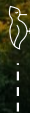


HULA•EARTH

What if we could track nature's pulse?



VERTRAULICH



PROBLEM

Biodiversity loss leads to food system collapse

Decline of over 70% in global biodiversity since 1970

Leads to

Lower productivity & stability

Rising costs & pest pressure pressure

Growing regulatory & compliance risks

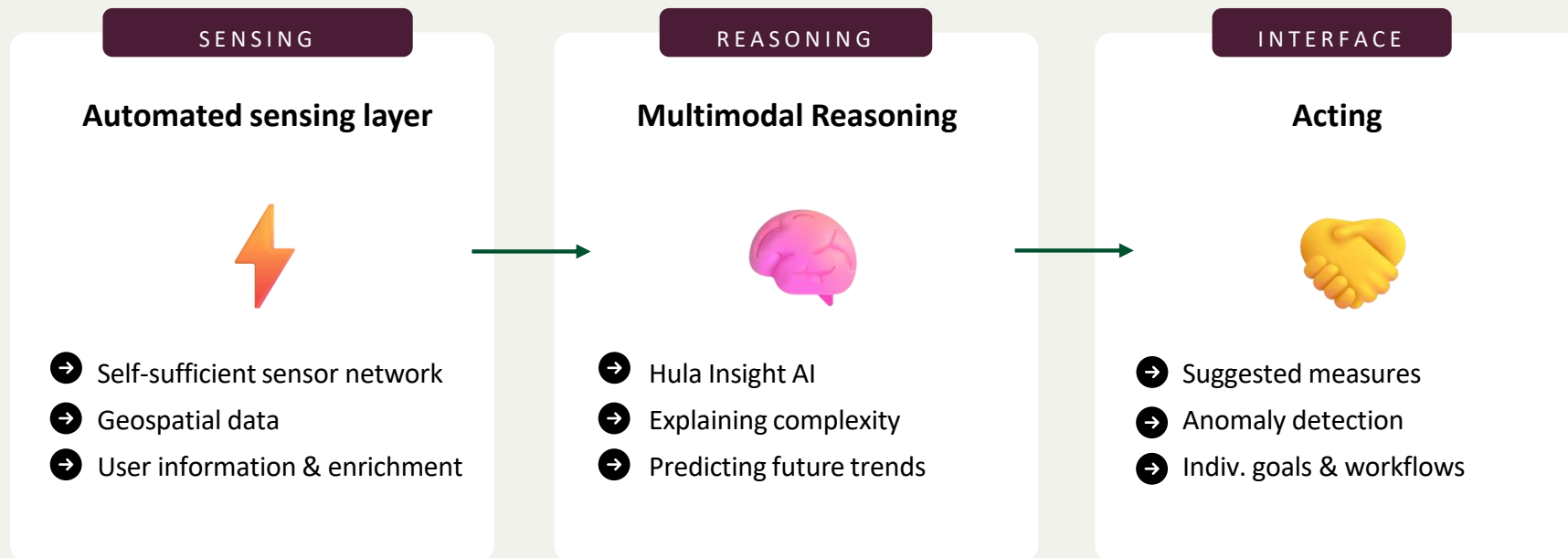
!

Effective action begins with a clear understanding of the current state of agricultural land.

