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Points2BIM GmbH

INVESTMENT ANALYSIS

19.08.2026

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Investment exposé

Points2BIM GmbH

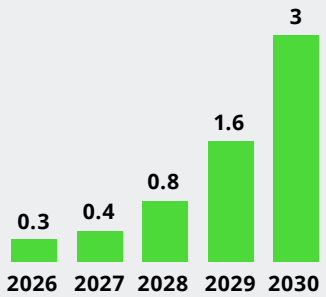
AI platform for the digitization of existing buildings – 500,000 m² already captured and validated by leading construction and real estate companies.

Investment conditions

- **Type of investment:** Participation certificates (equity)
- **Minimum investment amount:** EUR 250
- **Pre-money valuation:** EUR 6.2 million

Investment highlights

1. **AI-powered building digitization:** 70–80% faster than manual scan-to-BIM processes.
2. **Strong market validation:** Customers and pilot projects with Züblin, Geiger, Würth, Strabag, Goldbeck, and Hochtief.
3. **Clear traction:** Already EUR 188,000 in revenue (YTD 2026) following EUR 95,000 for the full year 2025.
4. **Growing data lead:** Over 500,000 m² of digitized building area strengthens AI and the platform.
5. **Scalable business model:** First recurring portfolio and framework agreements (Geiger).



Expected Revenue in million EUR

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A billion-dollar market: Digitalization of the building stock

Millions of properties are operated, renovated, and appraised every day – yet the building data required for these tasks is often stored in unstructured formats such as PDFs, paper blueprints, or isolated systems. **Points2BIM uses AI to make existing buildings machine-readable and automatically converts laser and image data into structured, immediately usable building data** for planning, renovation, operations, and asset management. The seed round, now being conducted in collaboration with the Technology Start-up Fund Saxony, is intended in particular to finance the further automation of the platform, market entry among construction companies, and the expansion of data and quality assurance.

Data Platform for the Digital Building Stock

Unlike traditional scan-to-BIM providers, which focus primarily on creating digital building models for architects and BIM specialists, Points2BIM takes a significantly broader approach. Instead of developing yet another expert tool for modelers, Points2BIM targets the actual decision-makers – construction companies, building owners, asset managers, and operators. **The focus is not on the digital model itself, but on the information derived from it and its economic benefits**. With every digitized existing building, Points2BIM expands its proprietary database. This data continuously improves the models and can, in the medium term, create a scalable data and technology advantage over competitors. At the same time, it lays the foundation for additional applications in the areas of facility management, asset management, portfolio intelligence, and digital twins. Points2BIM is thus positioning itself not only as a software provider for building digitization but, looking ahead, as **a central data and infrastructure platform for the digital building stock**.

Market Validation and Revenue Growth Through Major Clients

Customers include **Züblin, Geiger, Vienna International Airport, and Würth,** among others. Pilot projects with **Goldbeck, Strabag, and Hochtief** underscore the industry-wide relevance of Points2BIM. In total, **more than 500,000 m²** of building space has already been **digitized**, thereby establishing a growing proprietary building database. Commercial development is also showing clear initial traction. After generating approximately EUR 95,000 in revenue for the full year 2025, the company has **already achieved EUR 188,000 in revenue in the current year**. At the same time, Points2BIM is transitioning from project-based individual contracts to recurring revenue (long-term contract with Geiger Bau) and long-term portfolio contracts. A key factor for further scaling will be transforming the ongoing pilot projects into larger rollouts and standardized framework agreements.

PropTech with Broad Exit Prospects

Points2BIM operates at the intersection of PropTech, ConTech, BIM software, and building intelligence, making it strategically relevant to several buyer groups. Potential acquirers include international software providers such as Autodesk, Bentley Systems, Nemetschek, or Trimble, which could expand their BIM and digital twin platforms through automated building data capture. Reality-capture and digital twin providers such as NavVis, Matterport, or Hexagon – which aim to expand their value proposition from data capture to intelligent building data – are also potential candidates. Furthermore, large construction and engineering conglomerates, as well as real estate and facility management platforms, may be interested in technology that automates access to structured building data.

