



IceKing

IceKing: A Platform Combining
Sustainable Tourism and
Citizen Science on Glaciers

Paola Belingheri, CEO

Our Vision

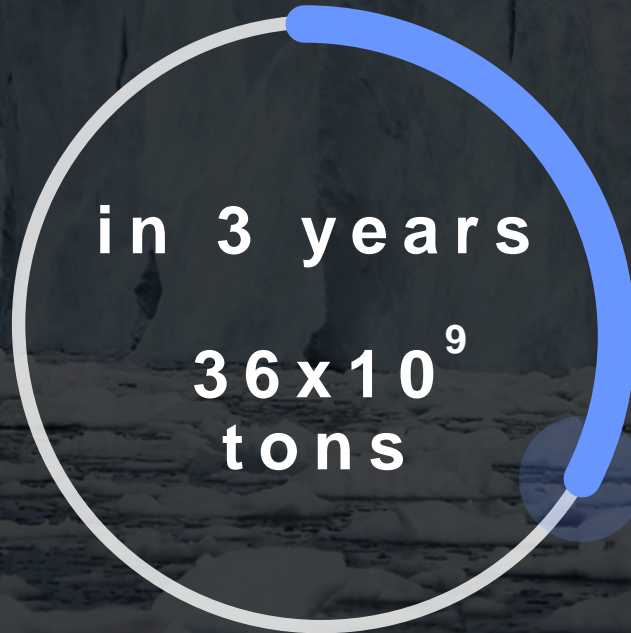
UNITING THE POWER OF THE CROWD AND
SPACE TECHNOLOGY, PRODUCING
VALUABLE DATA ON RESOURCE
UTILISATION AND DISTRIBUTION, TO
PROTECT PLANET EARTH

Our Mission

TO CREATE A VIRTUOUS CYCLE BETWEEN
SUSTAINABLE TOURISM ON GLACIERS
AND SCIENTIFIC RESEARCH, TO TACKLE
CLIMATE CHANGE, WATER AND ENERGY
MANAGEMENT

Climate Change

GLACIERS ARE ONE OF THE MOST
RELIABLE INDICATORS



ICE LOSS

Our Solution

MULTISIDE PLATFORM FOR SCIENTIFIC
RESEARCH AND SUSTAINABLE TOURISM

INFOGRAPHICS

**Scientific
Research**



**IceKing
App**

CROWD-SOURCED PHOTOS
CITIZEN SCIENCE

The Space Connection

C O P E R N I C U S A N D G N S S



COPERNICUS

**Scientific
Research**



INFOGRAPHICS



CROWD-SOURCED PHOTOS



GNSS

**IceKing
App**

The Benefits of Citizen Science

local: hazard, regional: water availability, global: sea level rise

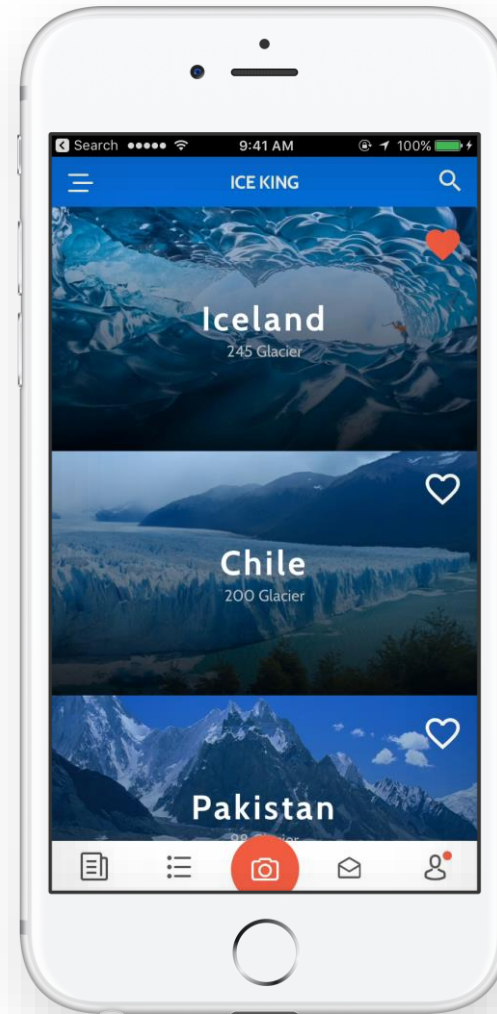
1. **BETTER NUMERICAL MODELS:** YOU CANNOT DO EVERYTHING FROM SPACE, YOU NEED VALIDATION AND CALIBRATION. TO REALLY UNDERSTAND THE POROCESSES - THE MORE DETAIL YOU HAVE THE BETTER
2. **HELPING SCIENTISTS DO THEIR JOB:** THE WGMS CURRENTLY TRACKS 41 OBSERVATORIES AND MANY RISK SHUTTINGDOWN- GETTING TOURISTS INVOLVED COULD MITIGATE THIS
3. **OUTREACH:** GLACIERS ARE ICONS OF CLIMATE CHANGE, SO GETTING PEOPLE TO UNDERSTAND WHAT'S GOING ON IS IMPORTANT



