better maps

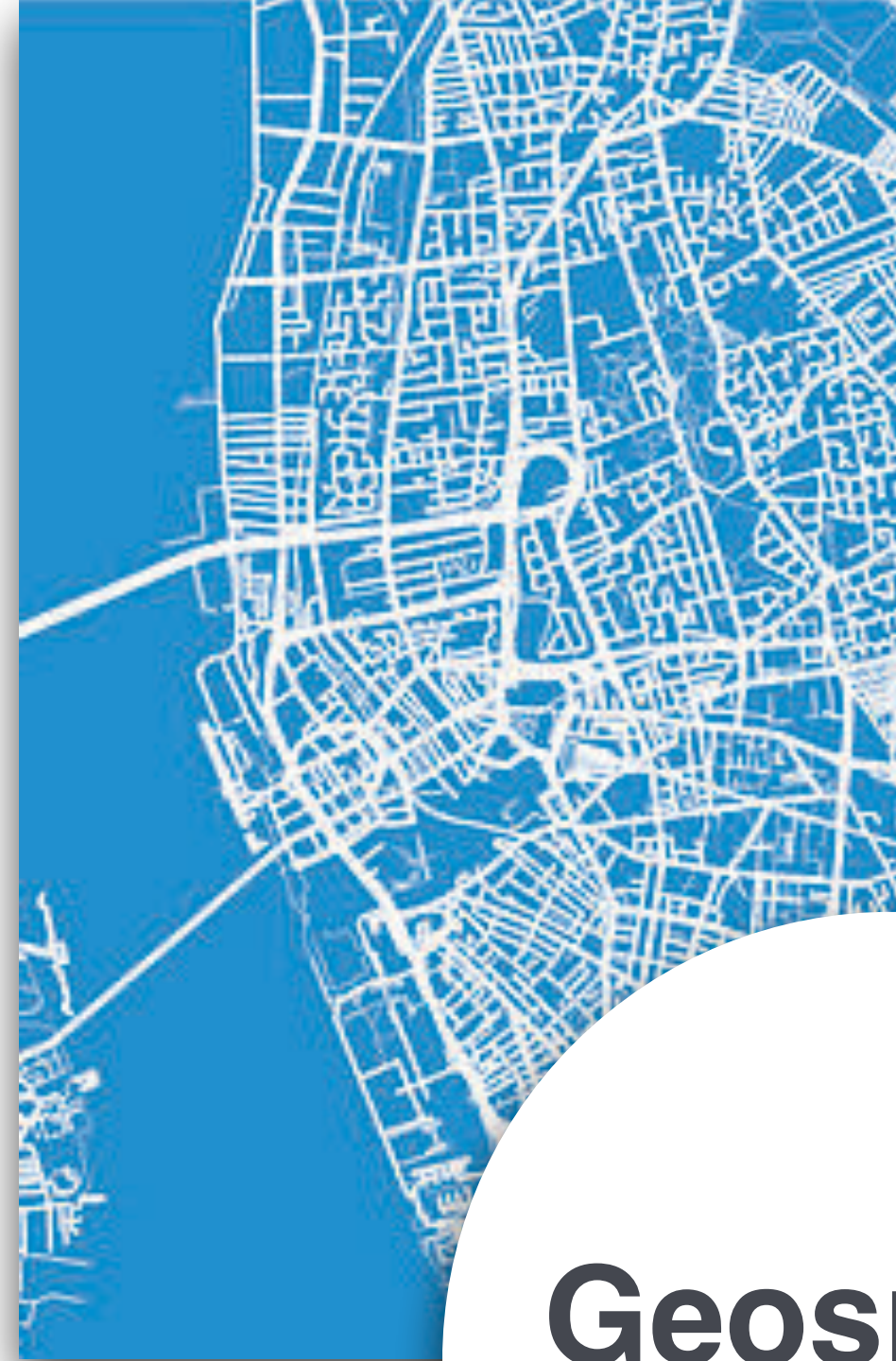## Create maps using only natural language

Status Feb.2023

Vision

Provide access to the geospatial data of the world,

for everybody, without barriers.

Geospatial Data

80% of all data
of the world
has a geospatial
component

How can we democratice the access to Geospatial data?

Where is the data I need?

