



B i r d S h a d e s



Glass is a „MUST HAVE“ in the modern building industry





# The Problem

Birds can't see glass



Up to **80 birdstrikes**  
per hour  
on one single building

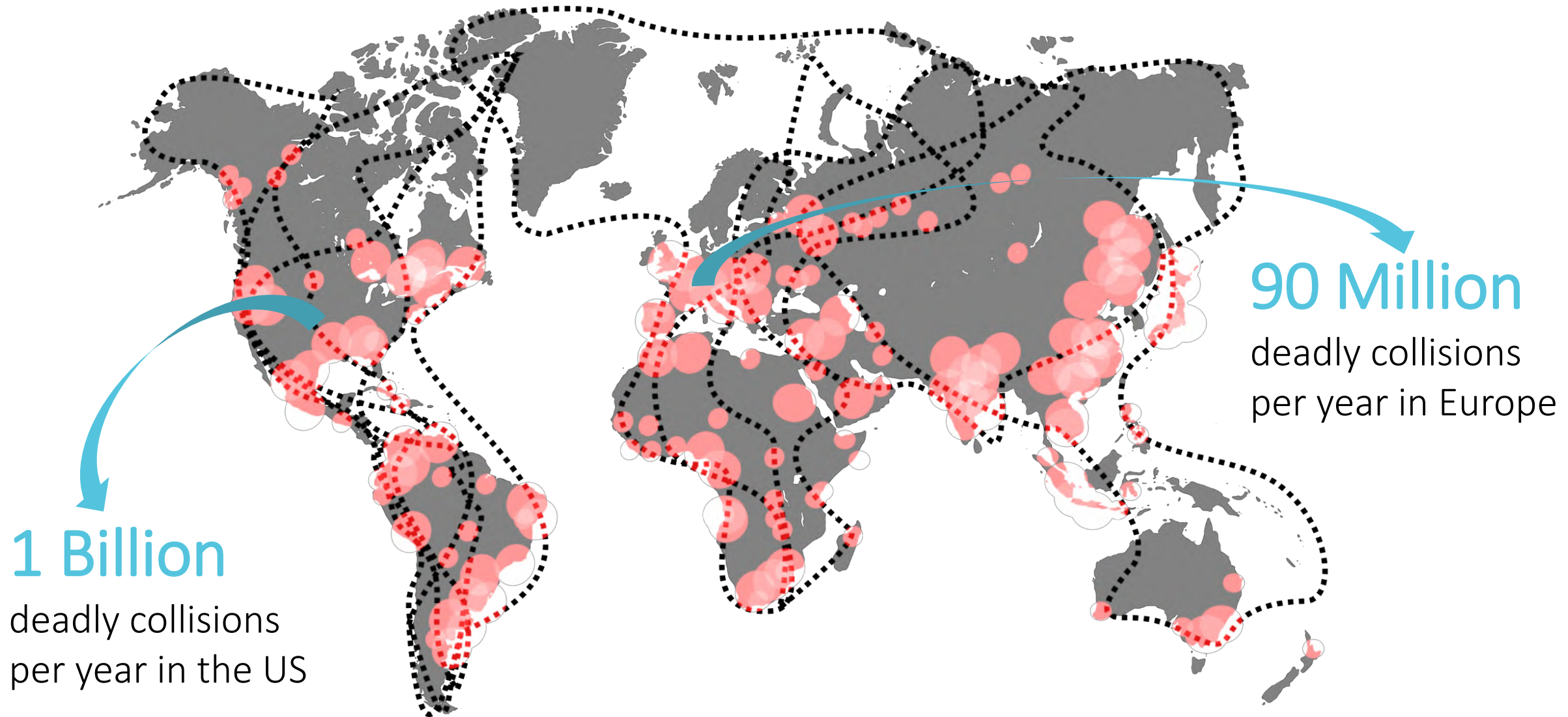






# The Problem

Building glass cities all over the world and into migration routes of birds



# Bird-Safe building laws & guidelines are enforced & rising



- USA | State of New York: Bird Safe Building Act
- USA | Guidelines in Chicago, San Francisco, Minnesota
- Canada | Standard for bird-safe buildings
- Europe | Bird directive
- Germany | Bundesnaturschutzgesetz



# Current Solutions

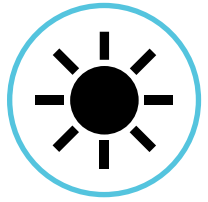
Effective solutions are often not very attractive





