

2025

# FLEXDRILL

**BRINGING GEOTHERMAL HEATING  
TO EVERY HOME**

**EXTENDED PITCH DECK: PRE SEED ROUND**

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# FROM ICELANDIC ROOTS TO GLOBAL INNOVATION.



- Sævar Einarsson is the **Inventor** of Flexdrill
- M.Sc. **Mechanical Engineer** with deep expertise in system design, automation, and high-performance hardware
- **Third-generation innovator**: Inspired by his **grandfather**, a pioneering mechanical engineer who adapted oil & gas rigs to tap into earth's natural heat, managed UN ops worldwide
- **Born and raised in Iceland**, where geothermal is not just a concept, it's part of natural everyday life
- On a **mission to make geothermal accessible anywhere**, bringing Iceland's natural advantage to the world



# EUROPE'S HOMES FACE A HEATING CRISIS: 86M BOILERS MUST BE REPLACED.

## Cost of Inaction

**€5K**

The average annual amount a household spends on fossil fuel heating.

## Emissions

**+250M**

Tons of CO<sub>2</sub> released every year from Europe's residential boilers.

## Adoption Gap

**40M**

Heat pumps still needed before fossil fuel boilers are banned in 2030.



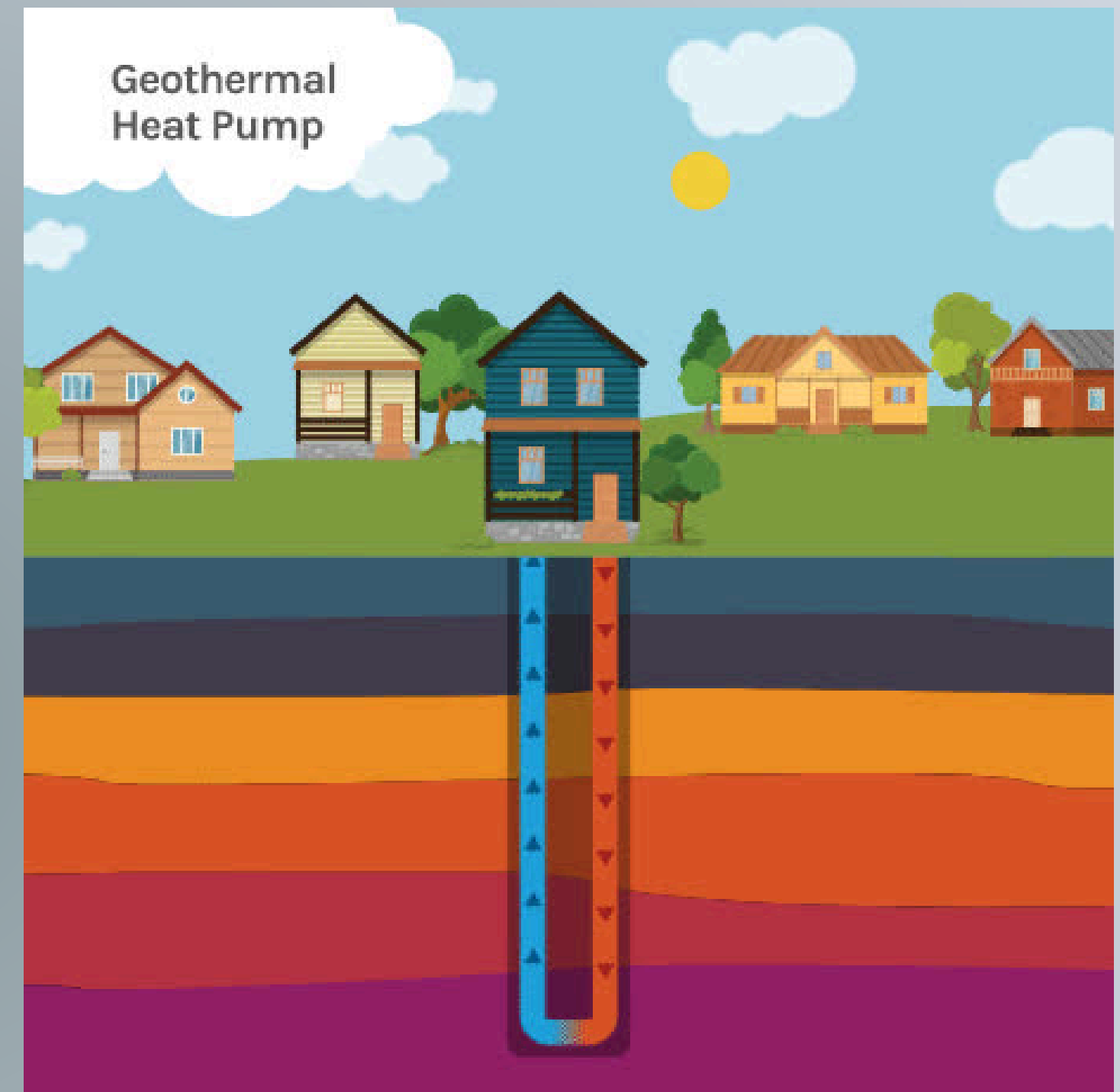
# GSHP’S OFFER THE MOST EFFICIENT HEATING BUT ADOPTION IS STUCK AT 2.5%.