Hula's Approach

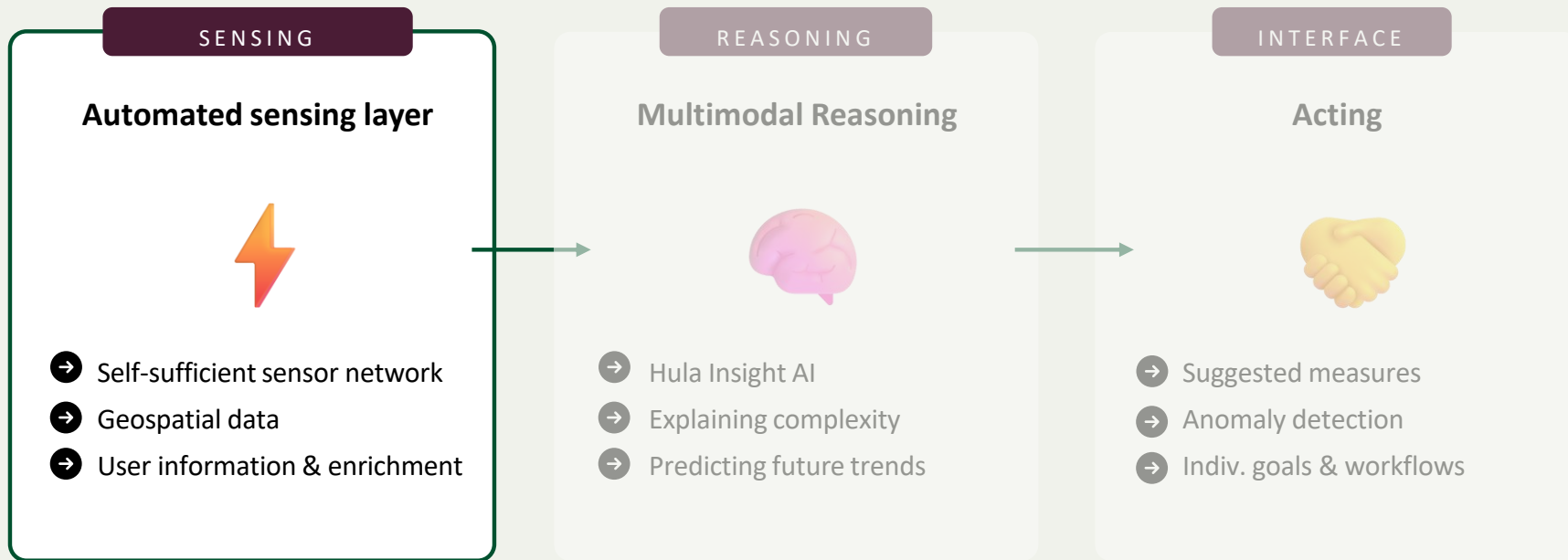


We turn environmental signals into decisions people can actually act on.



SOLUTION

We turn environmental signals into decisions people can actually act on.



Our autonomous "BioT" devices analyze wildlife in real time using AI.

Mobile Network Modem

Real-time data transmission to the Hula Platform

Sensitive Microphone

Reliably captures bioacoustic signals around the clock

On-Device Species Identification

Bioacoustic analysis on the device using AI to identify 7,500+ birds, amphibians & bats

Effective Solar Panel

Self-sufficient through solar energy, storage capacity and effective components



High Flexibility

Deployable worldwide; simple installation, high robustness

Microclimate Sensors

Temperature, humidity, pressure, CO2





SENSING LAYER

Our proprietary hardware captures early warning signal in real-time.

INPUT



Hula BioT

On-site sensors feeding
Acoustics & Microclimate.

LTE-M / 5G

On-device AI

Always-on

Deployed at your
sites



Geospatial Data

Remote sensing feeding
Ecosystem indices.

SAR

Optical

Thermal

LiDAR

From space



Public Input

Open source

→ scientific findings, action plans,
economic effects

</> User Input

From you

→ implemented actions, historic data,
management practice

Acoustics & Microclimate

- ➔ Species Abundance
- ➔ Species Richness
- ➔ Microclimate
- ➔ Gas Content & Air quality
- ➔

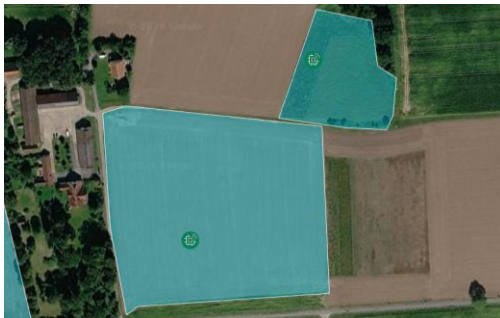
Ecosystem & Habitat

- ➔ Vegetation Productivity & Vigour
- ➔ Structural Diversity
- ➔ Natural Purity
- ➔ Water Stress
- ➔



OUR SOLUTION

Manual Data Upload: More Context for even better Insights.