# BirdShades

Bird-protection window film



transparent



highly effective



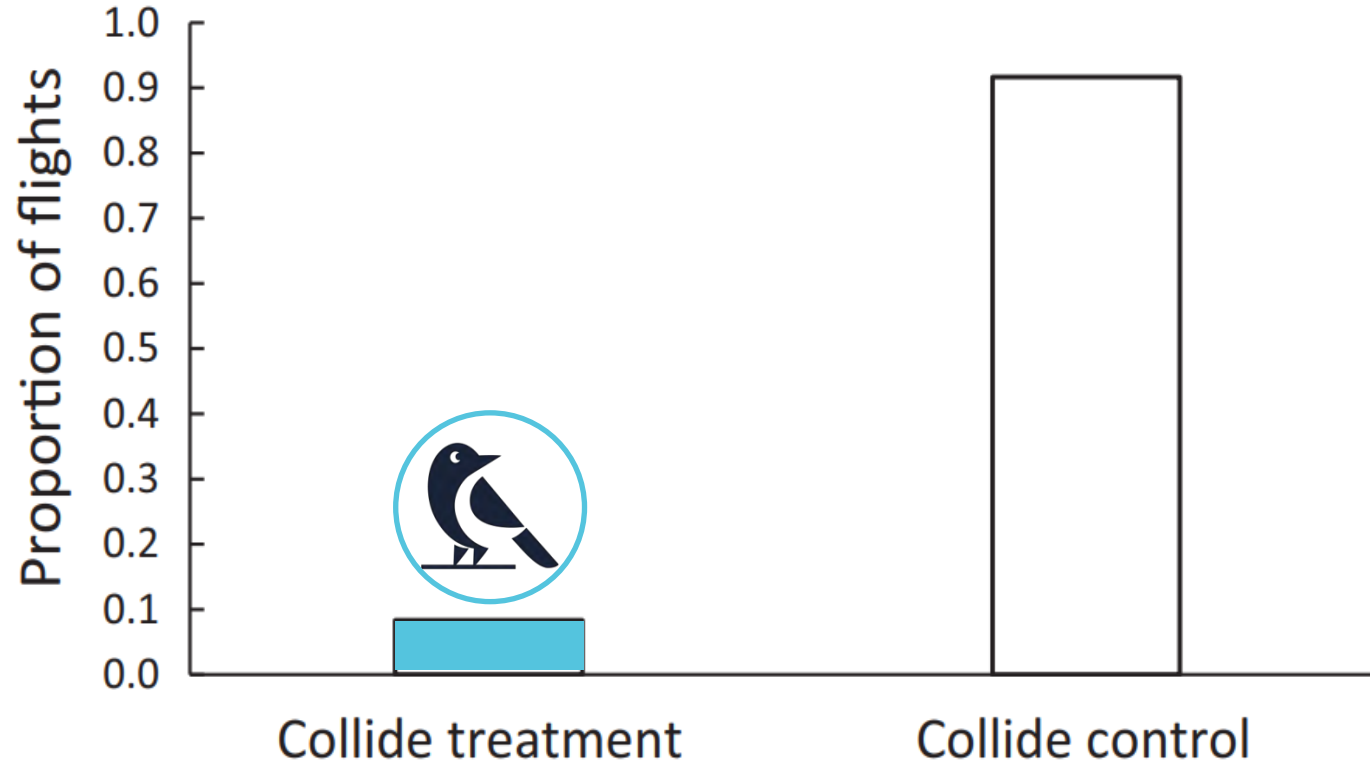
easy handling





# Highly effective

Proven by external flight-tunnel tests



**BirdShades Study:** Swaddle et al (2020)  
Ultraviolet-reflective film applied to windows reduces the likelihood of collisions for two species of songbird. PeerJ 8:e9926

Up to 90% reduction of bird-window collision  
Decrease of flight velocity of 25% - reducing force of collisions



# Beta-Film Pilotcustomers





# Herbst 2021: Erste Großproduktion

## Pilotkunden gesucht

- First-Mover
- Pilotkundenprogramm
- Folienbreite 1,37m
- Montage an Fensteraußenseite
- Für Nassverklebung geeignet
- Produziert in Europa
- Patentierte Technologie





# About us

Passionate about birds and material science



B i r d S h a d e s



**Dominique Waddoup**

Founder & CEO  
MSc behavioral biology



**Christoph Cerny**

Co-Founder & CTO  
MSc technical chemistry

- Founded in 2019
- Based in Leoben | Austria
- 1st product: BirdShades Windowfilm, launch approx. Q2/2022



**Dr. Daniel Klem**

Advisory Board  
Bird collision expert  
Muhlenberg College



**Michael Mesure**

Advisory Board  
Bird collision expert  
FLAP Canada



**Bill Liao**

Investor & Mentor  
Venture Partner at  
SOS Ventures



**Bettina Kain**

Advisor & Initial Founder  
Founded BirdShades  
together with Dominique



ZENTRUM FÜR ANGEWANDTE TECHNOLOGIE

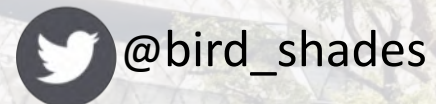
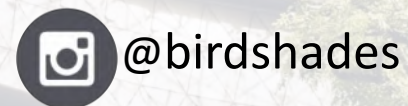






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# BirdShades Aviary Tests

Design of experimental setup in cooperation  
with University of Graz

