



Case study

Copernicus for early detection and remote monitoring of construction sites with Building Radar

Building Radar is a German start-up which **supplies verified construction sales leads worldwide**, providing information such as a construction site location, the construction phase, the building size and other data on construction projects. The clients are buildings-related companies. One of the applications developed by Building Radar gives construction companies an **immediate overview of progress of work** and helps them to identify potential issues in advance.

Building Radar relies on **EO data**, in particular **Copernicus**, and Internet data processed through their algorithms.

Building Radar estimates the **world market for sales leads in the construction sector at more than EUR 70 billion**.

Building Radar won the Copernicus Masters Grand Prize in 2015.

Building Radar enabled its clients to **gain time, increase their turnover and their sales performance**. On average, **Building radar enables its users to save 3 hours per day and €60K per year**. Following are selected examples of Building Radar's clients' success stories.

Stanko Team is a flooring supplier. Traditionally, they hired consultants or relied on paper directories to get leads for construction projects but this proved to **be five times more expensive than Building Radar's solution**. Building Radar has provided them with several thousand current, new, completed and proposed projects in their market at a competitive rate. Building Radar's satellite technology based on Copernicus, also helped them **to save 8 hours of driving and viewing per project**.

Context and project

Copernicus enabled revenues

Benefits for end users (1/2)

Benefits for end users (2/2)

Building Radar's business model directly depends on Copernicus (**60 % of the satellite data they use**) as they could not have afforded fee-based data.

40% of their clients use applications which rely on Copernicus data; the other 60% rely solely on Internet data processing. Given their monthly turnover is between EUR 10 to 50K, it can be estimated that **EUR 4K to 20K** is directly attributable to Copernicus. Building Radar is planning for **a turnover growth rate of 30%**. The share of turnover directly attributable to Copernicus is expected to increase in the future with the release of Sentinel-2B data and the possible use of Sentinel-1.

EUR 4 to 20K, with 30% monthly growth monthly turnover directly attributable to Copernicus

Gerhardt Braun is a medium-sized enterprise in the construction sector. Building Radar's product increased their **sales performance by 14%** every single month. They also use Building Radar to assess new market opportunities and to do market research; their research projects are finished on average **30% faster**.

Fundoland is a company based in China operating in the amusement industry. Building Radar provides them with construction projects in over 100 countries, allowing them to save **50% of their time**, and giving them extra indications as to when they should make bids for relevant projects. They are now more aware of developments in their target market and their **sales have grown by 30%**. It enabled them to automate their lead generation process and to reach **150% more leads every day**.