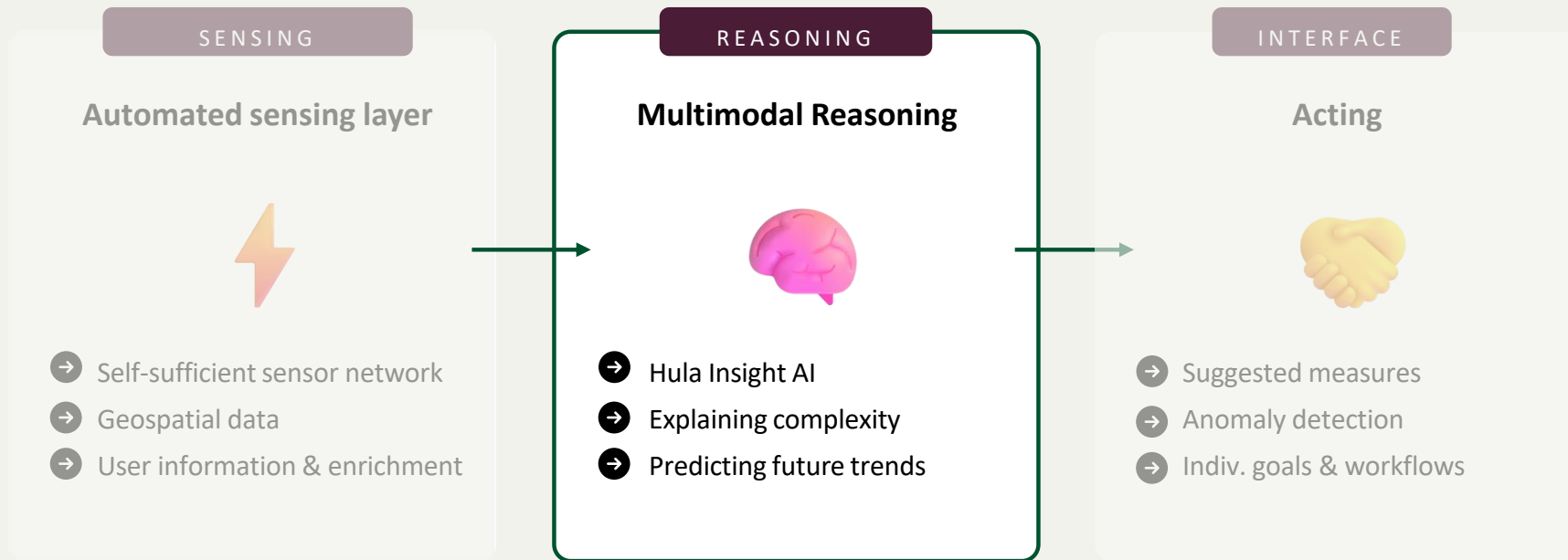
Name ↕	Project Start	Description
Authariplatz ✎	Dec 4, 25	Urban Area with high traffic level
Hans-Mielich-Platz	Dec 4, 25	Unsealed Urban Park
Magdalenenpark	Sep 14, 25	Park with dense Flora
Säbener Platz	Dec 4, 25	Traffic Intersection
Westfriedhof	Feb 3, 26	Cemetery

Dataset ↕	Latest value
Species Detected	38
Observations	7945
NDVI	0.38
NDWI	-0.02
LAI	0.36
EVI	0.13
Temperature	9.67 °C
Humidity	73%
Air Pressure	953 hPa
CO2	853 ppm
Measures	No latest value available
Photos	No latest value available
Videos	No latest value available
eDNA	No latest value available
+ Add Row	



