



Our mission: To save lives and livelihoods
with real-time flood predictions

**nature
sustainability**

Published May 2020

*Disruption of emergency response to
vulnerable populations during floods*

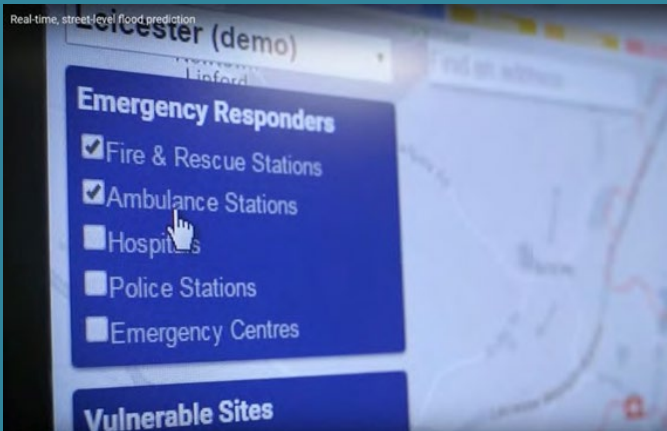
> [Click to read research publication online](#)

**BBC
NEWS**

Published May 2020

*Climate change: Future floods will
delay emergency response*

> [Click to read BBC news online](#)



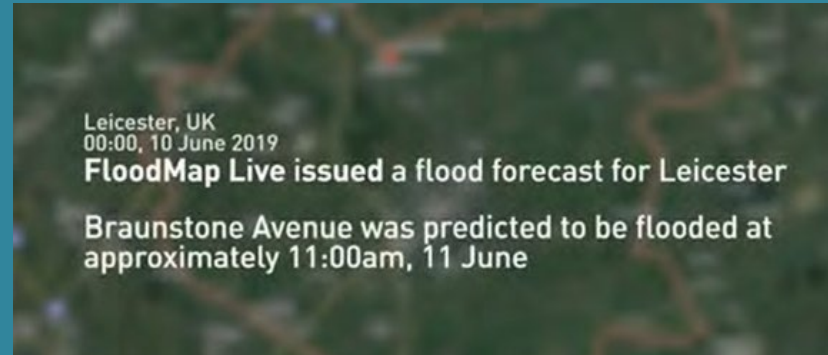
> [Click to play Video 1](#)

Featuring interviews with the Loughborough University researchers and inventors who first piloted the technology in Leicester City, with Leicester, Leicestershire and Rutland Prepared Resilience Forum



> [Click to play Video 2](#)

Silent footage 11/2019 Sheffield flood



> [Click to play Video 3](#)