Access to digital spatial data has allowed the creation of large quantities of new digital cartography but at the same time, it has created confusion on where to get this data, on which format, how to deal with it. There is a large amount of unused data online.

New technologies can provide solutions to this problem

There are several ways to improve geospatial data access using technology. Open source projects and software tackle the basic issues, but still lack some tools to make the access really universal.

Bettermaps solution:

Create maps using natural language
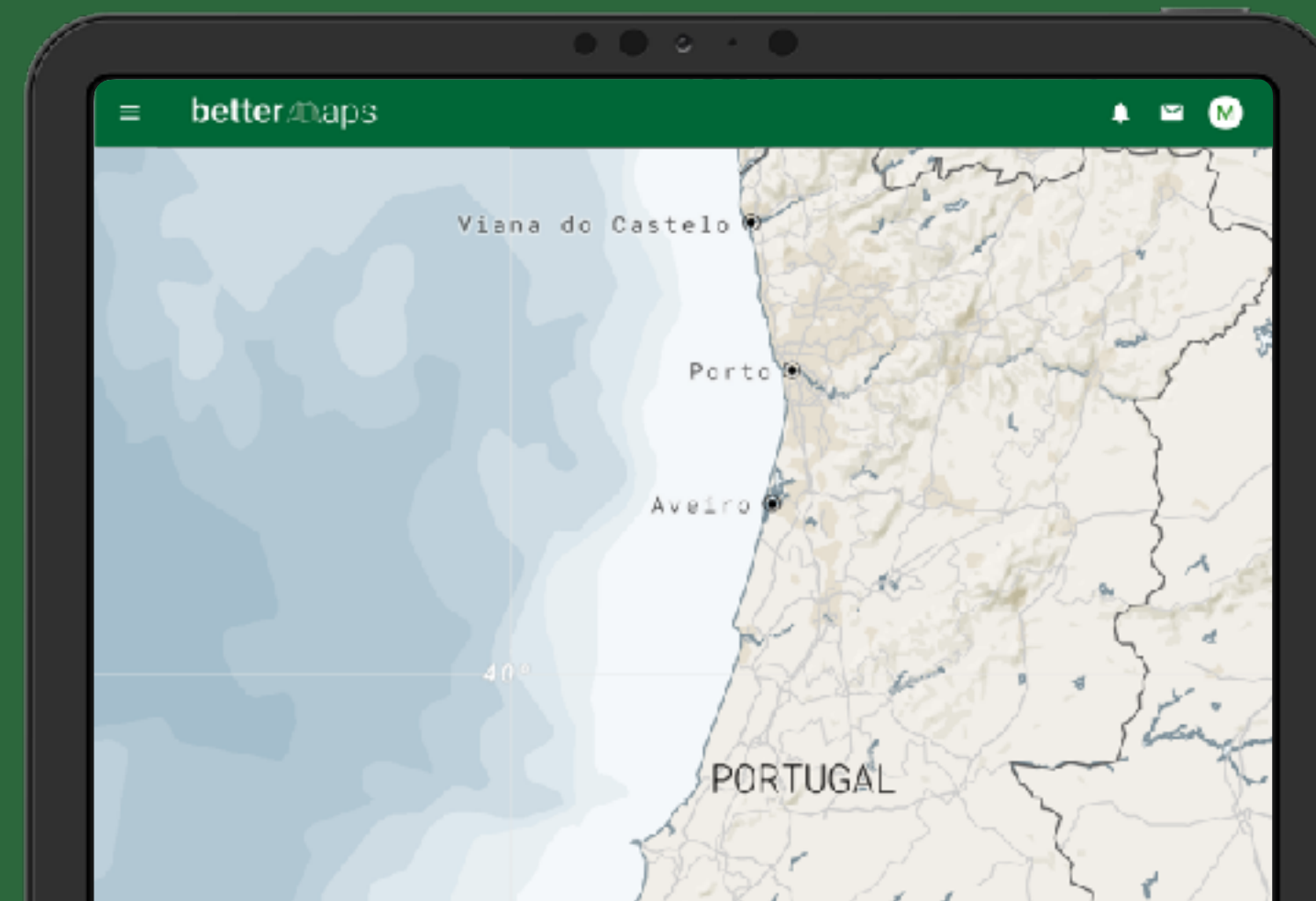
Step 1: Ask for it   ## **Step 2: Done**
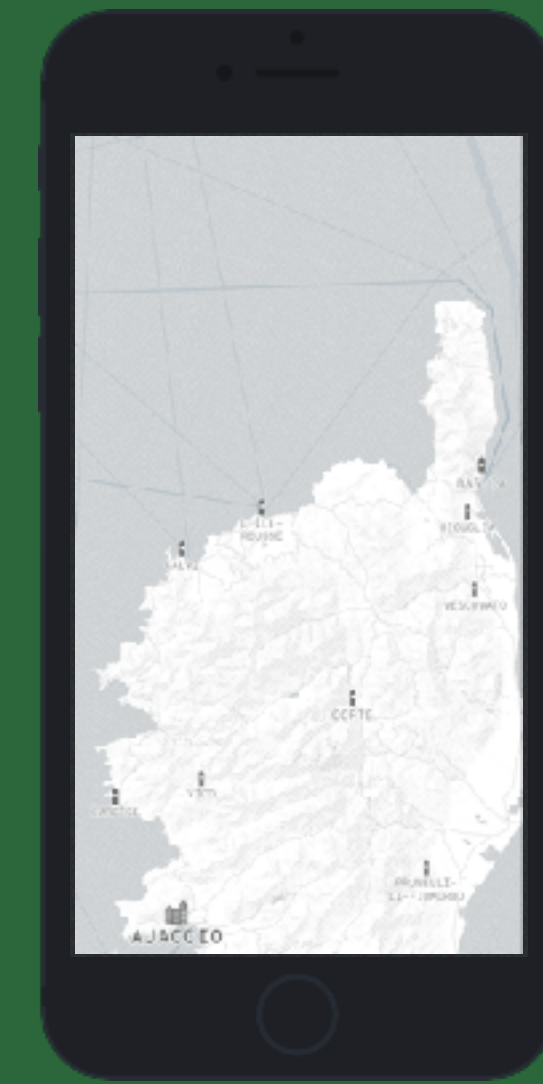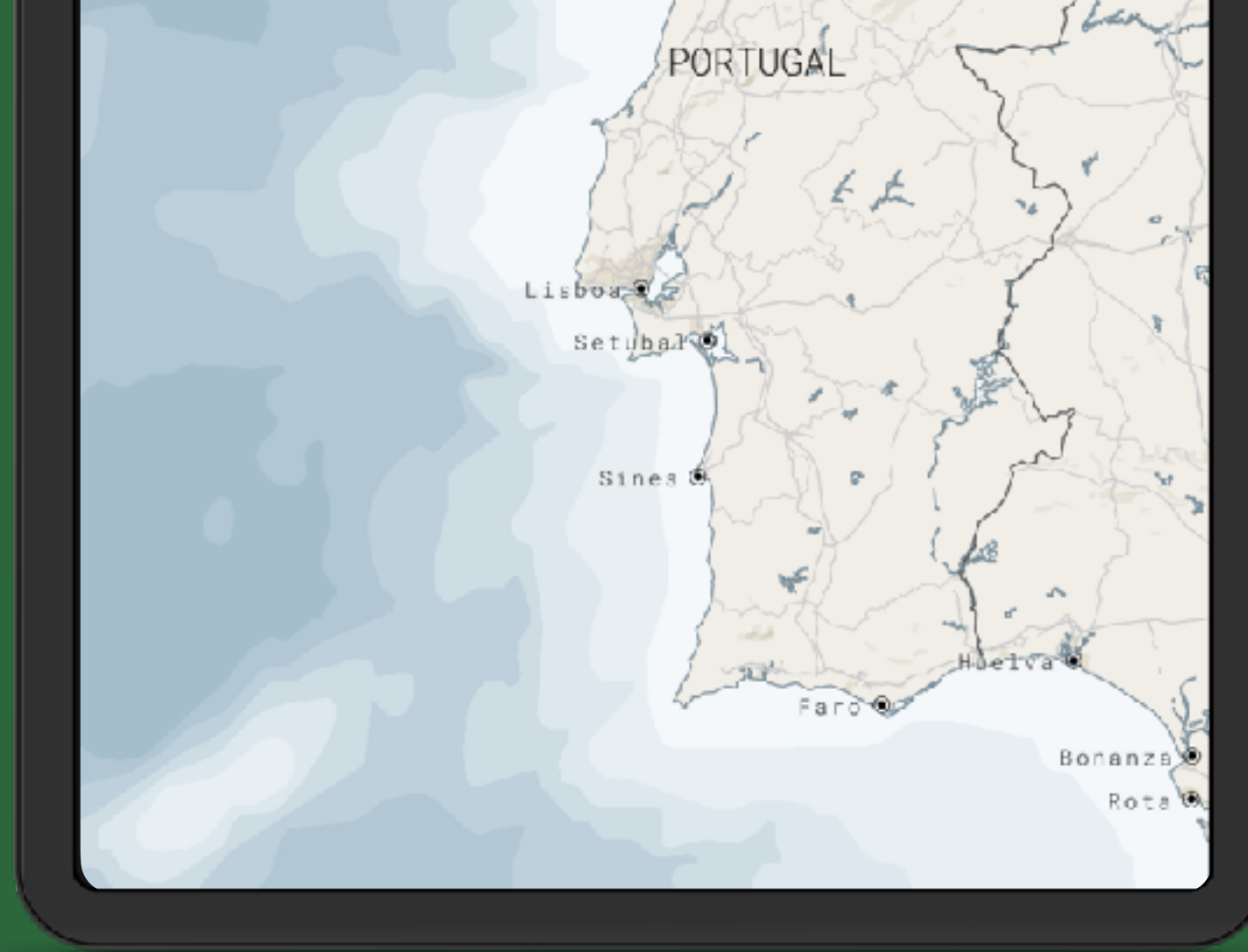
With no-code tech