Problem

The building stock is highly relevant both economically and socially, yet the data underlying it is often insufficient. While renovations, conversions, energy optimizations, and efficient building operations increasingly require reliable digital information, relevant inventory data is frequently incomplete, outdated, or scattered across various systems and documents. Decisions regarding investments, planning, and management are therefore often made without a reliable digital representation of the building. The German Energy Agency (dena) also considers easily accessible and reliable building data to be a key prerequisite for improving investment decisions and reducing costs in the renovation process.[1]

The problem is particularly pronounced for existing buildings. Unlike new construction projects, where Building Information Modeling is increasingly becoming the standard, structured and machine-readable building models are often lacking here. Instead, information is scattered across old floor plans, PDF documents, Excel spreadsheets, point clouds, or isolated, siloed systems. Furthermore, changes to the building are not always documented consistently. The European Commission describes the construction sector as highly fragmented, with the collection, storage, updating, and sharing of information across the entire building lifecycle posing a key challenge.[2]

However, the retroactive creation of digital building models has so far been a time-consuming and costly process. Conventional Scan2BIM processes rely heavily on manual modeling: captured point clouds must be interpreted by specialists and transferred into BIM or CAD models. This process is time- and cost-intensive, ties up scarce planning resources, and is usually carried out on a case-by-case basis for individual projects. This results in inconsistent data structures, limited learning effects, and high costs—especially when not just individual properties but extensive building portfolios are to be digitized.

The consequences extend beyond mere as-built documentation. Missing or unreliable building data complicates area calculations, quantity takeoffs, cost planning, technical inventories, and the preparation of renovation and remodeling projects. Owners, operators, construction companies, architects, and specialist planners must repeatedly collect information or manually consolidate it. As a result, there is often a lack of a central, long-term data foundation upon which different applications and stakeholders can build.

There is thus a structural gap between the growing need for standardized building data and the currently available, economically scalable methods for capturing existing building data. What is needed is an approach that quickly and cost-effectively converts existing buildings into uniform, machine-readable data and makes this data usable not only for a single project but also on an ongoing basis for planning, renovation, construction, and operation.

Product

Product Overview: From Scan2BIM to Usable Building Data

Points2BIM is developing a technology-based platform for the standardized digitization of existing buildings. The starting point consists of three-dimensional point clouds and 360° images, which are either provided by the client or collected by external surveying partners. Points2BIM processes this input data into structured BIM base models, thereby providing a digital data foundation for planning, renovation, construction, and building operations.

The current core product is a semi-automated Scan2BIM solution. This solution identifies real building structures from the captured scan data and converts them into BIM base models at LOD 200. In addition to spatial geometry, these models also contain structured information on rooms, areas, and building components. The models are exported in common formats such as Revit or IFC and can thus be integrated into customers' existing planning and software systems.

However, the product approach goes beyond the mere creation of a digital building model. Additional products such as floor plans, room lists, area calculations, technical inventories, or component-specific quantity takeoffs can be derived from the base BIM model. The base model thus serves as a central database from which various applications can be developed for different stakeholders and phases of the building's life cycle.

[1] German Energy Agency
[2] European Commission

For customers, Points2BIM significantly reduces the previously high manual modeling effort. According to the company, processing time can be reduced by 70–80% compared to conventional Scan2BIM processes. At the same time, standardized processing is designed to enable more consistent data quality and the cost-effective digitization of larger building portfolios. Final quality assurance continues to be performed by specialists. In this way, Points2BIM combines the scalability of automated processes with the accuracy required for professional construction and real estate applications

Technology and Automation Logic

The technological foundation is a processing pipeline that gradually converts point clouds and image data into structured, machine-readable building data. Proprietary models first segment the point cloud and recognize spatial structures. In addition, image-based object recognition methods are used to identify individual building components and technical objects such as doors, electrical outlets, lighting, or plumbing fixtures. The recognized elements are then classified geometrically and semantically within the BIM structure and assigned to the respective rooms.

The technological added value thus lies not solely in the visualization of a building. Points2BIM structures the captured information in such a way that it can be further processed by downstream planning, cost estimation, and operational systems. An unstructured point cloud is transformed into a digital building structure with defined rooms, areas, building components, and relationships between the individual elements.