	Fossil Fuel Boilers	Air Source Heat Pumps (ASHP)	Ground Source Heat Pumps (GSHP)	
Current Coverage in EU	High	Growing	Too low	
Efficiency <small>(COP = Coefficient of Performance))</small>	0,7 - 0,83	2 - 3	3 - 5	
Installation Cost	Low	Medium	<u>High</u>	Bottleneck 
Annual Running Cost	High	Medium	Low	
Annual CO2 emissions	High	None	None	
Expected Lifetime	15 years	15 years	40 years	



# THE PROMISE OF CLEAN HEATING

- **Ground source heat pumps (GSHPs)** are the best in class
- >80% lower energy use
- **Far greater durability and efficiency** compared to air source






# THE DRILLING BOTTLENECK.

## HEAVY EQUIPMENT CREATES OPERATIONAL HELL:

- **Drilling costs exceed €20k**, consuming over 50% of project cost
- **20-ton rigs** require optimal site access, inherently limiting adoption and creating unsafe conditions
- **Specialized crews** can't service demand, creating month-long delays (2-3 specialists)
- **Landscaping damage** and neighborhood disruption spoils the consumer impression



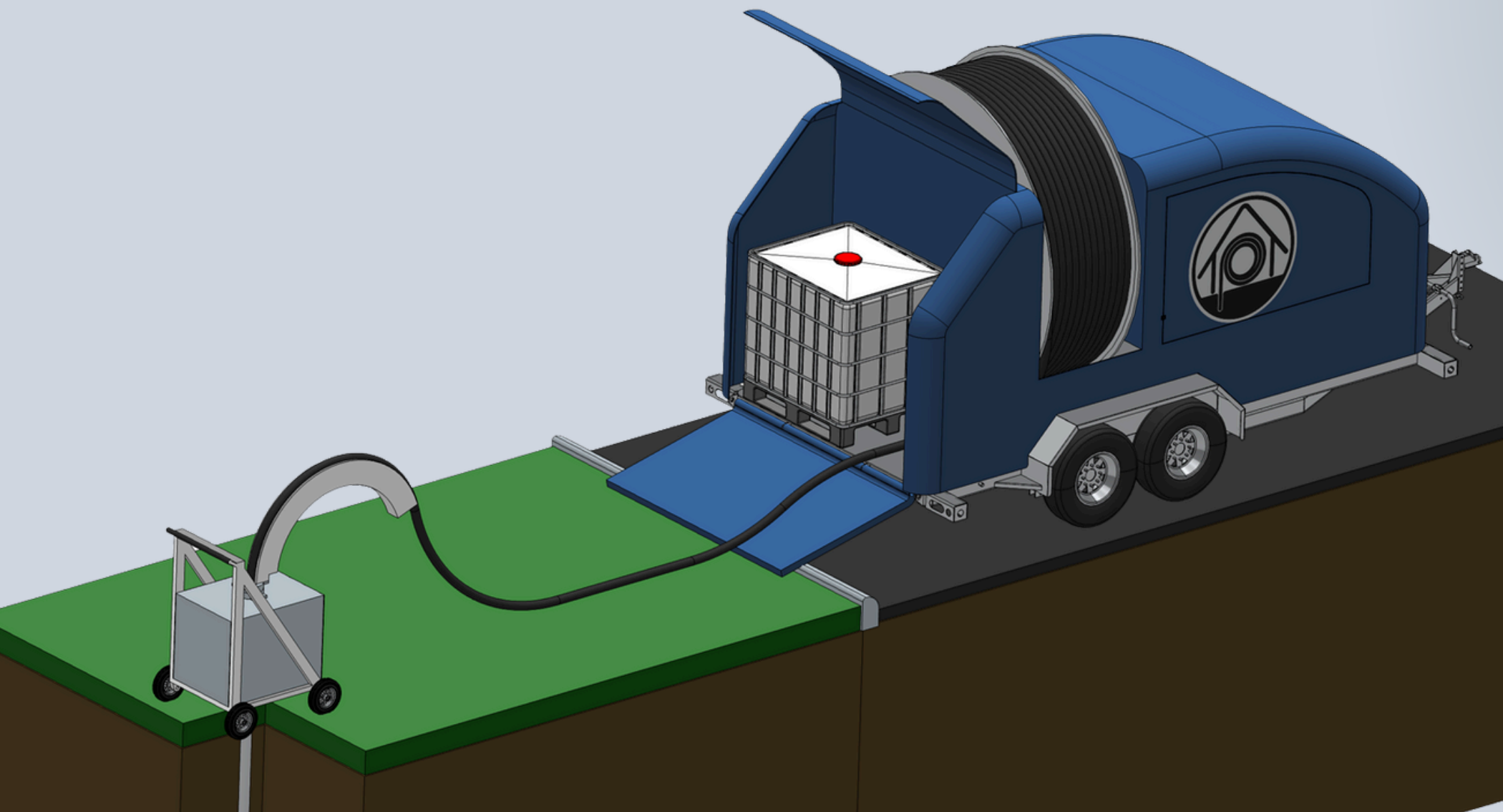
**Result:** Homeowners choose inferior air-source systems, missing 100% efficiency gains





# A TRULY ACCESSIBLE, SCALABLE DRILLING SYSTEM.

REVOLUTIONARY GEOTHERMAL  
DRILLING ARCHITECTURE



## Mobile, compact system

- 20x smaller working area
- Street based, trailer-mounted system without heavy equipment

## Efficient & scalable deployment

- Reduced drilling costs by 50-80%
- >75% capex reduction

## Rapid & lean operations

- Labor efficient, only one operator needed
- Simpler logistics, only 1 day of drilling