The world's geospatial data

We have already more than thousand layers from repositories indexed, extracted and converted into its right format for its use.

Natural Language map creation

Bettermaps use the most advanced AI technologies to create maps with the only use of natural language.

The power of AI to create better maps

Using the power of AI, Bettermaps can create maps in few seconds, and provide customisation like for example: colours, typologies, icons, gradients.

Adding trust to spatial information

With the increase of digital data, it is very difficult to find trusted digital maps. Bettermaps provide the tools to analyse, qualify and certify the information included in maps.

Unique designs for unique purposes

Each map is seen by different people, with different demands and cultural backgrounds. Bettermaps creates unique experiences tailored to each customer, wherever they come from.

All in one connected platform

The user gets a unique experience, with a seamless integration. All the functions they need in a unique platform connected to their favourite mapping tools.

Create maps with Natural Language AI

Open ended questions to create the map

that the user always wanted.

The future of geospatial intelligence is on the natural interaction with data

Thanks to the use of language models, we can understand what the user wants and create
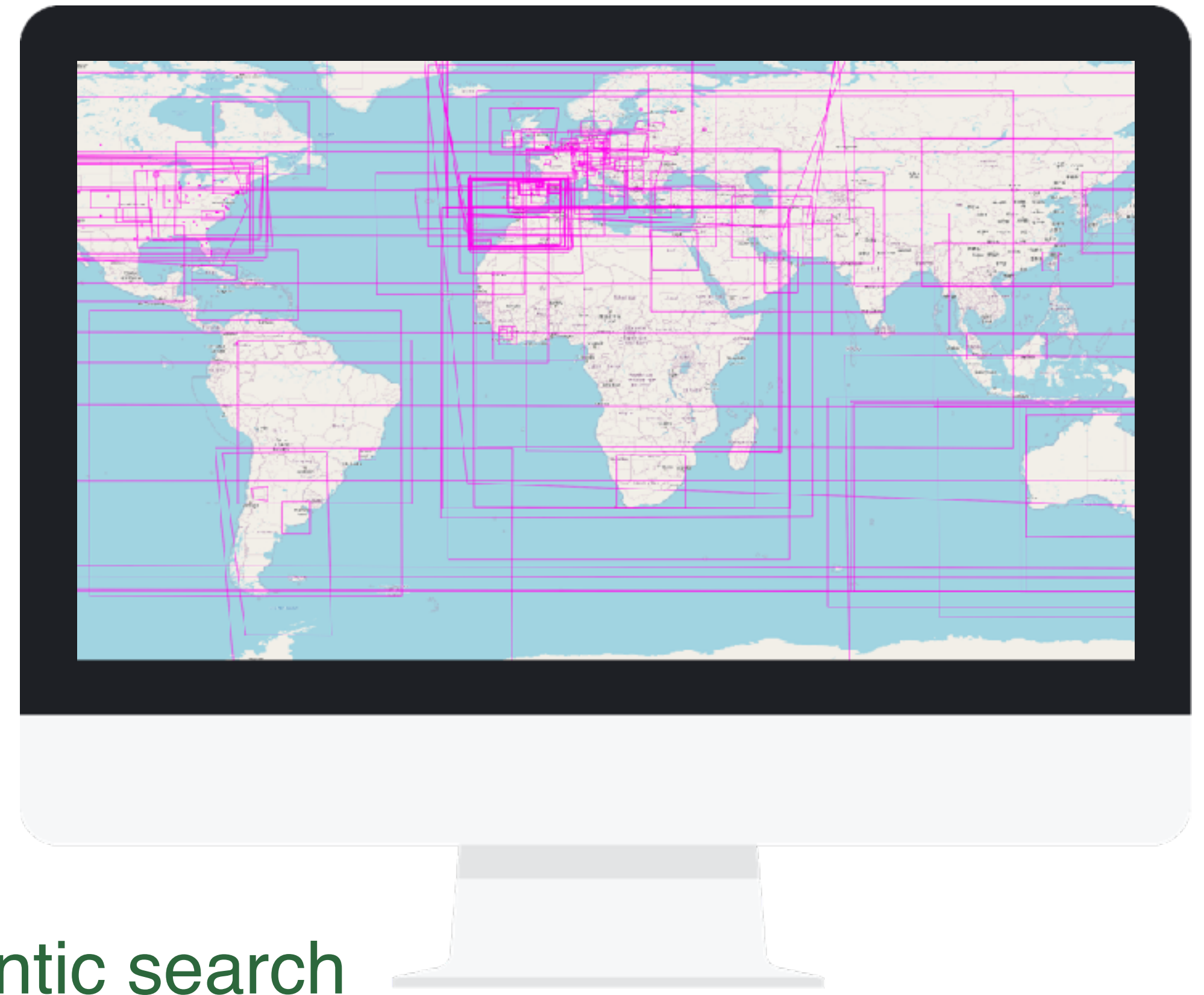
The world's geospatial repository

Already tens of thousands of layers from repositories indexed, extracted and converted for use.

Aiming to be the nr.1 Open Spatial Data repository of the world.

Always find the relevant data using semantic search

We use the latest language models (openAI) to create semantic search that allows to find data that is relevant to the users query, instead of using keyword search.

B2B - SaaS or API

Software as a service model allows Bettermaps to provide the best tailored experience to professionals using geospatial data on a daily basis. This can be consumed through our web application or dedicated APIs

Map makers

- Reduce enormously the time access to data from days to seconds

- Large increase in productivity

Social Media Analyst

- Visualise the impact of campaigns and its geospatial distribution

- Understand how brand and product are perceived in different places

Corporates

- Get a uniquely fine-tuned AI model for each corporate

- Allow access to data visualisation o large quantities of data

PRICING MODEL

Freemium model for basic AI design. Advance analytics & uses based on subscription

STANDARD

€0

- Up to 5 printed maps per month
- Up to 20 calls to our AI assistant
- Up to 5 HTML webpage exports
- 20 styles
- 50 layers

