria, and the Czech Republic.

- **Domain Knowledge**: Combining industry experience with technical expertise for a well-rounded product.
- **Customer-Centric Approach**: Prioritizing user satisfaction and addressing their unique needs.
- **Agile Development**: Rapidly adapting to changes and evolving market demands to stay ahead of the competition.

The Team

Jan Pavlovský
FOUNDER & CEO

Developer and team leader. Master degree in Software product development.

Tomáš Vrbišťan
CO-FOUNDER & COO

Help in development, testing of the app, inventing features and training ski resort staff.

Tomáš Bedrník
HEAD OF DEVELOPMENT

Frontend and backend developer. Master degree in Mechatronics.

Filip Čižmář
SOFTWARE ENGINEER

Full Stack developer. Bachelor degree in Computer science.

Petr Siegl
SOFTWARE ENGINEER

Data visualization expert. Bachelor degree in Programming and Software Systems.

Roman Juras
GPS & SNOW SPECIALIST

Graduate in Environmental Modelling, Czech Hydrometeorological Institute

Jan Chalupník
UI & UX DESIGNER

Designing user interfaces, visual, usability and new functionalities of the app

Linda Nováková
3D & GRAPHIC DESIGNER

3D modelling and visual identity of brand. Master degree in Design at CTU.

Rudolf Konáš
3D SPECIALIST

Technical drone operator + data evaluation

Ondřej Mareček
SOFTWARE ENGINEER

Frontend developer with overlap to media creation. Student of mathematics.

The Investment Opportunity

Join Us in Revolutionizing Mountain Resort Management

The Future of Resort Operations Awaits Your Support

250,000$ for finalizing the development of the app.

500,000$ for expanding sales, support team, and growth of the company.

Invest in the future of mountain resorts operations and management with us.

Let's Work Together for a Sustainable Skiing Future

Ensuring the Joy of Skiing for Generations to Come

Making ski resorts efficient enough, so that our children can enjoy skiing as well.

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