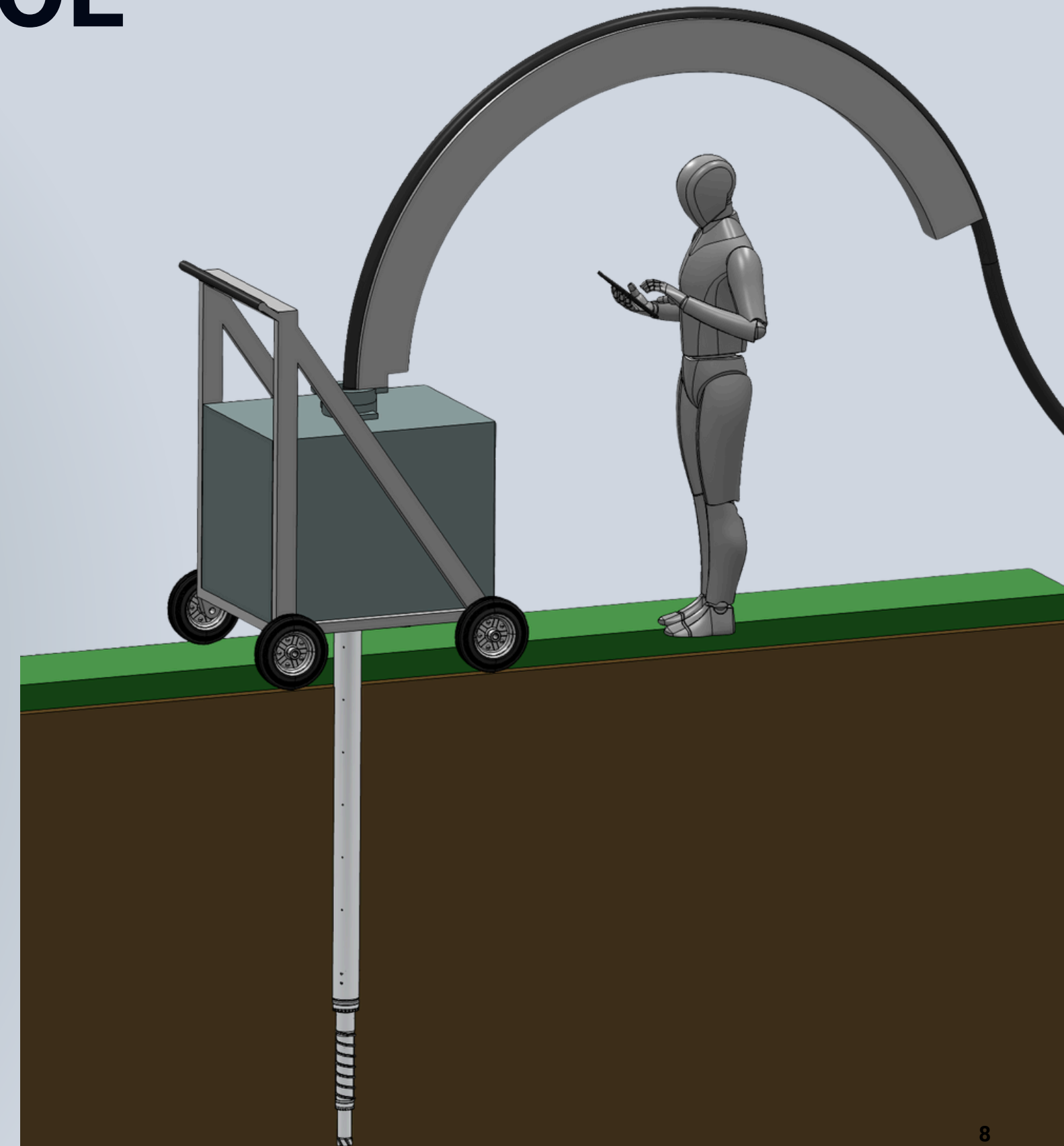
## Disruption & noise free

- Quiet operation, neighbor friendly



# BUILT FOR ACCESS, CONTROL AND COST EFFECTIVENESS

- 1 Position trolley, inside or outside**  
 Prepare first 1m with conventional tools, place trolley in a space with as little as 2,5m headroom.
- 2 Adjust angle, insert pipe & motor**  
 2m steel pipe at end ensures straight drilling, flexible HDPE pipe serves as casing for rest of hole depth.
- 3 Hydraulic impact drilling**  
 Patent-protected system water powered from the trailer utilizes rotational impulses for efficient drilling.
- 4 Cut pipe at depth & remove motor**  
 At target depth, the pipe is cut at the top; motor is pulled out, leaving outer pipe installed as a casing.
- 5 Install inner pipe**  
 Inner pipe is inserted to complete the geothermal heat exchanger, using the casing as the main wall.