MONTHLY FEE

EXPLORER

€9.90

- Up to 50 printed maps per month
- Up to 200 calls to our AI assistant
- Up to 50 HTML webpage exports
- 200 styles
- 500 layers
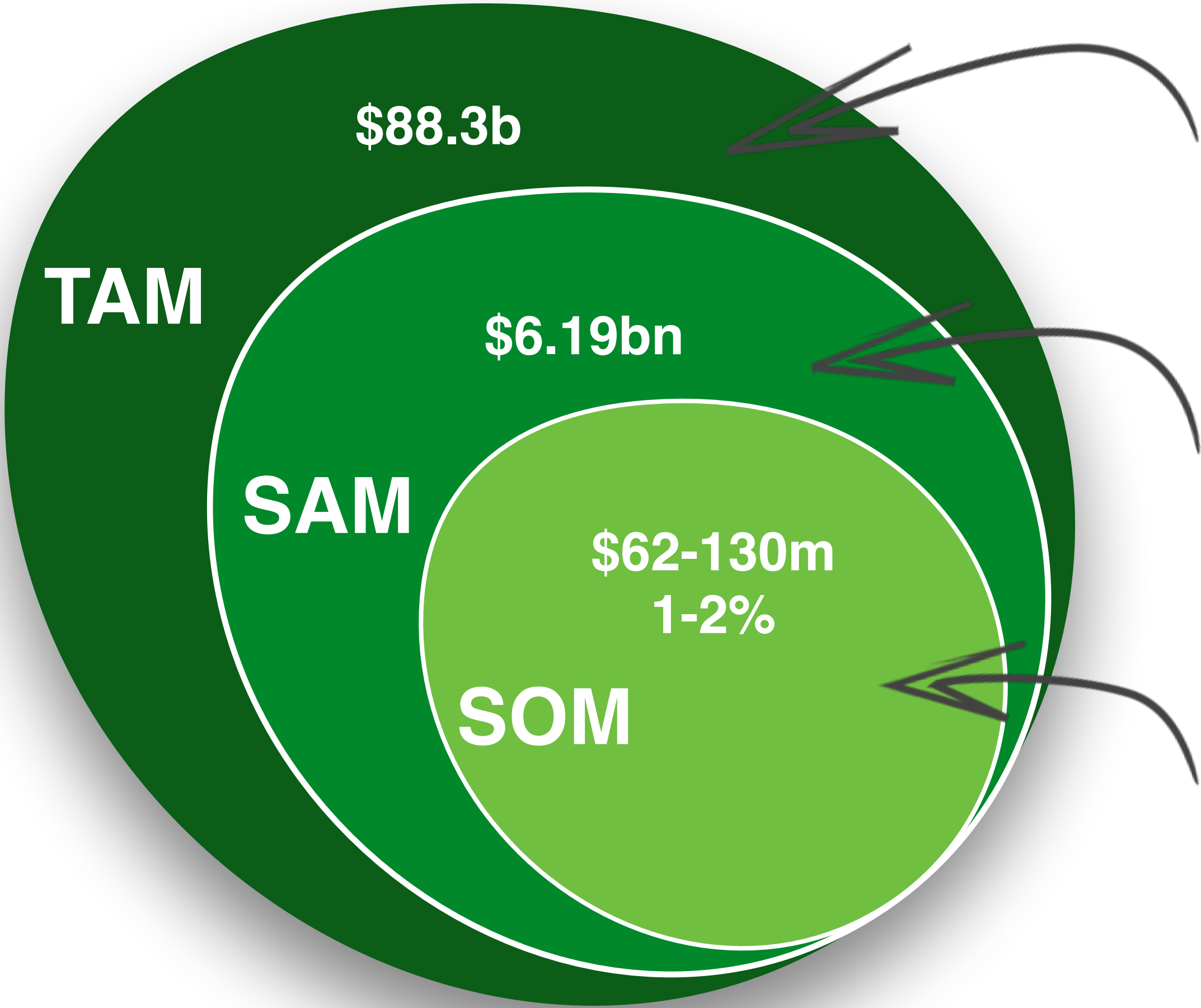- No Mapbox or Maptiler API Key

MONTHLY FEE

PRO

€49.90

- Up to 500 printed maps per month
- Up to 2000 calls to our AI assistant
- Up to 500 HTML webpages exports
- 2500 styles
- 5000 layers
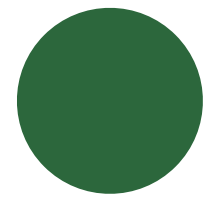- No Mapbox or Maptiler API Key

MONTHLY FEE

Market size - Digital Mapping

10

$88.3b

TAM

$6.19bn

SAM

$62-130m
1-2%

SOM

88.3 billion $ globally
Geospatial Information Market

6.19 billion $ globally
Digital mapping companies

61.9 / 123.8 million $
For a market share of 1-2%

Team

CEO

Pablo VIEJO

FOUNDER

20 year experience

in Geospatial in

corporates (EDF),

Academia and R&D

Fullstack

Alvaro AGUERRE

React, AWS

Data Analyst

Paloma

Python

Databases, AI

GIS Developer

Yassine

Python

Geospatial

ADVISOR

Ivan Rodriguez

CEO OK Ticket

bettermaps

✉️ pablo@bettermaps.ai

📍 Oviedo, Spain