SOLUTION

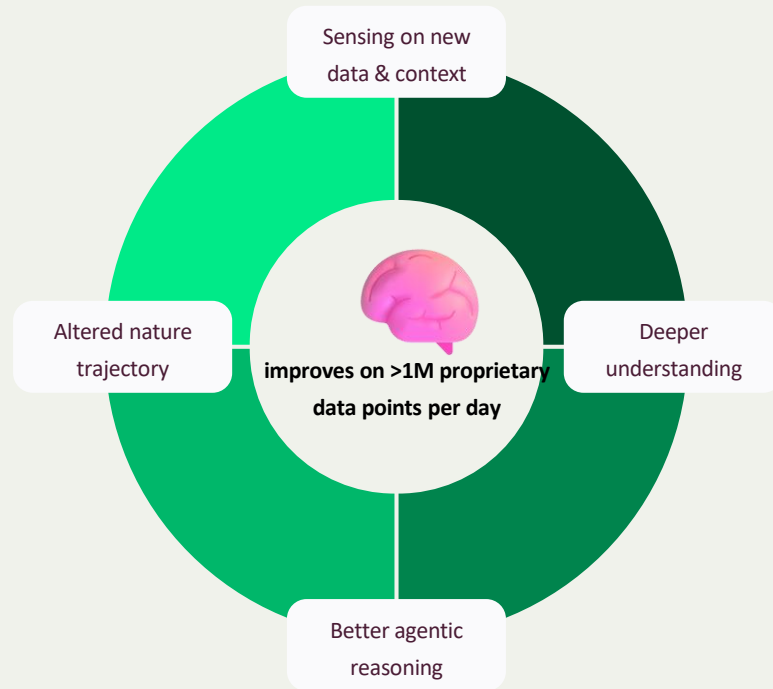
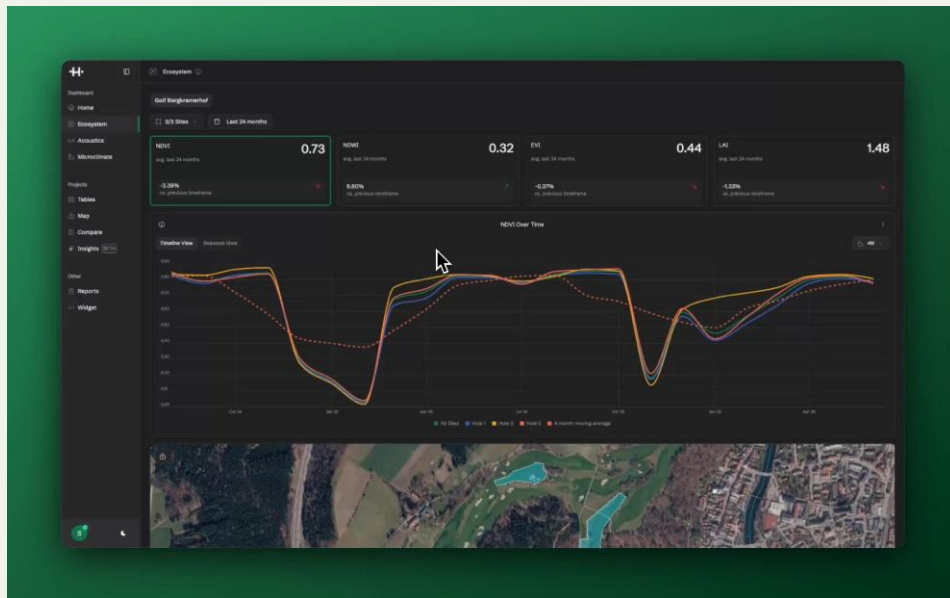
We turn environmental signals into decisions people can actually act on.