Silent footage 6/2019 Leicester flood

Rising Cost of Flooding



£1.3bn

Cost of 15/16 UK
floods to insurers

Source: ABI, 2016

\$90bn

Global annual and projected cost of flooding
from 2015 to 2050

Source: WRI, 2015

\$1tn

But it doesn't need to be

400:1

ROI of EU Early Warning system
for river flooding

Source: EU, 2015

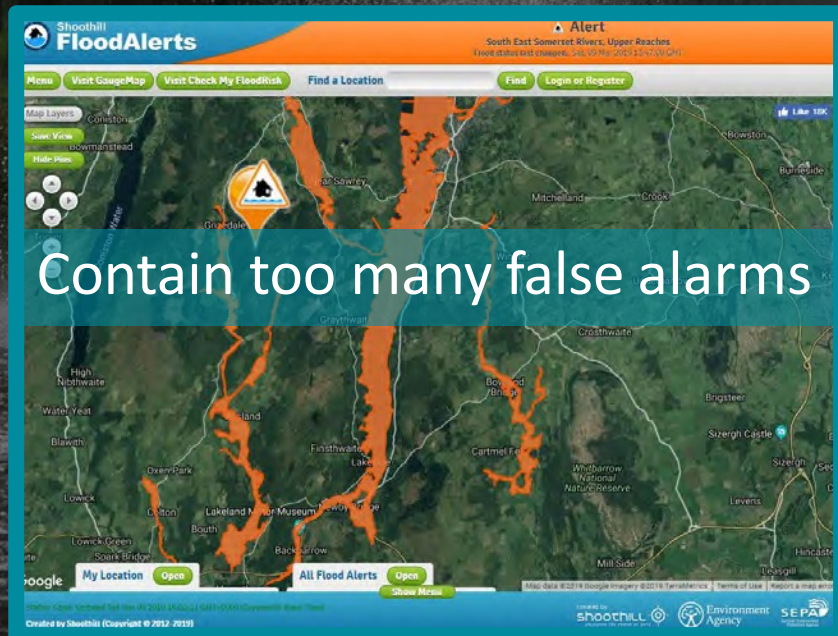
Existing Flood Forecasting Solutions

Rivers and the sea

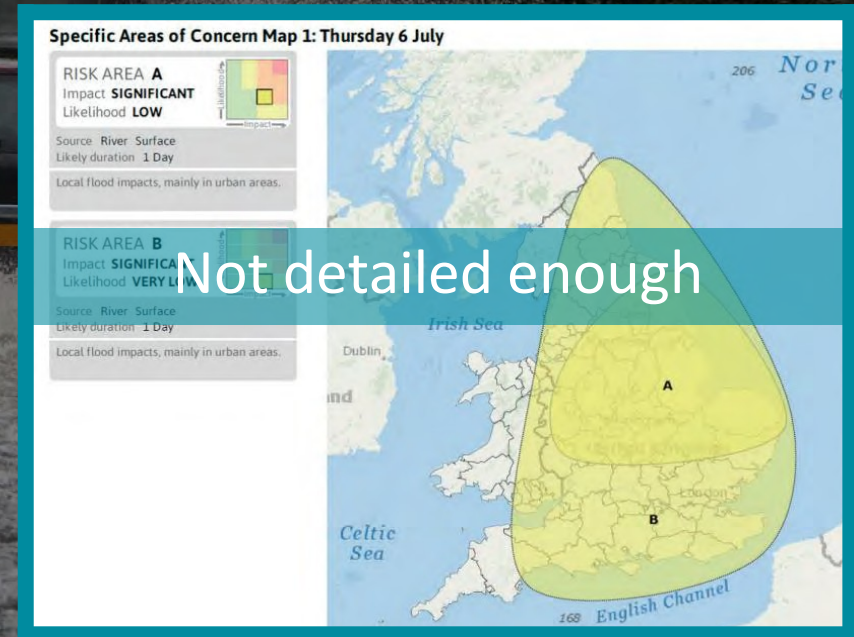
2.4m UK properties at risk

Surface water

3m UK properties at risk



Contain too many false alarms



Not detailed enough

Our Solution: FloodMap Live



Hyperlocal surface water flood forecasting:

- Property level predictions with high accuracies enable effective decision making



Real-time insight:

Continuous modelling means our predictions are always up-to-date



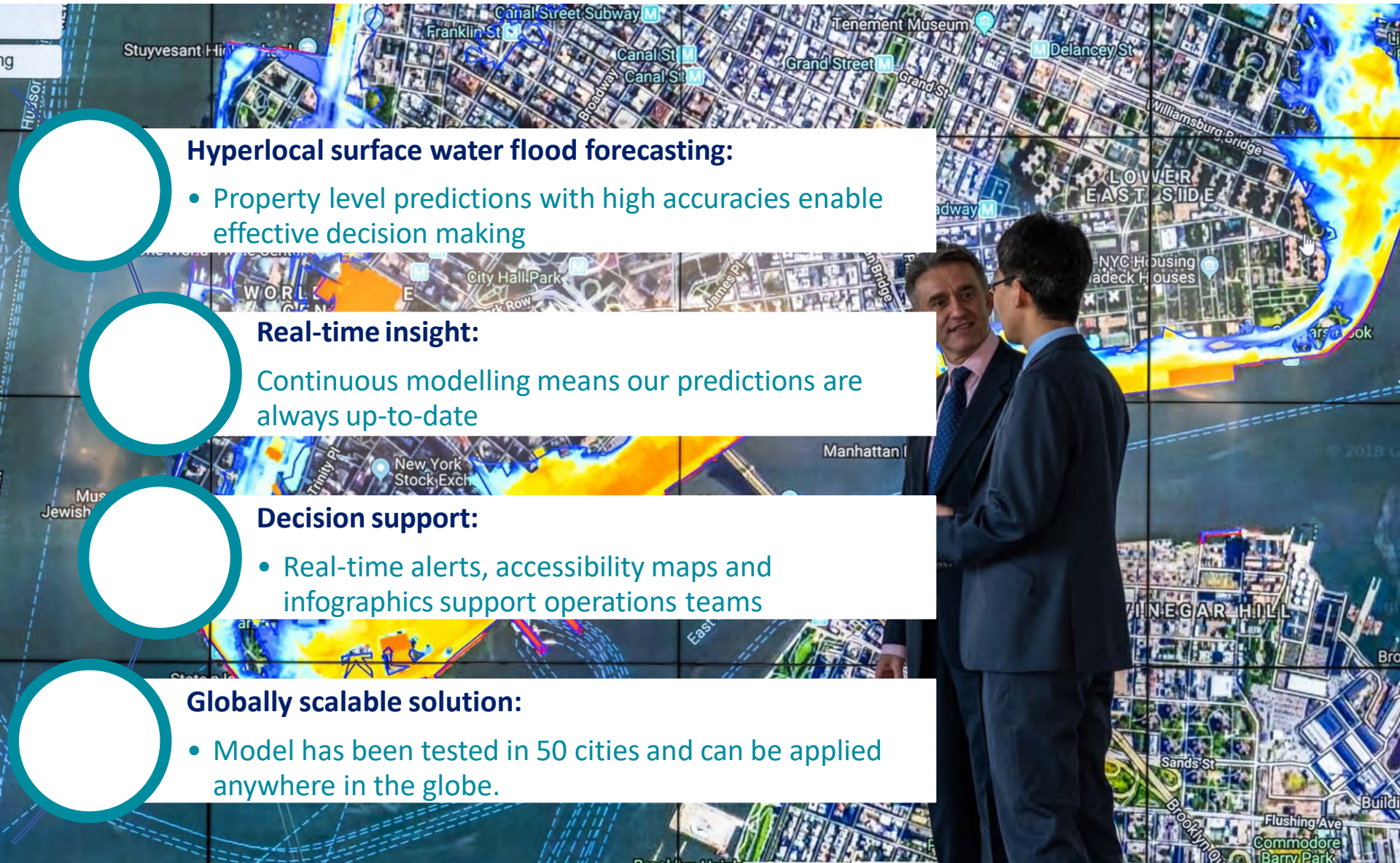
Decision support:

- Real-time alerts, accessibility maps and infographics support operations teams



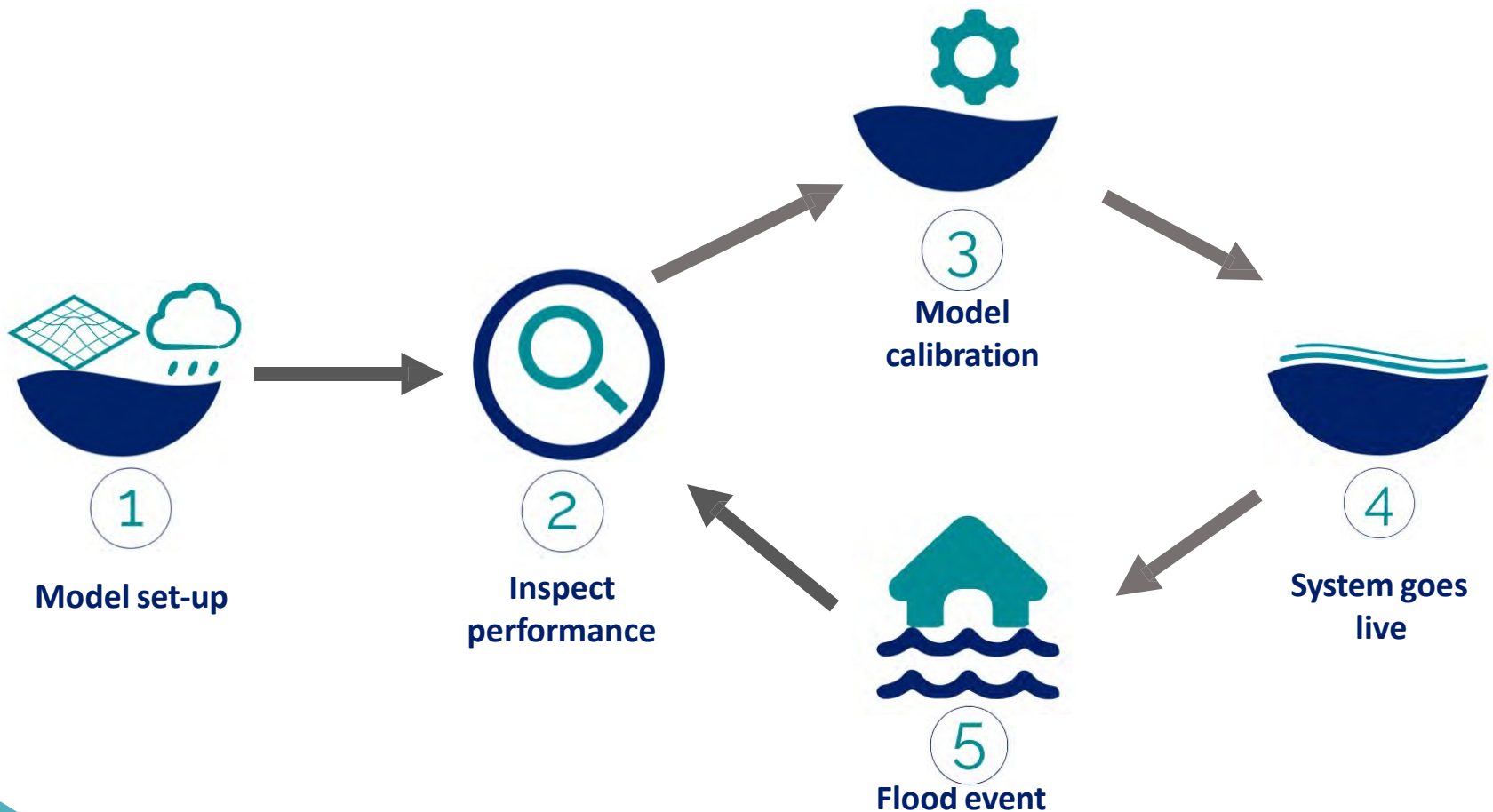
Globally scalable solution:

- Model has been tested in 50 cities and can be applied anywhere in the globe.





FloodMap Live: How it Works



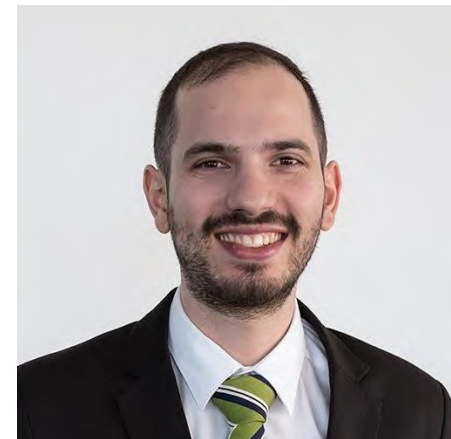
The Team



Jonathan Jackson
CEO (PT)



Dr Dapeng Yu
Co-founder and CSO
(PT)



