shadoo

Stay cool. Walk smart.

HEAT KILLS.
MAPS DON’T SEE IT.

The Silent Crisis

2,400

Deaths per year (in 2022)

300%

Heat deaths during heatwaves

50+ days

Days above 35°C by 2050

The Gap

Maps optimize for speed.
Not for safety.

HEAT BLIND

No shade or heat awareness

TIME-BLIND

Routes ignore changing conditions throughout the day

SLOPE BLIND

Terrain and physical effort are not considered

Who Is Most At Risk?

SENIORS

High risk from heat and mobility limits

PARENTS

Children are highly vulnerable to heat

LIMITED MOBILITY

(disabilities, injuries, strollers)

Struggle with slopes and unsafe routes

TOURISTS

Walk long distances, especially during peak summer tourism

Shadoo: The Coolest Route

Same destination

🔥 Route A – Fastest

12 minutes

100% sun exposure

15% incline

✕ HIGH THERMAL RISK

Different experience

🌿 Route B – Coolest

14 minutes

80% shaded

5% incline

✓ SAFE AND ACCESSIBLE

Only 2 minutes more

How Shadoo Works?

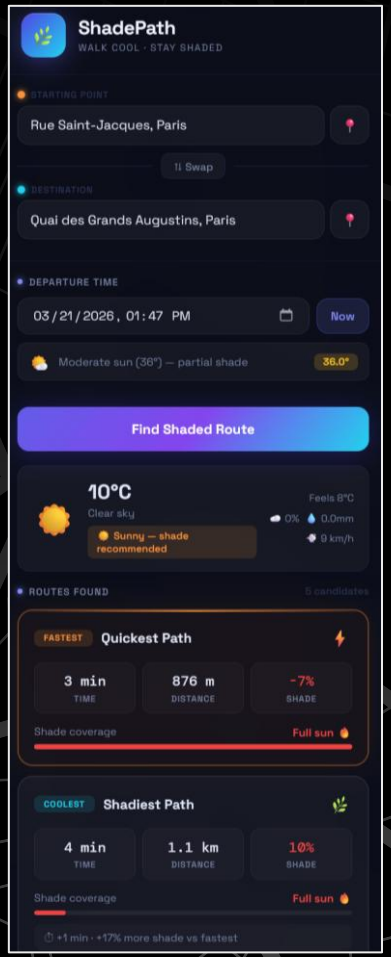
5 data layers,
1 smart route.

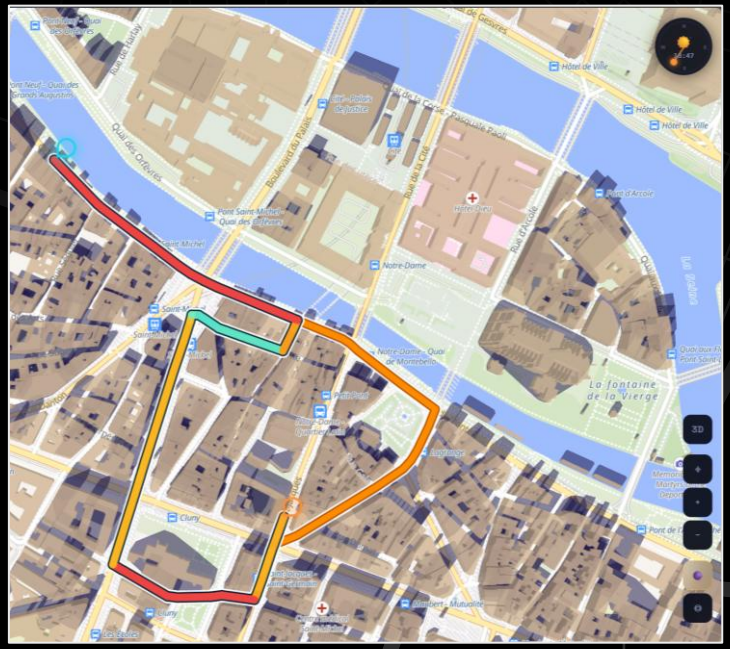
Live temperature, UV & humidity *IPMA Open Data API*	**REAL-TIME WEATHER**
Avoids steep streets for safer, accessible routes *Open-Meteo elevation API*	**SLOPE**
Predicts shade and heat changes throughout the day *Solar + Time Prediction*	**TIME AWARE**
Uses buildings and solar position to find cooler paths. *3D Buildings + Solar Algorithms*	**SHADE & SUN EXPOSURE**
Full walkable graph of Lisbon *OpenStreetMap via OSMnx*	**STREET NETWORK**