REASONING LAYER

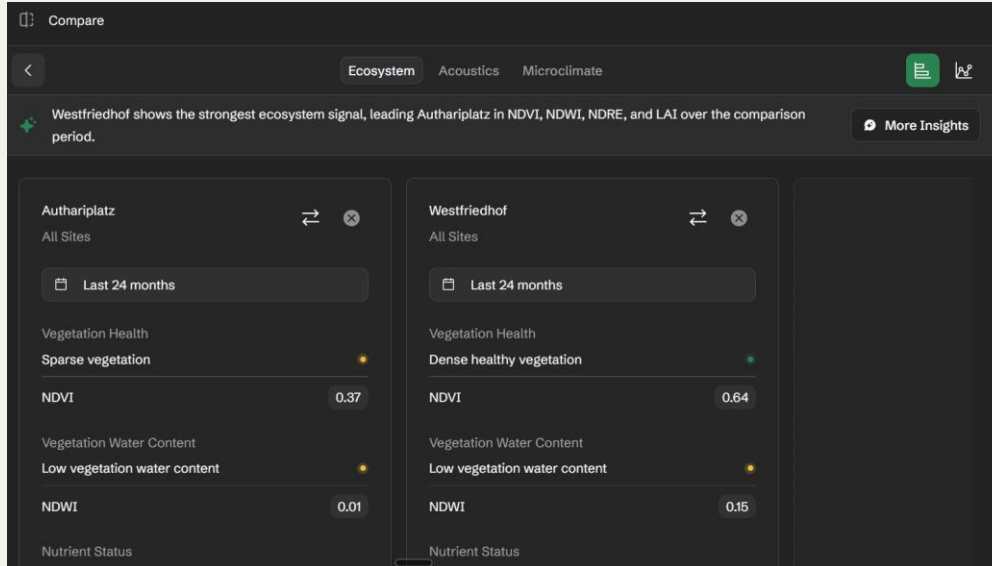
We translate apparent noise into actions, growing a global foundation.





INTERFACE LAYER

Head to Head: Compare different Sites Value by Value.

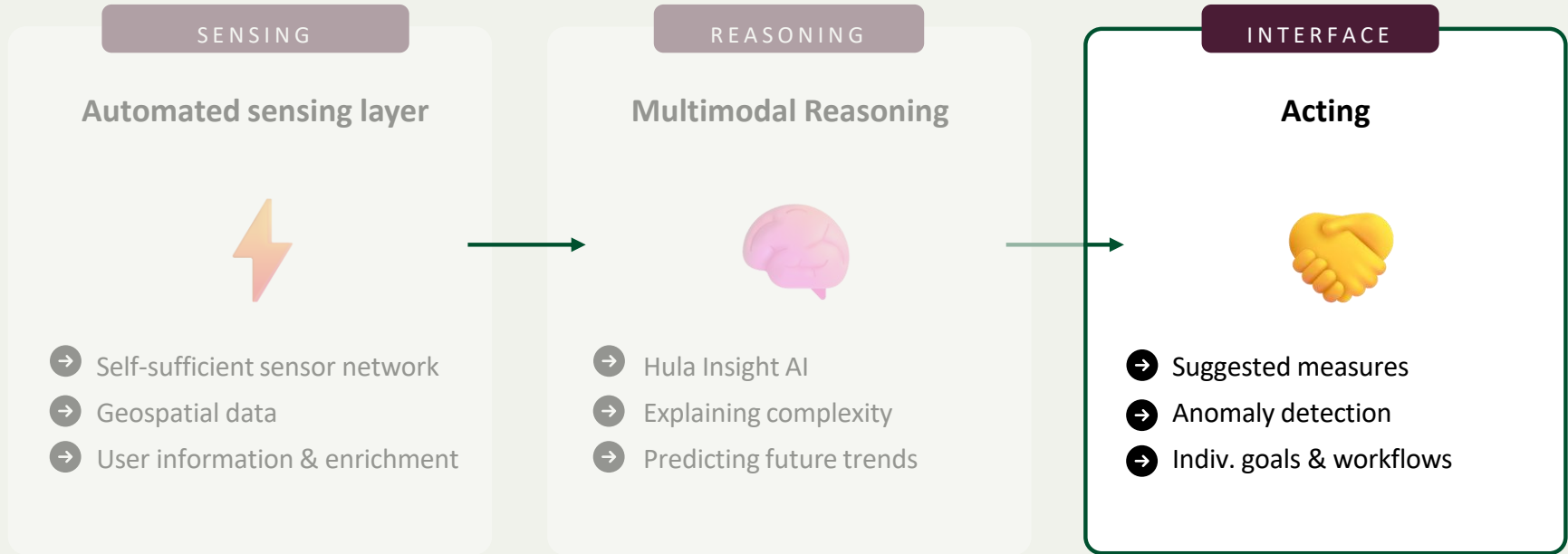


The Hula Platform provides our customers with:

- comparison feature to track again commitments and other sites
- compare ecosystem, species & microclimate data