Dr Avinoam Baruch
Co-founder and COO

Dr
William
Johnson

Head of
Technical
Systems

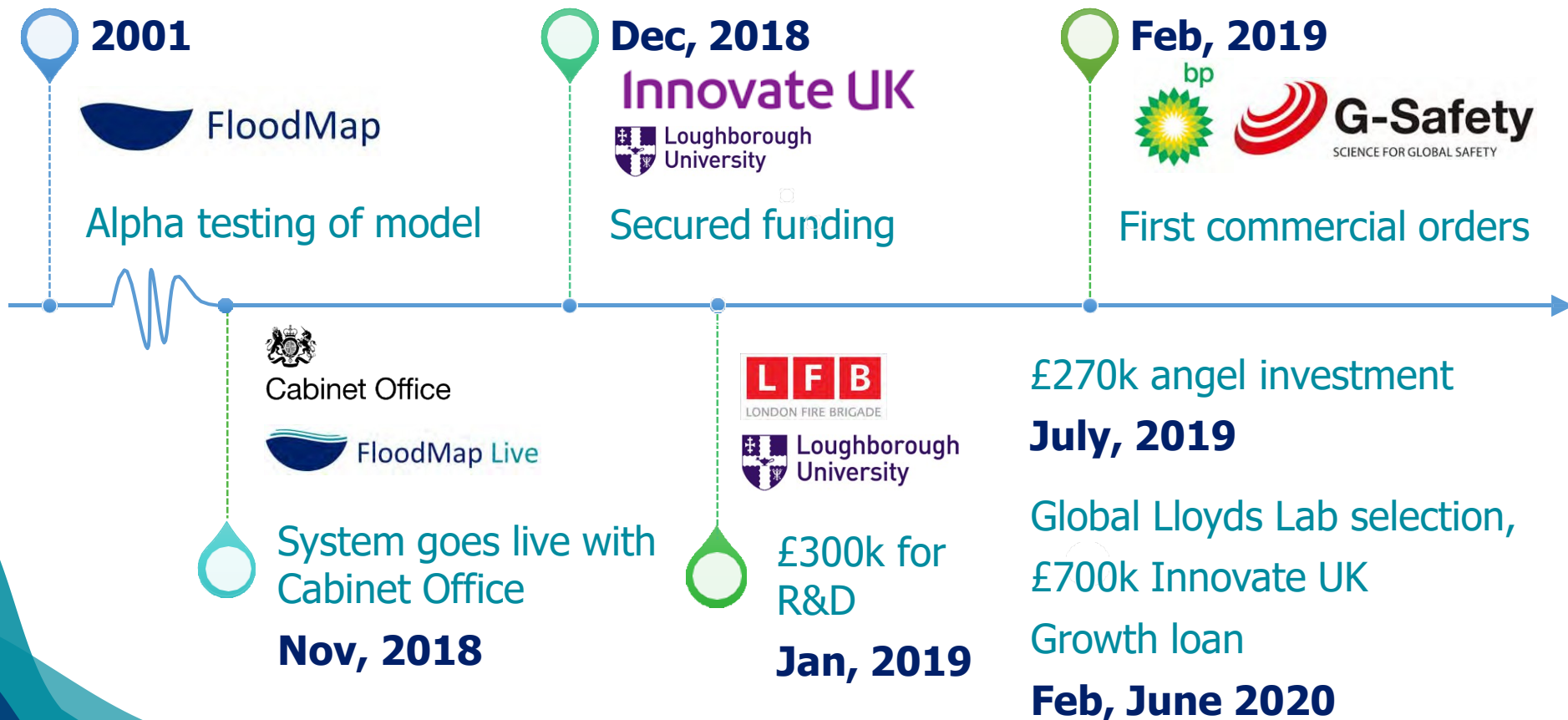
Dr Mark
Bennett

Strategy
Support
(NED)

Prof.
Rob
Wilby

Weather and
Climate
Advisor

The story so far



Risk Industry Landscape

Full risk management	 ONSOLVE™  
Catastrophe Risk Management	  
Consultancies	   
Flood Modellers	  

Route to Market: Government/Smart Cities

\$215bn

Global economic loss of weather related
disasters (AON, 2017)