IceKing App

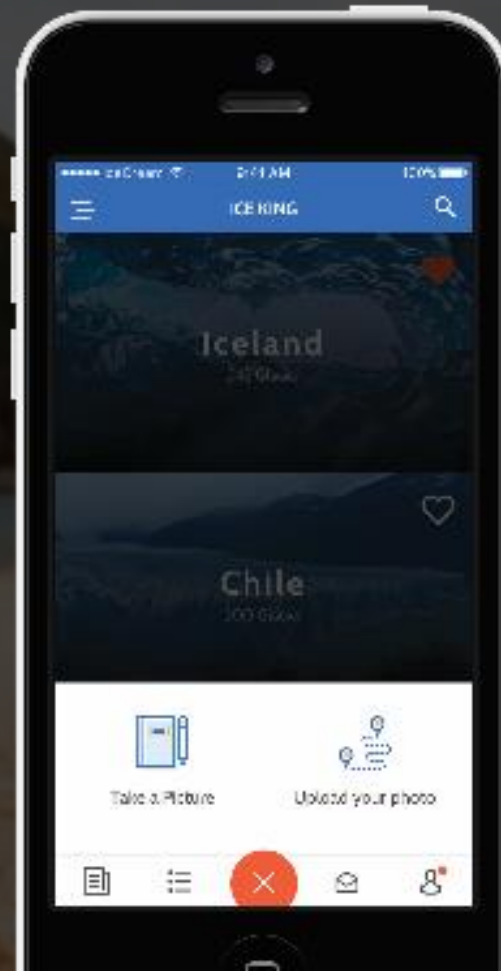
A N E X P E D I T I O N .
N O T A N O R D I N A R Y
T R I P

We provide you a 360° adventure: become responsible tourists, help scientists, save glaciers.



During the Trip

CROWD-SOURCED SURFACE
LEVEL IMAGERY



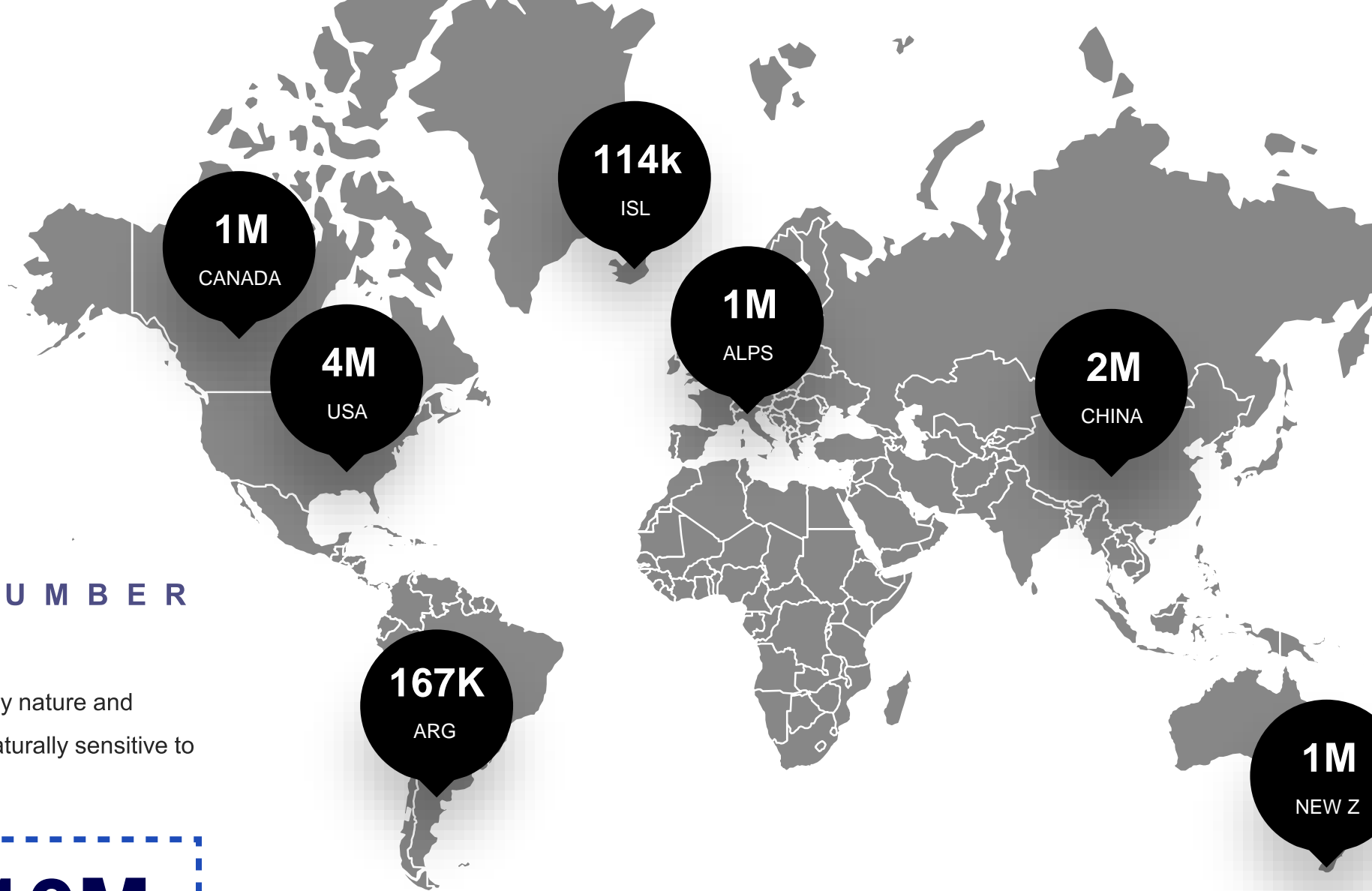
Our Market

VISITOR NUMBER PER YEAR

Wealthy individuals who enjoy nature and adventure travels, and are naturally sensitive to preserving the environment.

Total 10M

visitor / year



Our Network



Believed in us



A man with a full beard and glasses is holding up a smartphone to take a photo. He is wearing a dark jacket and a beanie. The background is a snowy, mountainous landscape. The entire image has a blue overlay.

Stay frosty!

TOURISTS SAVING GLACIERS

hello@icekingapp.com | icekingapp.com | @icekingapp