

Birdsview – serie A or growth

● Founders' Lounge | Høyden · 10th floor | 11:06–11:12 | 

Part of Pitch Showdown: The 100 Million Bet - Part 1



Åsne Ådland-Dale

Head of Business Development, Birdsview

Birdsview scans inside concrete without drilling to take risk out of retrofits

Åsne Ådland-Dale, Head of Business Development at Birdsview, pitched a 3D scanning system that sees inside concrete structures without breaking them. The deck framed the market as aging concrete: 64M buildings and 20M bridges need retrofitting and maintenance globally, and more than half of European concrete structures were built before 1980. It argued that concrete retrofits can run 3x over budget, largely because of poor upfront inspection: subjective visual checks, slow tools, destructive core drilling and missing drawings. Birdsview combines GPR radar, lidar and camera, and AI analysis detects rebar, diameter and cover, delivering a 3D model of the structure inside and out. In one building case, 600 m² was scanned in 2 hours, saving 4-5 weeks and \$45k against chiselling. The company reported \$500K revenue in 2025 and targets \$3M ARR in 2027 and \$50M ARR in 2030.

KEY TAKEAWAYS

- Birdsview says it is the only company globally combining GPR radar, lidar and camera for concrete.
- The business model is platform subscriptions plus hardware leasing; customer orders launched in mid March 2026.
- According to the deck, contracts were signed across 9 countries within a few months.
- The 18-month plan: roll out Birdsview Concrete v2.0, add self-serve analysis and expand sales and customer success.
- The stated goal is growing from \$0.5M to \$3M ARR in 18 months, a 6x increase.

\$500K

revenue in 2025,
Birdsview's first full
commercial year