Route to Market: Insurance

2015/16 Storms



- £194m loss
- **Previsico would save £12m**



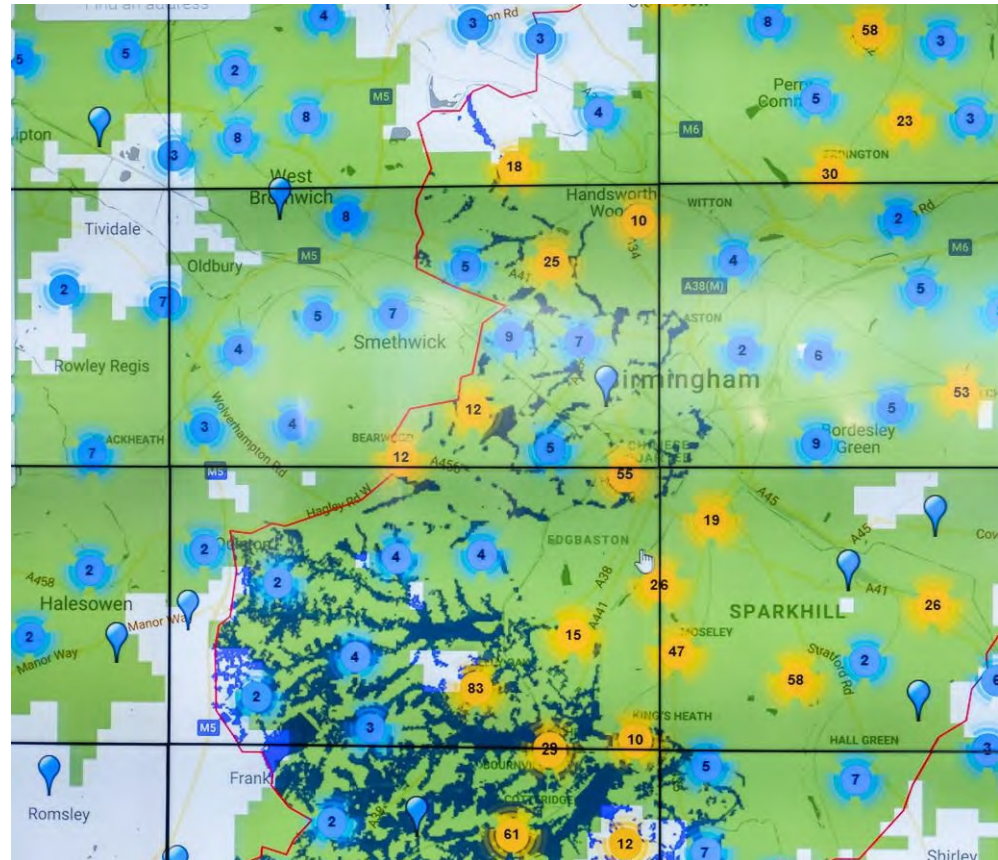
- £93m loss
- **Previsico would save £6m**