# ENGINEERING AND GEOSCIENCE EXPERTISE ENABLING THE FUTURE OF GEOTHERMAL.



## SÆVAR EINARSSON

### Founder & CEO

Icelandic Mechanical Engineer M.Sc. with deep prototyping and system design expertise. Inventor of Flexdrill and lead developer of its compact geothermal drilling system.



## JULIAN EBERLING & DOCKYARD

### Sales partner

Dockyard partners with Flexdrill to validate positioning, drive first revenues, and run the investor strategy—securing capital and accelerating market entry.



## DOMINIK JAEGER

### Geologist & CTO

M.Sc. Geosciences & Large-scale geotechnical projects expert. Geological expertise ensuring optimal performance across subsurface conditions.



## GABRIEL ZENZ & WAYVISORY

### Financial partner

As the finance-ops partner, Wayvisory sets up rigorous accounting, audit-ready processes, and grant workflows to support growth and scale.



## CORNELIA STEINER

### Geoscientist & Advisor

Geoscientist with 9 years of experience in shallow geothermal energy, combining technical expertise with project leadership on national and international levels.



## MARC BERNIER

### Advisor

20+ years scaling operations across 16 European countries  
\$203M revenue track record in complex multi-country operations

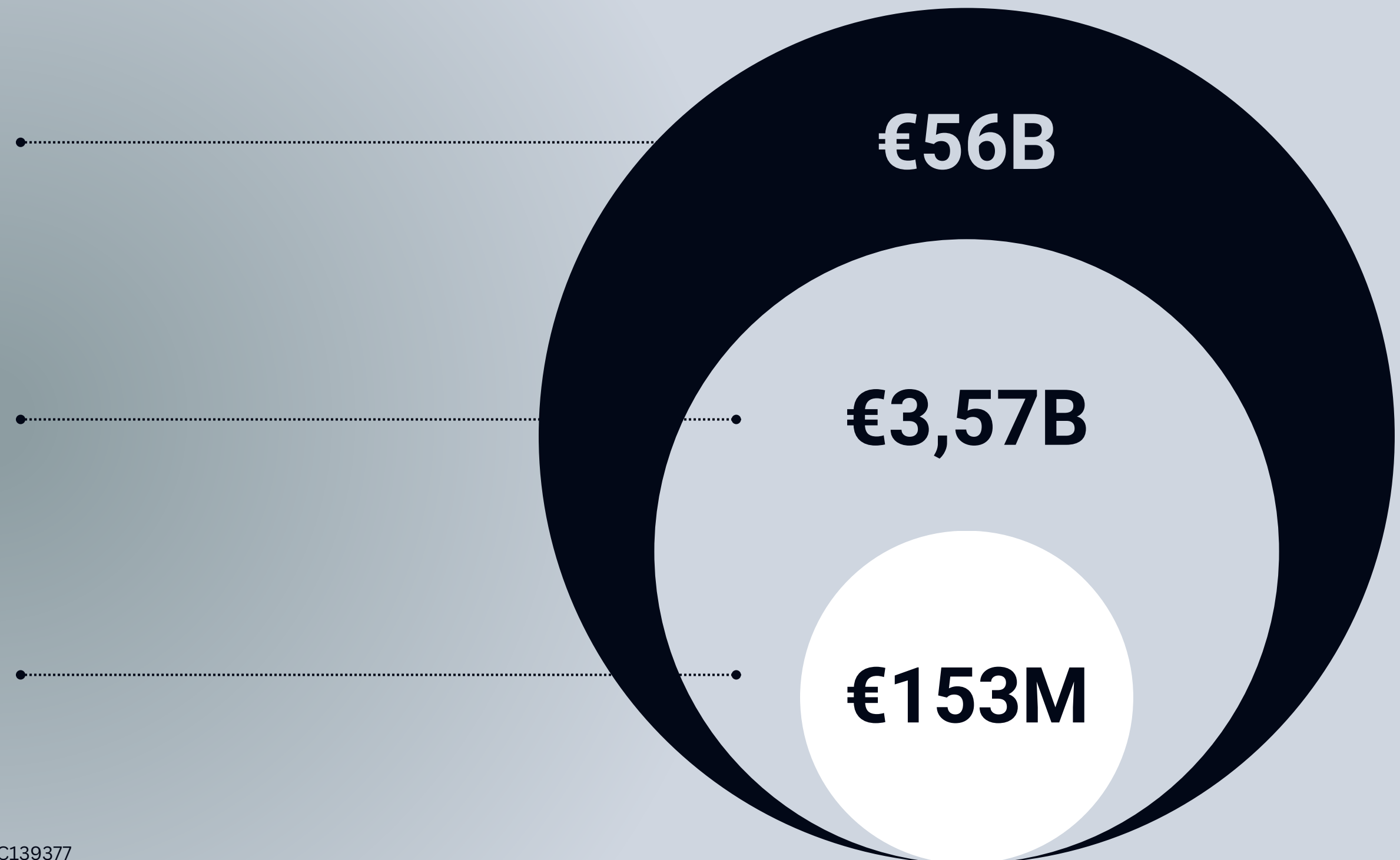


# TAPPING INTO A €56B GLOBAL HEAT PUMP MARKET, GROWING AT 9,5% CAGR.

**TAM:** Global HP market in 2030 for single family homes 9,5% CAGR, currently >60% ASHP.

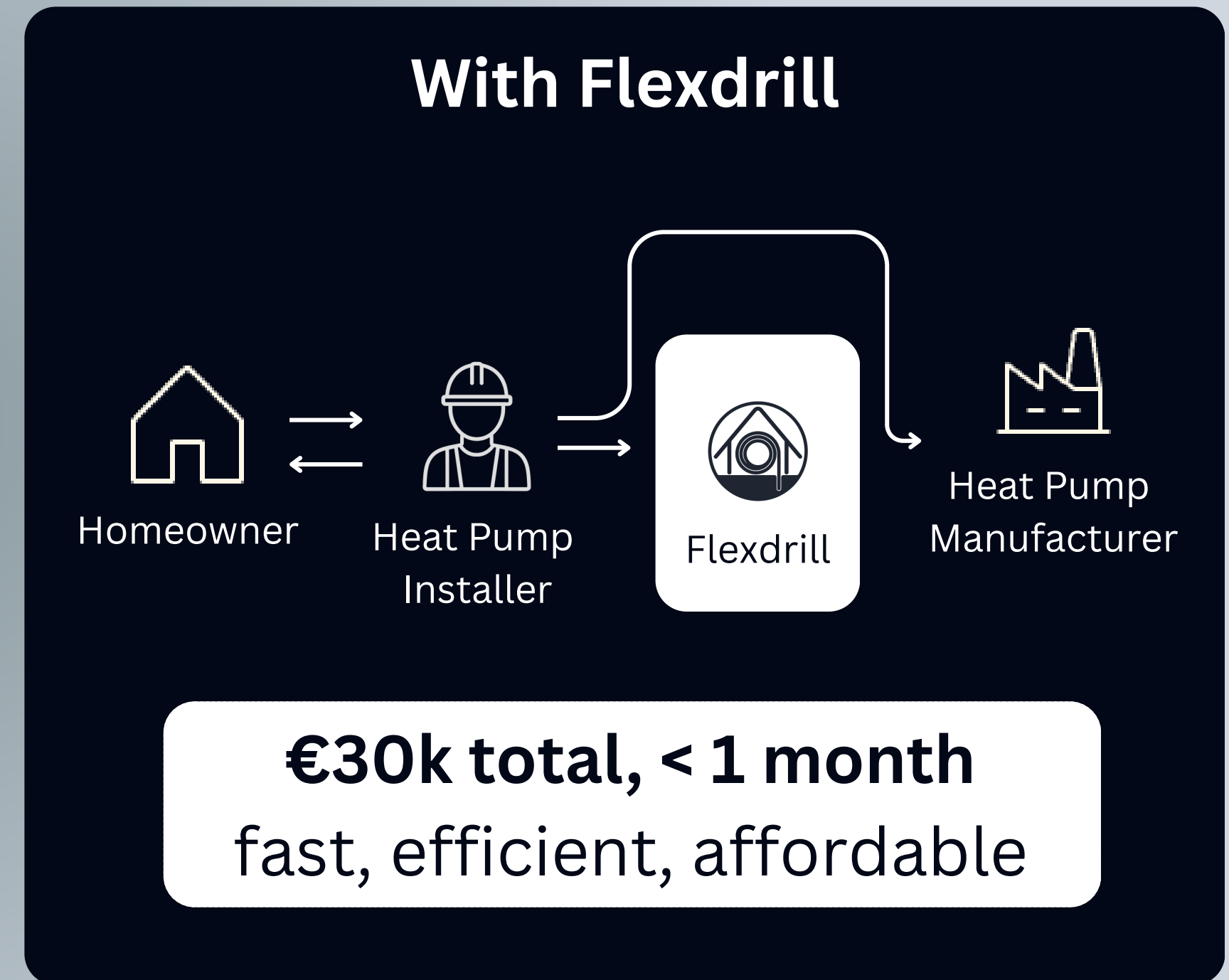
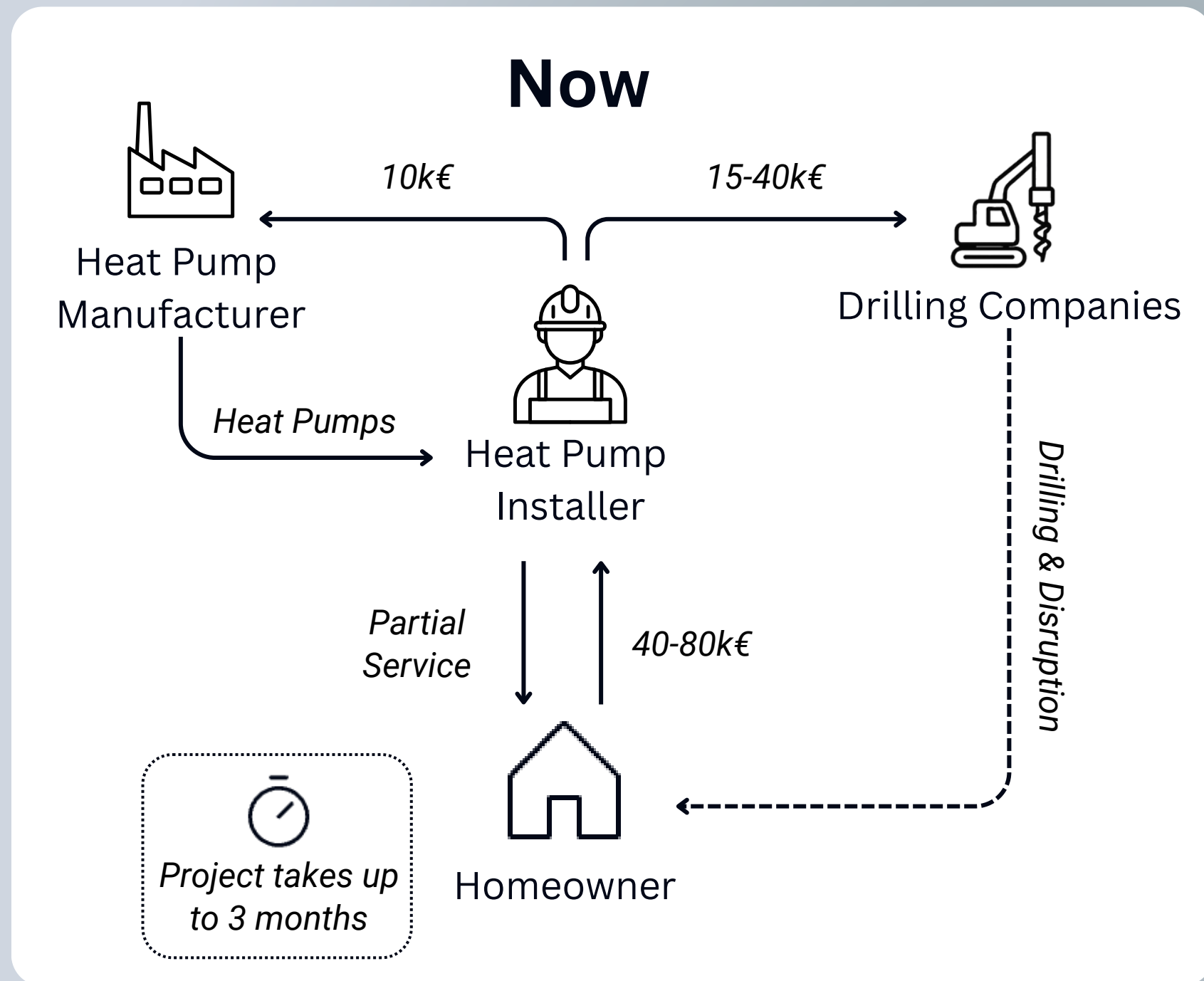
**SAM:** 22% GSHP in EU that otherwise would have been ASHP.