A central component of the development logic is the combination of automated model creation and manual quality assurance. The generated BIM models are reviewed and corrected by specialists. This review ensures the required output quality while also generating verified training data for the further development of the company's own models. According to the company, this creates a continuous learning cycle: With each building processed, the proprietary database grows, which is intended to make recognition and modeling progressively more accurate and more automated.

Currently, automation is not yet complete. In particular, the recognition of individual components depends on the quality and completeness of the input data. Points2BIM aims to increase the degree of automation to around 90% and to increasingly limit manual effort to quality assurance. The scalability of the model therefore depends largely on whether the increasing number of projects actually leads to a reduction in manual effort per square meter.

Strategically, Points2BIM is further developing the technology from "Scan2BIM" to "Scan2Value." While Scan2BIM initially generates a structured digital representation of the building, Scan2Value is designed to derive concrete business applications from the building data. These include, in particular, automated quantity takeoffs, technical inventories, and the transfer of results into cost estimation, billing, or ERP processes. The intended outcome is an end-to-end processing chain extending from the scan through the building model and the identified components all the way to quantity and financial data.

Scan2Value is currently still in the MVP or pilot stage. An initial use case is being tested as part of negotiations with Geiger, and another potential use case for component-based documentation of construction progress is being discussed with Züblin. The vision for the technological platform is thus clear, but its broad commercial validation is still pending.

Business Model

Points2BIM currently combines project-based revenue with the gradual development of recurring contract models. Its current core business is based on the creation of BIM models and the building data derived from them. Billing is primarily based on the gross floor area processed, charged in euros per square meter. Standardized configurations are designed to make the scope of services and costs transparent and predictable for customers even before the project begins.

If customers do not yet have suitable scan data, Points2BIM can also offer building surveys through external surveying partners. This segment generates a margin of around 10% and serves primarily to lower the barrier to entry for customers and ensure sufficient quality of the input data. Modeling beyond the standardized LOD 200 base model is also partially carried out by external specialists. For corresponding LOD-300 upgrades, the company cites margins of approximately 35–50%.

The key economic driver lies in the automatically generated BIM base model. As the degree of automation increases, the manual effort per project is expected to decrease, while the volume-based pricing model remains in place. Based on the

same model, additional products such as floor plans, room lists, area calculations, asset inventories, and bill of quantities can also be sold. This allows Points2BIM to increase revenue per digitized building without having to completely re-collect the source data.

In the medium term, the project-based model is to be transitioned to recurring framework and volume contracts. In the construction industry, fixed monthly area quotas are planned, through which customers can continuously access BIM models, quantity takeoffs, and construction-related documentation. The first ARR contract with Geiger covers annual revenue of approximately €30,000. Additional framework agreements, including one with Kaufland, are still in the works.

For property owners and building operators, Points2BIM is also planning a "Building Data as a Service" model. Customers initially pay for the building's digitization and then a monthly fee of €0.05 per square meter, as currently planned. This includes the provision and maintenance of the BIM model, access to the scan data, and limited updates following minor renovations. The goal is to turn a one-time building digitization project into a long-term customer relationship with recurring revenue.

In the long term, Scan2Value opens up additional monetization opportunities. Possible options include project-based fees for quantity takeoffs, value-based pricing based on the time and cost savings achieved, and integration fees for connecting to bidding, cost estimation, and ERP systems. However, these revenue models are still under development and should not currently be equated with the already validated Scan2BIM revenue.

Sales Strategy

Points2BIM pursues a focused B2B enterprise strategy. The primary target customers are large property owners, building operators, and construction companies with extensive real estate portfolios or a regular need for building data. Companies that already work with BIM, point clouds, or digital planning processes are particularly relevant. For these customers, the need is generally well-established, and Points2BIM needs to focus less on explaining digitalization itself and more on offering a faster and more cost-effective path to implementation.

Sales are currently primarily founder-led and project-based. Paid individual projects and pilot programs serve as an entry point for enterprise customers and are intended to demonstrate technical quality and economic benefits within a limited use case. Subsequently, successful customer relationships are to be expanded to additional buildings, locations, or portfolios and converted into recurring framework agreements. The logic is therefore as follows: entry through a specific project, operational integration into the customer's processes, and subsequent expansion at the portfolio level.

