



RUMA

We count every tree, because
every tree counts.

Gestire2020 Partners



Collaboration with





**Angelica
Pianegonda**

Management
and sales

CEO



Francesco Geri

Development
and data analysis

CTO



Sara Favargiotti

Design and
communication

ADVISOR



**Marco
Ciolli**

Ecological and forest
management

ADVISOR

The starting point

‘Greenwashing’: Tree-Planting Schemes Are Just Creating Tree Cemeteries

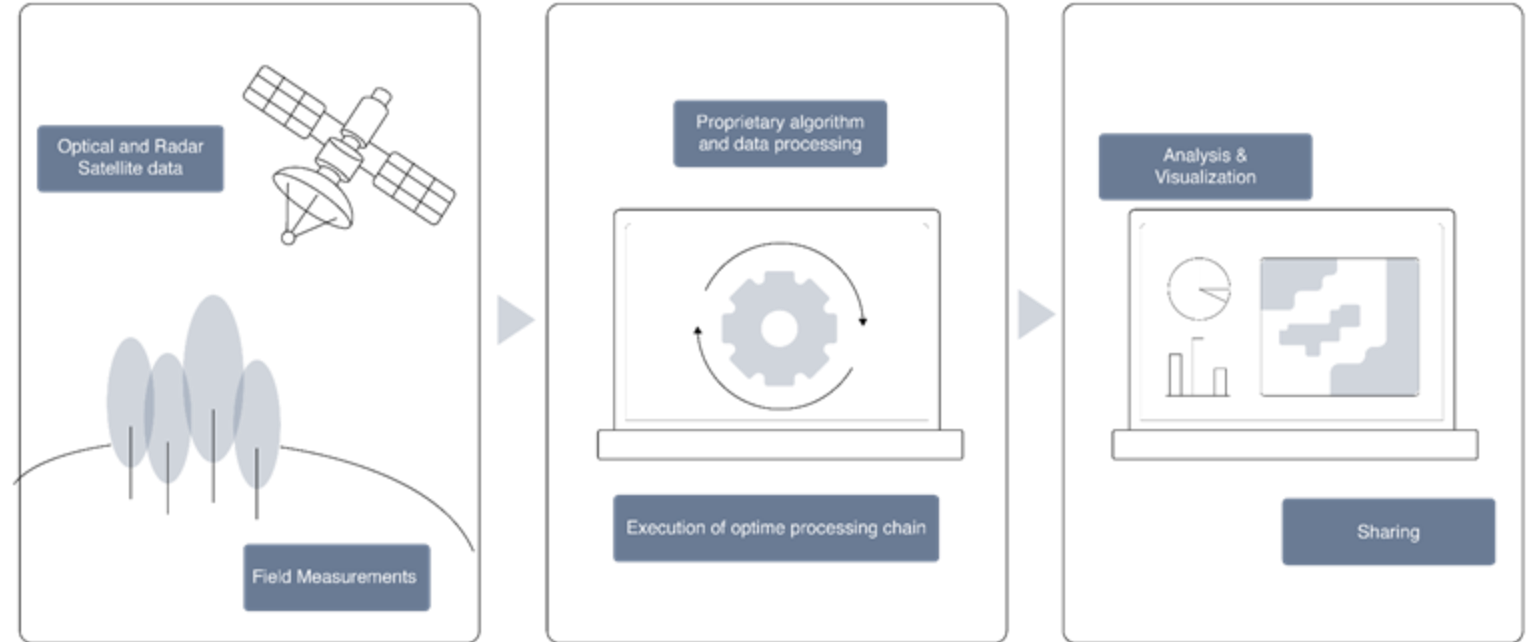
Environmentalists claim councils are wasting public money with failed tree-planting initiatives so they can be “seen to be doing something” about the climate crisis.

We’re going to need a bigger planet: the problem with fixing the climate with trees

Planting trees to offset carbon emissions sounds great, but where are we going to put them all?

“ The business of planting trees is going to be one of the biggest climate stories in the next 20 years. ”





RUMA is a **cloud based software platform** aimed at **measuring the benefits provided by the environmental regeneration project** through the crossing of **satellite images and ground sensors**.

Through the **RUMA platform** we can remotely analyse ecosystem regeneration projects.

The objective is to **prove scientifically** their real **ecological and social benefits**.

Environmental and social benefits



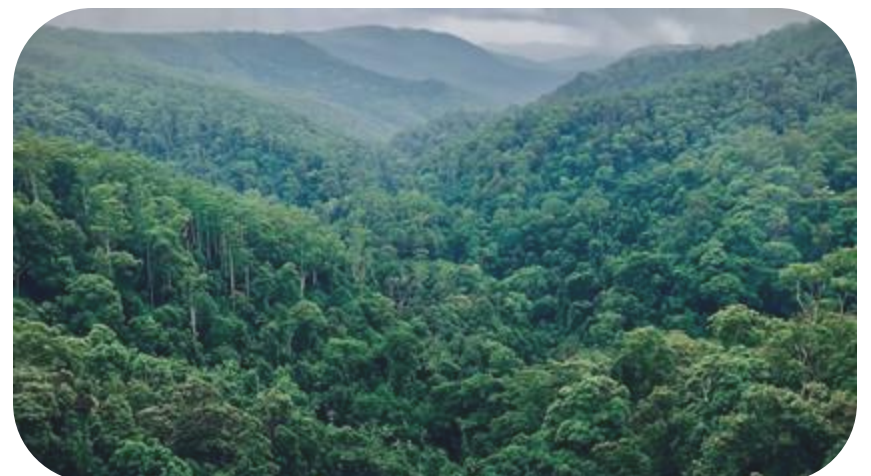
**monitor green
infrastructures**



**assess
ecosystem services**



**commitment for the
territory**



Parameters being implemented:

- CO2 flux;
- biomass;
- biodiversity;

Parameters that will be implemented

- temperature regulation
- soil protection;
- landscape enhancement;
-

Product



Customers' advantages



OPTIMIZATION

Speed up decision-making



TRASPARENCY

Trust between the parties to ensure the effectiveness and impact of projects



NORMATIVE

Regulation
2014/95/EU:
Sustainability Reports



INVESTMENTS

Facilitation in research of capital
(IPO and PRE-IPO)