



HAUSFUCHS OY

Neighbourhood intelligence for real estate

Company overview

August 2026 · Y-tunnus 3643057-1 · Helsinki, Finland

WHY HAUSFUCHS EXISTS

Every street had **one**.

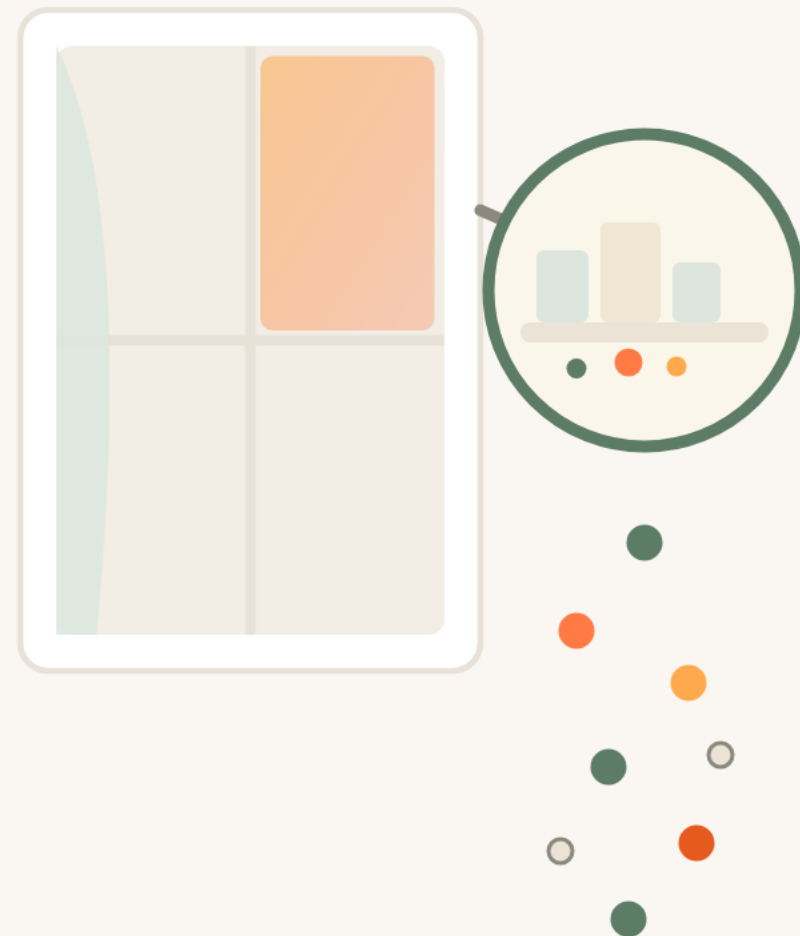
The granny at the window. She knew which balconies caught the evening sun, where the kids were safe, and which corner flooded every spring. **There was only one of her, and she only knew her street.**

The best local knowledge in the world never scaled. So we built it to scale: 13 neighbourhood scores, every building in Finland.

Reading the place, not watching people



HAUSFUCHS · Neighbourhood intelligence for real estate



13 scores · every building in Finland

THE PRODUCT

What she knew, computed

Which balconies
caught the evening
sun

→ per-apartment direct-sun
hours across the year, terrain
and vegetation included

The loud hours and
the quiet corners

→ noise modelled at the window
from road, rail and aviation,
with our own acoustic engine

Where the kids were
safe

→ family friendliness · safety &
stability

Which shops
survived, and the
shortcut to the tram

→ economic vitality · walkability ·
transit access

13 AUDITED DIMENSIONS

Walkability

Transit

Green & nature

Water

Quietness

Air quality

Family

Health & wellness

Economic vitality

Building character

Safety & stability

Culture & leisure

Terrain

- Not by watching people, but by reading the place: terrain, light, noise, services.

PROOF

Live in Finland today

283

municipalities scored in production, automated refresh

1,288

national geodata layers integrated

204

production services running

~€6

marginal cost per building report

Helsinki metro area additionally scored **per building** with LiDAR-derived heights. Finland is the template every new market instantiates.

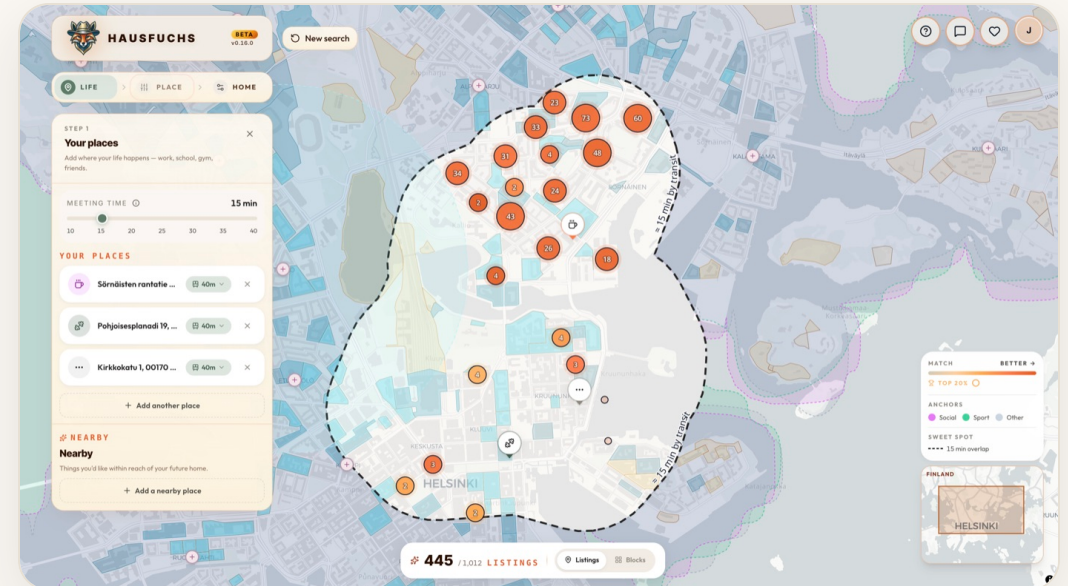
Delivery:

REST API

Portal embeds (Web Components)

White-label reports

Consumer beta · beta.hausfuchs.com



Hausfuchs WebUI (beta v0.16), live on real Helsinki inventory: 445 of 1,012 listings matched to a 15-minute life radius.

THE COMPANY

Company at a glance

- **Registered** 6 Aug 2026 · Y-tunnus 3643057-1 · Helsinki · osakeyhtiö · 100,000 shares, one class
- **Group** Subsidiary of Datafuchs Oy (Y 3485174-3), a Finnish geodata & AI company; Hausfuchs commercialises its residential applications.
- **Governance** Board: Jens Kreier · deputy board member: Jarkko Nieminen (registered signatory)

Datafuchs Oy

Jens Kreier 65% · Jarkko Nieminen 35% → **89%**

HJL Holdings Oy

Heikki Liimatainen 100% → **11%**

HAUSFUCHS OY

Y-tunnus 3643057-1 · Helsinki

Beneficial owner reported to PRH: Jens Kreier (89% indirect)

MARKET

Nobody sells what she knew

0

independent per-building liveability providers

634

identified B2B buyers across 16 initial markets

~€30M

identified annual revenue opportunity
634 buyers × €47k blended ACV

THE CATEGORY

111 companies mapped across 16 markets · **43** rated serious

Three camps: valuation, transaction data, portal data arms.
All adjacent, none in the category.

THE BUYERS, COUNTED BOTTOM-UP

Lenders		175
Developers		157
Insurers		138
Agency networks		89
Portals		75

Portals: 75 companies consolidating into 18 group decision centres.

TRACTION

First revenue is in motion

- 1 First Finnish pilot proposal out**
€24k fixed-fee paid pilot delivered 24 Aug 2026 to a national Finnish real-estate chain · decision window September.
- 2 Qualified pipeline**
25+ European portal and developer prospects mapped and prioritised · Nordics first, DACH next.
- 3 Consumer validation**
Consumer beta live in Finland, generating usage data and product learning ahead of the B2B rollout.

BUSINESS MODEL

Enterprise recurring revenue with software margins

1 • Enterprise licence

API + portal embeds. €15-200k
ARR per customer; group
agreements up to €300k.

*Annual licence based on portfolio size,
geography and usage.*

2 • Transactional reports

Sun, sound and view reports at
~€90 on ~€6 marginal cost.

3 • Consumer

Subscription, premium intelligence.
Upside opportunity, not in the base
case.

>85% gross margin • €47k blended enterprise ACV

BASE-CASE REVENUE BUILD-UP

634 identified accounts → ~150 qualified demos → ~55 pilots → **33 paying customers**

33 × €47k ≈ €1.55M enterprise ARR • + transactional reports and consumer upside → €3.26M total run-rate by Q8
(conservative €2.0M)

FUNDING

The funding path

- 1 Non-dilutive**

Business Finland Sprint application in preparation: €130k project, ~75% grant rate, 9 months. Submission targeted September, once the Finnish pilot is underway. Runway extension, never base plan.

- 2 Seed €1.2M**

Team & year-1 cushion €450-650k · infra one-off €241k · data licences ~€150k · contingency €100-160k. Buys 11 markets live + first bank signature.

- 3 Revenue**

First B2B flows 2026-2027: Finnish pilots first, European portal and lender contracts to follow.

TEAM

Three founders, aligned



Jens Kreier

Board member, Hausfuchs Oy · Co-founder & CEO, Datafuchs Oy

Deep-tech and spatial-computing architect with an operations and hospitality background. Leads product and technology; built the platform behind Hausfuchs.

linkedin.com/in/jens-kreier



Jarkko Nieminen

Deputy board member · registered signatory

AI and data workflow specialist, turning complex B2B data into competitive advantage. Co-founder of Datafuchs Oy; leads operations, finance and partnerships.

linkedin.com/in/jarkkonieminen



Heikki Liimatainen

Partner (HJL Holdings Oy)

CEO and co-founder of Kickets Ticketing; founder-owner of HJL Holdings. Leads commercial development and market entry for Hausfuchs.

linkedin.com/in/heikkiliimatainen

Founder incentives structured through a shareholders' agreement with time- and milestone-based vesting.

NEXT

The next 90 days

Done

6 Aug registered (PRH) · 20 Aug Nordea account open · 24 Aug first paid pilot proposal out

Sep

Finnish pilot decision, then Business Finland Sprint application

Q4

First B2B contract signatures targeted · seed round conversations open

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