Initial references and pilot clients include Kaufland, Geiger, Goldbeck, Strabag, Hochtief, Würth, and Tirol Kliniken, among others. In addition, Points2BIM targets surveying firms, architects, and specialist planners who need BIM models on short notice without having to build their own modeling capabilities. This customer group can provide ongoing project revenue, training data, and additional market validation, but is not the primary driver of the long-term scaling strategy.

In sales, Points2BIM currently prioritizes private-sector clients, as decision-making and procurement processes there are generally faster than with public-sector clients. A key success factor will be effectively converting the current project-based demand into multi-year volume and portfolio contracts. Only this transition would create the desired predictability of revenue and a robust ARR model.

Market & Competition

Market

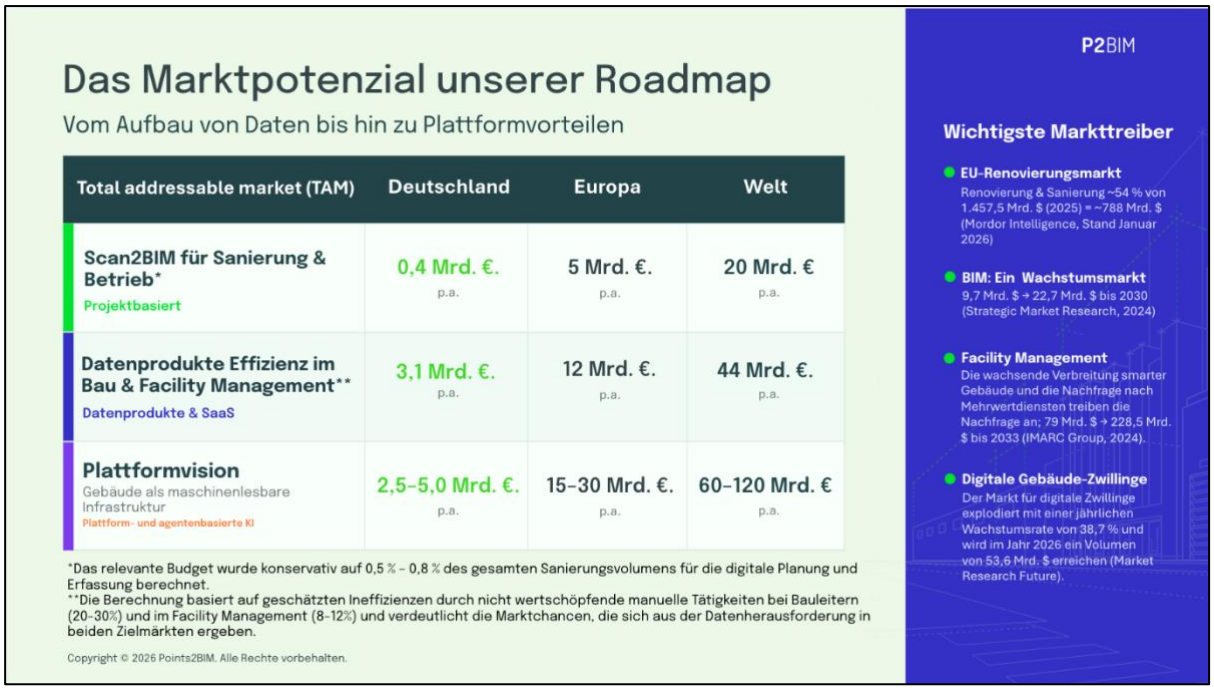
Points2BIM addresses the market for the digitization and data-driven management of existing buildings. This market lies at the intersection of building renovation, Building Information Modeling, reality capture, and digital facility management. The starting point is a very large building stock that has so far been only partially digitized: In Germany alone, there are nearly 20 million residential buildings, in addition to office, retail, industrial, and public buildings.[3]

[3] dena Building Report 2025

There is also a significant need for action at the European level. Approximately 85% of buildings in the EU were constructed before the year 2000, and about 75% have poor energy efficiency. At the same time, the annual rate of energy-efficiency retrofits is only around 1%. The EU is therefore pursuing the goal of significantly increasing retrofit activity. Structured and up-to-date building data is increasingly needed for planning and implementation.[4]