SOLUTION

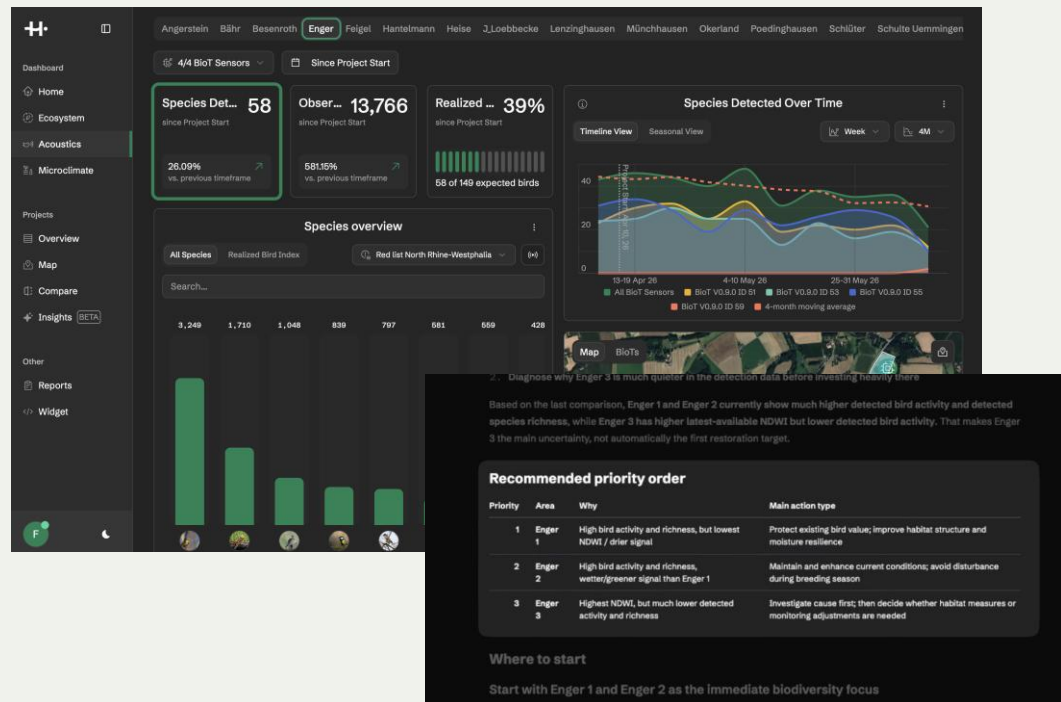
We turn environmental signal into decisions people can actually act on.





INTERFACE LAYER

Monitor, Report, and Manage with your Biodiversity Cockpit.

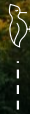


The Hula Platform provides our customers with:

→ all year round on-site & satellite data with a realtime data explorer

→ multiple Indices, biodiversity heatmap and [exportable reports](#)

Selected References





SUCCESS STORY

Proving organic makes a measurable difference

Client: VI.P

Before Hula

A full 10% GLOBALG.A.P. land set-aside (valid 2030) **would cost VI.P ~550** of its 5,500 ha — worth **€13.75–16.5M/year** — without proof organic practices already deliver.

The Hula Solution

Hula runs **continuous BioT monitoring** across a **first set of organic and conventional orchards** for VI.P, comparing species activity in real time — an approach that scales across VI.P's growing area.

The Hula Impact

Within weeks, **sensors detected the Wryneck** — a highly endangered woodpecker — on organic sites only, **absent where pesticides are used**.



Bioindicator
proof

Weeks, not
years



Italy

CONCLUSION

Turning Biodiversity Data into Actionable Decisions

**Stop guessing -
Start growing**

Data-driven insights, aligned with the EU Nature Restoration Law, for healthier soil, better yields, and climate-resilient supply chains.

**From Action-Based to
Outcome-Driven Impact**

**Primary Data for
Reporting**

**Data-driven Farm
Management (Biodiversity
Coach)**

**Cost Effective & Scalable to
all your Sites**

Cultivating Tomorrow: Biodiversity as the Foundation for Sustainable Agriculture.



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