Global Emergency Management Market – \$90bn

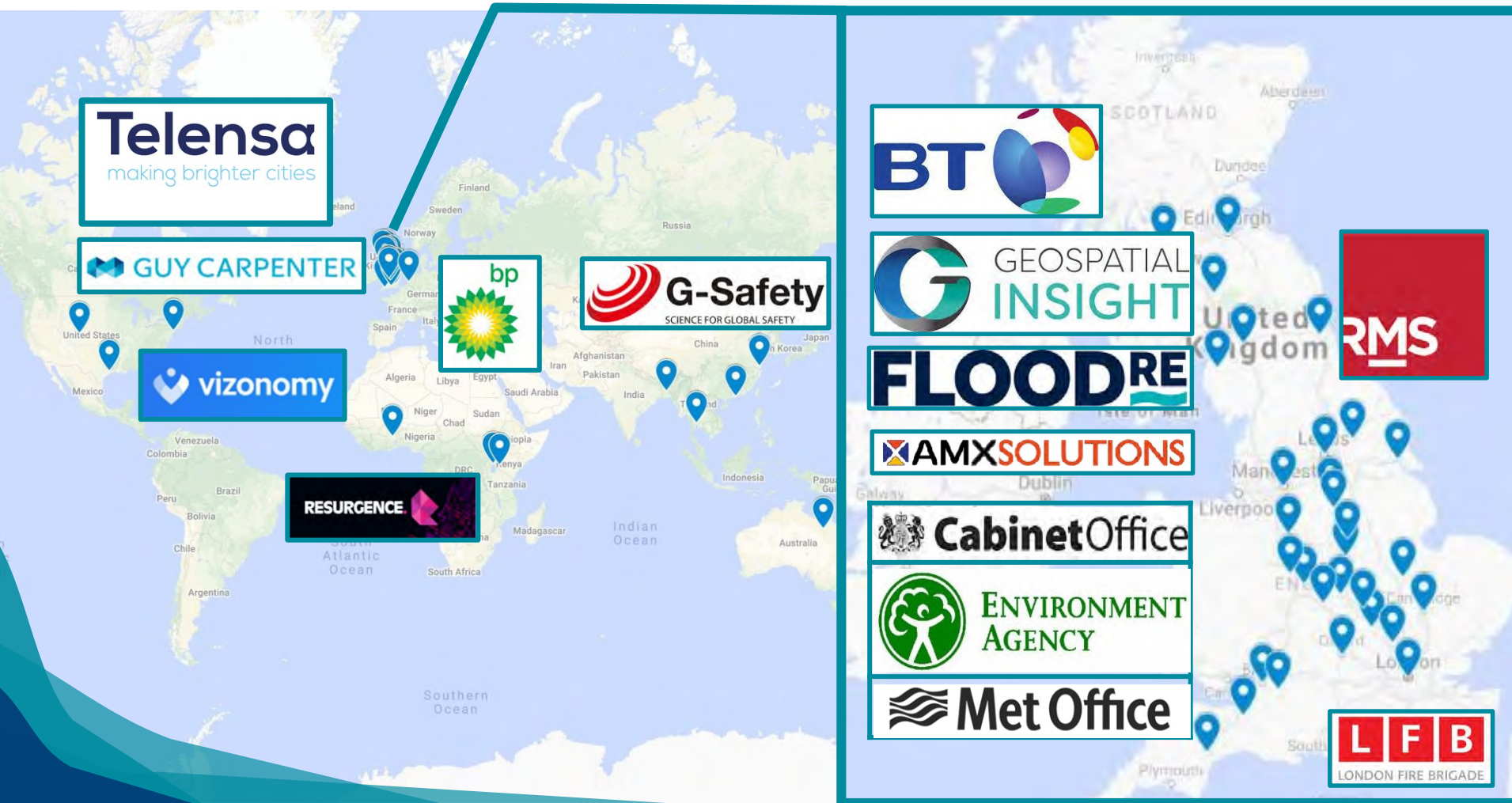


Products & Services

- Software as a service:
 - Annual subscriptions
- Products
 - Data feed
 - Visualisation tool
 - Alerts
 - Analytics
- Other services:
 - Workshops
 - Bespoke projects.



Key Relationships:




IP Protection

- **The software**

- Previsico Limited is a Loughborough University Spin Out with exclusive license for FloodMap and FloodMap Live
- Source code is a novel trade secret

- **Model improvement**

- Model is continuously improving with every flood
 - Sourcing Big Data for calibration
 - Developing machine learning capability.
- 

Financial Forecast

Pricing & Margins: 1st year

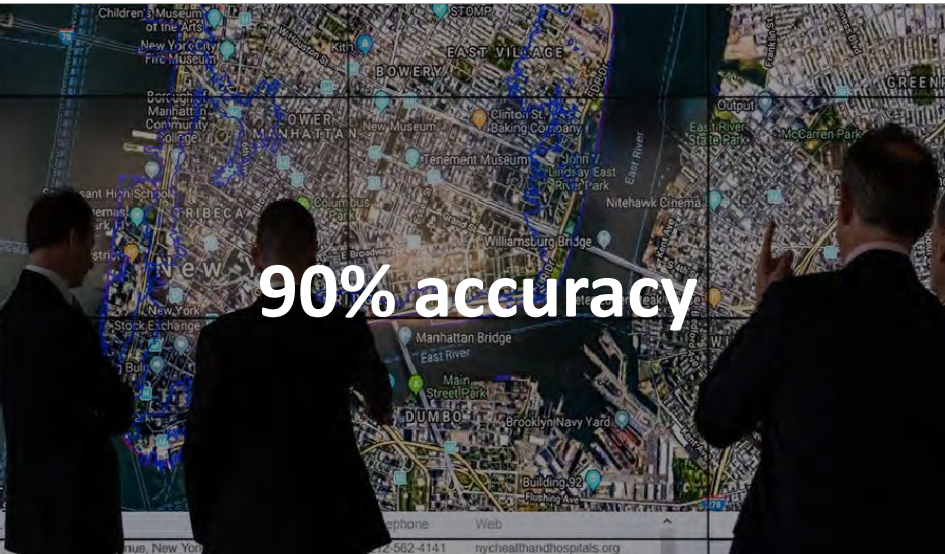
	Multi-city (£,000)	City (£,000)
Service fee*	150	20
Alerts	160	8
Total	310	28
Cost of Sale	74	7
Gross Margin	240	20

Profit and Loss 2019 - 2023



* 1st year partner commission 20%, subsequent years 7.5%

Five Year Plan



Beyond five years