The underlying construction and real estate market is correspondingly large. As early as 2019, the European construction ecosystem generated approximately €1.2 trillion in gross value added and employed about 25.4 million people. At the same time, the European Commission identifies the limited adoption of technology to date as one of the sector's key challenges.[5]

Points2BIM estimates the currently addressable Scan2BIM market at approximately €400 million annually in Germany, €5 billion in Europe, and €20 billion worldwide. This estimate is based on the assumption that approximately 0.5–0.8% of the structural renovation volume is allocated to digital as-built surveys and planning. These figures represent the company's own bottom-up estimate and should not be interpreted as an independently validated market size. The addressable market could expand through Scan2Value, Facility Intelligence, and, in the long term, a building data platform; however, these market segments have not yet been fully developed from a technological or commercial standpoint (see figure).



Competition

The competitive landscape is fragmented. Today, Points2BIM primarily competes with manual BIM modelers, traditional Scan2BIM service providers, and in-house modeling teams at larger companies. In addition, there are software and reality-capture providers that cover individual segments of the value chain.

COMPETITORS	BRIEF DESCRIPTION	DIFFERENCE FROM POINTS2BIM	ORDER OF MAGNITUDE

[4] European Commission
[5] European Commission – European Monitor of Industrial Ecosystems

aurivus	AI-based analysis of point clouds and automation of Scan2BIM processes.	Closest technological competitor; more strongly positioned as software for object recognition and industrial facilities.	>2,000 users in 56 countries
NavVis	Hardware and software for mobile building scans, point clouds, and digital twins.	Greater focus on data capture and delivery; Points2BIM generates structured BIM models and derived data products.	>300 employees, active internationally
Matterport	Platform for spatial capture, virtual tours, and digital building twins.	Focus on visualization, marketing, and documentation rather than professional BIM base models.	Millions of digitized buildings in >177 countries
BIM Solutions	Scan2BIM software for manual or semi-automated modeling of point clouds in Archicad.	A tool for BIM professionals; Points2BIM delivers the finished, quality-assured model as a service.	Established European specialist provider
Traditional service providers / in-house teams	Manual modeling by surveying firms, BIM agencies, or in-house specialists.	High degree of customization, but limited scalability and minimal learning effects across projects.	Highly fragmented market

Points2BIM differentiates itself primarily through a combination of automated model creation, technical quality assurance, and a standardized, square-meter-based service. Compared to pure software providers, the company takes full responsibility for the output; compared to traditional service providers, automation and reusable training data are intended to reduce time and costs.

However, this does not yet indicate a fully protected technological moat. Aurivus, in particular, employs a similar automation approach, while larger platform providers could potentially expand their solutions to include additional BIM and AI features. Points2BIM's potential advantage therefore lies primarily in the growing volume of quality-assured training data, the standardization of output, and deep integration into the processes of larger existing customers. The key factor will be whether this results in measurable automation and cost advantages more quickly than with technological competitors.

Team & Shareholders

Points2BIM has a complementary team that combines entrepreneurial and sales expertise with experience in software development, artificial intelligence, and BIM modeling.

(1) **Dr. Mario Geißler (Co-Founder & CEO):** With a Ph.D. in economics, he brings an academic focus on entrepreneurship as well as experience in venture building, market development, and international marketing projects, including work for BMW. At Points2BIM, he is primarily responsible for corporate strategy, go-to-market, and building enterprise customer relationships.

(2) **Kevin Meitsky (Co-Founder & CTO):** Before founding the company, Kevin Meitsky worked as a management consultant on data and software projects for major corporations such as Zeppelin, Hermes, and HHLA. At Points2BIM, he is responsible for the technological strategy, AI-powered automation, and the scalability of the platform.

In addition to the two founders, operational implementation is led by Marlena Ludwig as Product Lead, Ahmed Kadri in AI Development, and Nina Scheuerle in Quality Assurance. Marlena translates requirements from real-world BIM processes into marketable products; Ahmed is specifically responsible for AI and computer vision development; and Nina ensures the quality of the BIM models, whose validated results also serve as training data for further automation. As the company scales up, establishing a broader sales and organizational structure will become particularly important.