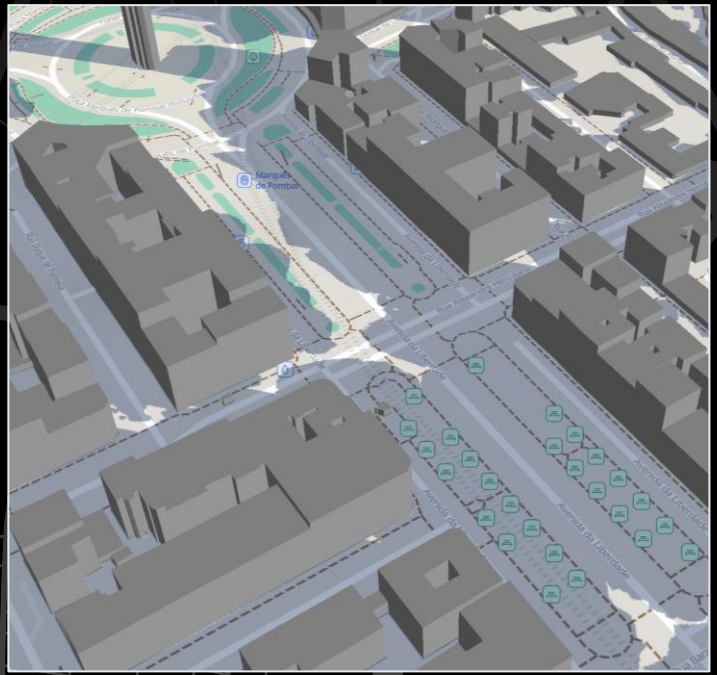
Why Shadoo?

TOOL	HEAT-AWARE ROUTING	TURN BY TURN	SLOPE AND ACESSIBLILITY	LISBON READY
Google Maps	✗	✓	✗	✓
Shadow Map	✓	✗	✗	✓
Cool Walks	✓	✓	✗	✗
Komoot	✗	✓	✓	✗
Shadoo	✓	✓	✓	✓

The Vision: A City That Protects Its People







Marketing Opportunity

A growing market with no existing solution

20K

Parents with strollers

60K

People with disabilities

105K

Seniors 65+

360K

Daily City Commuters

6.54M

Tourists per year

Business Model

Phase 1: Freemium B2C

Free Tier: Basic routing with ads

Premium Tier: €1.99/month

- 7-day heat forecasts + Personalized health profiles
- Ad-free experience

Year One Revenue: €5,970 (250 subscribers)

Phase 2: B2G Data Licensing

City Dashboard & Heat Corridor Reports for Municipalities

Price: €6,000/year per city

- Value Proposition: Optimise €10M climate adaptation budget with evidence-based decisions

Year One Revenue: €6,000 (1 contract)

€12K

Total Year One Revenue

€1K

Annual Tools Cost

€1.5 - €3

Customer Acquisition Cost

Roadmap

STAGE 1: MVP & Pilot Launch (Months 1-3)

- Features: Shade routing, slope avoidance, & comparison UI
- Target: 200 pilot users at NOVA IMS

STAGE 2: Well-Being & Vulnerable Populations (Months 4-6)

- Features: Water fountains, WCs, & UV alerts
- Target: Elderly associations & outdoor worker unions

STAGE 3: City Platform & Mass Market (Months 7-12)

- Features: City Dashboard & UTCI scoring
- Target: Mass tourism & 1 municipal contract