**SOM:** Early stage penetration by early 2030  
1200 systems built annually: 700 machines leased \* 5k/month + 7.000 holes drilled per month \* 4k€ each \* 12 = 153M€





# WE ARE SELLING PRIMARILY TO HEAT PUMP INSTALLERS AND DRILLER COMPANIES.







# A LOW-CAPEX SCALABLE SYSTEM FOR GROUND-SOURCE HEATING.

## FIRST: EQUIPMENT & USAGE REVENUE MODEL



### Machine Sales

€100k / unit, one-time costs  
(vs. €500k+ conventional rigs)



### Material set

€4k supplies / hole, recurring

## FUTURE: LEASING MODEL

- No upfront CapEx for customers
- Monthly leasing fee + €4k / hole drilled

## UNIT ECONOMICS EXCELLENCE

- €100k machine sale  
→ ~€30k gross profit
- 50-150 material sets sold annually = up to €200k gross profit

# EARLY VALIDATION AND PROTECTED IP.

- Early validation with 4 LOIs
- Significant informal interest from industry players
- Sales pipeline: 3 potential customers in the value of €1M
- PCT patent application submitted, all claims confirmed novel and inventive by EPA
- Initial €50k pre-seed investment secured
- Non-dilutive state funding approved €210k



Initial workshop set up, first parts ordered



# BRINGING GEOTHERMAL TO EVERY HOME: 100K HOLES DRILLED BY 2030.

## 2026

- Field testing with early customers
- Pilot production of 5 machines
- CE & TÜV certification
- Supply chain development
- 50 holes drilled

## 2027

- Final product development
- Market Entry DACH
- Commercial scaleup to HVAC installers
- 20 machines sold, 1000 holes drilled

## 2028

- Continuing scale up
- Expansion to IT & PL
- 60 machines sold, 4700 holes drilled

## 2029

- Series A funding round
- Start of Leasing Model
- 900 machines built, 24k holes drilled

## 2030

- Expansion to FR & UK
- 1200 machines sold built, 100k holes drilled

## REVENUE FORECAST

300k

5M

21M

101M

187M

2026

2027

2028

2029

2030



Flexdrill GmbH

2025

# THANK YOU!

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