Wuttke Ingenieure, an engineering firm specializing in surveying and geoinformation, is a partner that also contributes technical industry expertise. Behind vision-hub estate is Karsten Schulze, a partner with a background in real estate and project development. BV-Beteiligungsgesellschaft is involved as an early-stage financial investor, while Chemnitz Venture

Partners contributes experience in the financing and development of technology-oriented companies. Overall, the shareholder structure thus combines a founding team that continues to hold a majority stake with strategic industry partners and experienced financial investors.

Shareholder Structure Following the Financing Round[6]	**Ownership stake (fully diluted)**
beteiligungsgarage UG (limited liability) - *Kevin Meitsky / Founder*	24.74%
Mario Geißler UG (limited liability) - *Founder*	30.85%
Wuttke Ingenieure GmbH	9.17%
vision-hub estate GmbH	9.17%
BV-Beteiligungsgesellschaft mbH	7.48%
Chemnitz Venture Partners	9.29%
Companisto (AC + IC)	**7.35%**

Financial Planning & Use of Funds

Financial Planning in EUR	**2026**	**2027**	**2028**	**2029**	**2030**
Project-Based Revenue	317,749.03	205,000.00	120,000.00	120,000.00	120,000.00
ARR Revenue	15,000.00	205,000.00	668,333.33	1,471,666.67	2,869,750.00
Total Revenue	**332,749.03**	**410,000.00**	**788,333.33**	**1,591,666.67**	**2,989,750.00**
Variable costs	148,444.82	61,567.65	208,882.99	694,583.46	1,296,056.63
Personnel expenses	343,229.47	456,514.50	673,671.00	692,982.00	912,168.00
Outside Services	72,546.54	104,500.00	121,783.33	116,316.67	445,170.00
License costs	2,419.20	2,419.20	2,419.20	2,419.20	2,419.20
Other related expenses	117,257.29	67,067.83	68,159.83	68,659.83	70,740.00
Total cost	**683,897.32**	**692,069.18**	**1,074,916.36**	**1,574,961.16**	**2,726,553.83**
EBIT	**-351,148.29**	**-282,069.18**	**-286,583.02**	**16,705.51**	**263,196.18**

The key growth driver is the planned shift from project-based business to recurring portfolio and ARR contracts. In 2025, revenue stood at around €95,000; in 2026, revenue is expected to rise to €332,000—which would represent a 250% increase over the previous year—and as of July, more than half of that amount—€188,000—has already been generated. More important than the absolute figure is the first ARR contract covering 120,000 m², through which Points2BIM has transitioned for the first time from a one-time project order to ongoing subscription revenue. It is precisely this transition that lies at the heart of the growth story. ARR revenue is expected to grow primarily through the application areas of remodeling and renovation, automated quantity takeoff, and construction progress monitoring. As a result, revenue is projected to rise to €2.99 million in 2030, with the company reaching operational breakeven starting in 2029. A significant portion of this growth is based on expanding existing pilot clients as well as acquiring new clients. Scalability depends largely on achieving the planned 90% automation rate and actually securing portfolio contracts.

Half of the capital raised will be invested in product and technology—primarily in the further expansion of AI automation, with the goal of completing approximately 90% of the modeling without manual rework. 30% is earmarked for market entry, specifically for sales and acquiring new construction companies as clients. The remaining 20% will go toward data

[6] Upon reaching the funding target of 1.2 million EUR

development and quality assurance, which form the foundation for the continuous improvement of the models. 70% of the funds raised will be allocated to technology, data, and quality—and thus directly to the most important scaling levers. The remaining 30% establishes the sales foundation for recurring enterprise revenue. In the base scenario, the funding is sufficient for 12 months. Delays in revenue, slower progress in automation, or faster staff expansion could trigger a need for additional capital ahead of schedule.

Exit Prospects

For Points2BIM, a strategic sale to a reality-capture, surveying, or AEC software provider is the most realistic option in the medium term. The key acquisition value lies not in the creation of individual BIM models, but in scalable technology that automatically converts building scans into standardized and reusable as-built data.