Our Team

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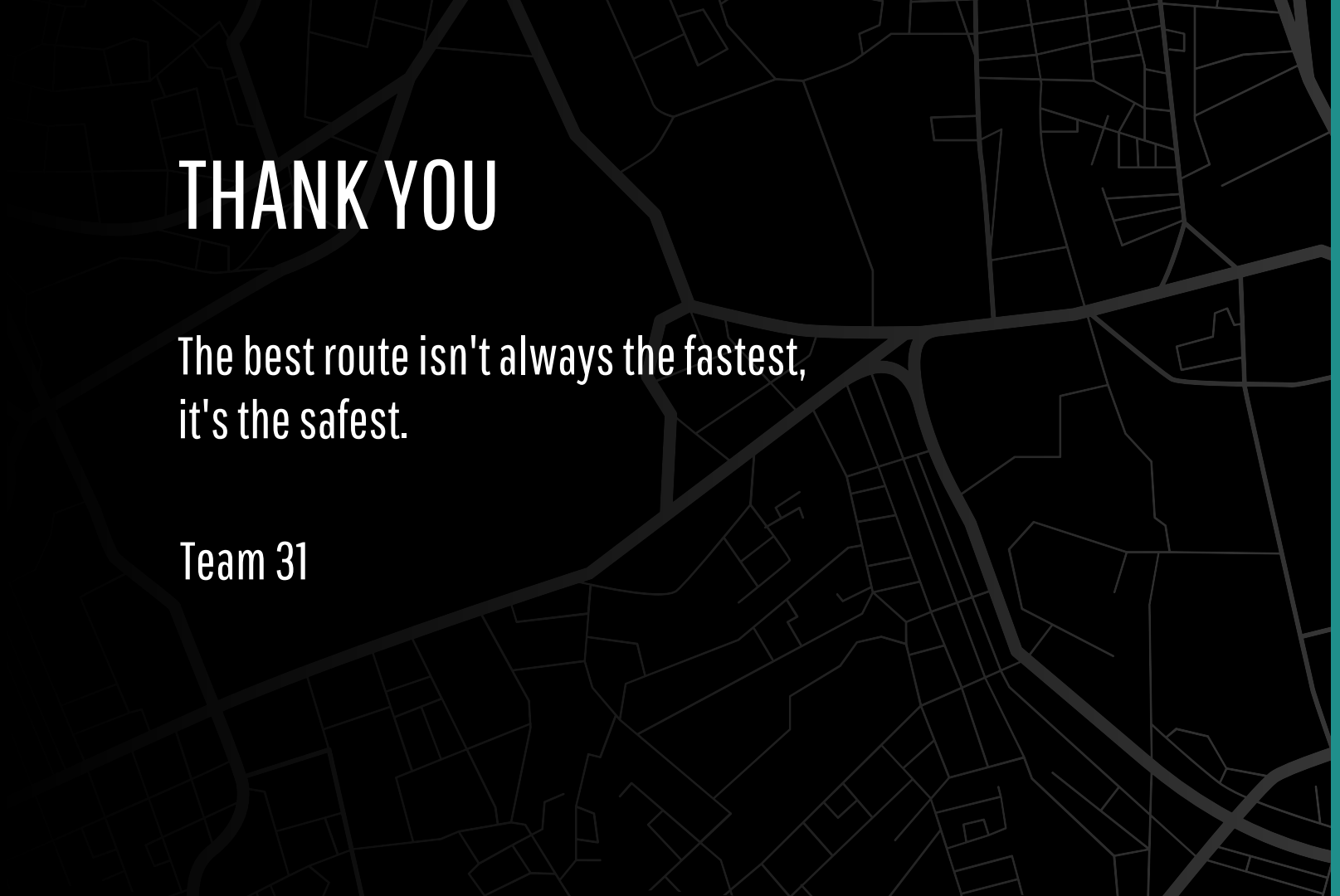

THANK YOU

The best route isn't always the fastest,
it's the safest.

Team 31