- **Reality-capture and surveying providers** such as Hexagon/Leica Geosystems, AMETEK/FARO, Topcon, Trimble, or NavVis are the most likely buyers. Points2BIM can complement their capture solutions by adding the missing processing step from scan to usable BIM and building data sets. The company becomes particularly attractive if it demonstrates a high degree of automation, minimal manual post-processing, and a training dataset that is difficult to replicate.
- **BIM and AEC software providers** such as Autodesk, Nemetschek, Bentley Systems, Procore, or RIB Software could use Points2BIM to integrate existing buildings into their planning and construction platforms more quickly. Key acquisition criteria would include standardized interfaces, multiple enterprise and portfolio contracts, a growing share of recurring revenue, and a commercially validated Scan2Value offering.
- **Facility management and smart building providers** such as Siemens, Planon, MRI Software, or Spacewell will become relevant as soon as Points2BIM provides not only BIM models but also regularly updatable room, component, and asset data. Prerequisites would include integrations with CAFM and IWMS systems, as well as multi-year contracts with large property owners.

Construction conglomerates such as STRABAG, Hochtief, or Goldbeck are also potential candidates, provided that Scan2Value delivers measurable benefits for cost estimation and renovation planning. However, due to potential conflicts with other construction clients, an independent technology provider appears to be a more attractive buyer. A financial investor becomes a realistic option only once the revenue base is significantly larger, more profitable, and more predictable.

The exit appeal increases significantly through demonstrable automation and cost advantages, recurring portfolio contracts, proprietary training data, and a validated Scan2Value offering. This would enable Points2BIM to evolve from a technology-based service provider into a strategically relevant building data platform.

Company Valuation

We have determined a pre-money valuation of 6.2 EUR for Points2BIM. The valuation incorporates both the risks typical of seed financing and the market validation already achieved, as well as the potential for scaling. In doing so, we take into account the company's early stage, the still-small team, the low absolute revenue base, and the transition—which is only just beginning—from a project-based business to a scalable, recurring business model.

On the other hand, there are several particular strengths: Points2BIM has already been validated by well-known major clients in the construction and real estate industries. Following 95,000 EUR in revenue in 2025, the company has already generated 188,000 EUR so far in 2026. The goal for the full year 2026 is to quadruple the previous year's revenue. The first ARR framework agreement with Geiger also provides important proof that individual projects can be transformed into recurring and scalable customer relationships.

Overall, the valuation reflects not only the traction achieved to date but, above all, the very large market potential and the broad strategic exit prospects. Taking into account the company's early stage and the scaling efforts already evident, we consider the pre-money valuation of EUR 6.2 million to be reasonable and in line with market conditions. Further value appreciation depends on the conclusion of additional framework agreements, the expansion of recurring revenue, and the continued automation of service delivery. Assuming a target exit starting in 2030, we have determined a target return potential of 304% (45% p.a.) for the limited partners based on the financial projections.

The target return is calculated by our experts in the venture capital sector. This is a target return, not an expected or guaranteed return. It is based on our current assessments, assumptions, and market observations. Despite an intensive and thorough preliminary review by experts, this investment opportunity involves risk and may result in a total loss.

SWOT Analysis

In the SWOT analysis, we have documented the team's responses to the weaknesses and risks that we consider plausible.

Strengths

- Clear technological differentiation: The AI-based Scan2BIM pipeline generates models 70–80% faster and for approximately €0.50/m²—compared to €3–8/m² for manual providers.
- Well-known reference clients and project partners from the construction and real estate industries validate the demand (including Züblin, Geiger, Strabag, Goldbeck, and Hochtief).
- Significant revenue growth: 4x YoY in H1 2026 and first contract with annual recurring revenue (ARR) exceeding 120,000 m² signed.
- Data-driven competitive advantage: every building processed improves the AI models and creates a self-reinforcing edge (ground-truth data).
- Complementary founding team with expertise in business and IT/AI, supplemented by experienced industry advisors from the construction and real estate sectors.

Weaknesses

- Sales and customer support teams are still small and must be built up to enable true scaling.[1]
- The transition from a project-based business to a platform model is still in its early stages—the business model of the future has only been proven to a limited extent.[2]
- Part of the value creation still involves manual rework. The targeted automation rate of 90% has not yet been fully achieved.[3]
- Overall revenue base is still small. Dependence on individual major clients.[4]

Opportunities

- A large building stock in Germany and Europe that has not yet been sufficiently digitized.
- Structural tailwind driven by the need for renovation in the building stock, growing ESG and reporting requirements, and BIM as an increasingly prevalent industry standard.
- Transition of successful individual projects into multi-year framework and portfolio contracts.
- A central building data platform could serve as an interface between planning, construction, and operations in the long term.

Risks

- Major BIM, reality capture, and PropTech providers could integrate similar automation features.[5]
- Long procurement, pilot, and integration cycles make it difficult to scale revenue quickly.[6]
- Fluctuating quality of scan and image data can impair automation and the quality of results.[7]
- Technological risk: Further increases in the level of automation are a prerequisite for achieving the planned margins and must first be demonstrated.[8]
- The construction industry's dependence on economic cycles: Reluctance to invest in renovation and new construction may delay revenue growth.[9]

Startup Response

Weaknesses:

(1) Sales and customer support are currently understaffed and must be built up to enable true scaling.

That's correct; the team is still being built. Through our previous projects and systematic market research, we already have a validated contact list of relevant construction companies. With founder-led sales, we're laying the foundation for a structured sales system; additionally, external sales and marketing agencies are budgeted for. We plan to hire a key account manager next year as demand increases.

(2) The transition from project-based business to a platform model is still in its early stages—the business model of the future has only begun to prove itself.

We have already completed this transition with our reference client, Geiger: from the first individual project to a 24-month framework agreement with a guaranteed annual volume of 60,000 m². With our new product for automated construction billing and room-by-room quantity takeoff, we are now applying this proven model to our existing construction company contacts—the transition to the platform model is thus not just a goal, but already a real-world precedent.

(3) Part of the value creation still involves manual follow-up work. The target automation rate of 90% has not yet been fully achieved.

The manual portion is steadily decreasing as technology advances. To ensure scalability today, we have outsourced large parts of these processes to our partner network. At the same time, we make targeted use of the remaining manual rework: It shows us which automation steps have the greatest impact on time savings and workflow, thereby prioritizing our development work based on real customer value rather than technical feasibility alone.

(4) Overall revenue base is still small. Dependence on individual major customers.

We are actively addressing this through additional pilot projects with other enterprise customers and by creating robust case studies—such as at Vienna International Airport, where we digitized 20,000 m² in 10 days instead of the previous standard of 10 weeks, and at Züblin, where we digitized 11,000 m² in 3 days instead of the previous standard of 15 days. Additional published case studies are already available on our website. In the first phase, we are diversifying our client base among construction companies; in the second phase, among large property owners. Our goal: to continuously reduce the largest single customer's share of total revenue, supported by the ARR model, which further strengthens customer loyalty.

Risks:

(5) Major BIM, reality capture, and PropTech providers could integrate similar automation features.

We view these providers less as a threat and more as potential strategic partners for a future exit. The key difference: Developing comparable systems requires proprietary training data and deep industry-specific expertise. We have contractually secured the use of our customer data for AI training through our Terms of Service—a structural advantage that large, generic providers without direct customer access in the existing building stock cannot easily replicate.

(6) Long procurement, pilot, and integration cycles make it difficult to scale revenue quickly.

As is typical in B2B enterprise sales, building business relationships and navigating corporate hierarchies takes time. The strategic advantage: Once established, these relationships create high barriers to switching and secure long-term recurring revenue for us—as demonstrated by the transition from Geiger to the framework agreement.

(7) Fluctuating quality of scan and image data can impair automation and the quality of results.

We actively address this risk by using vetted "trusted partners" for the scanning process and providing targeted coaching to our clients' surveying departments, supported by standardization, guidelines, and checklists. In practice, this leads to a noticeable improvement in data quality from project to project.

(8) Technological risk: Further increases in the degree of automation are a prerequisite for achieving the planned margins and must first be demonstrated.

The technological foundations have been laid and are being continuously refined—for example, by combining existing algorithms for component recognition from point clouds with feedback loops from image analysis. Each completed project provides additional training data that gradually increases the level of automation and reduces the effort required for quality assurance and rework.

(9) Cyclical nature of the construction industry: Reluctance to invest in renovation and new construction.

We are already countering this risk today: In addition to traditional, cyclical construction, our customer base also includes more crisis-resistant clients such as airports (Vienna International Airport) and public sector projects (including the City of Krefeld, the City of Leipzig, and Bundesbau). In the next step, we will tap into another, structurally less cyclical market segment: facility management and building operations.