



# GREEN GEO PITCH DECK

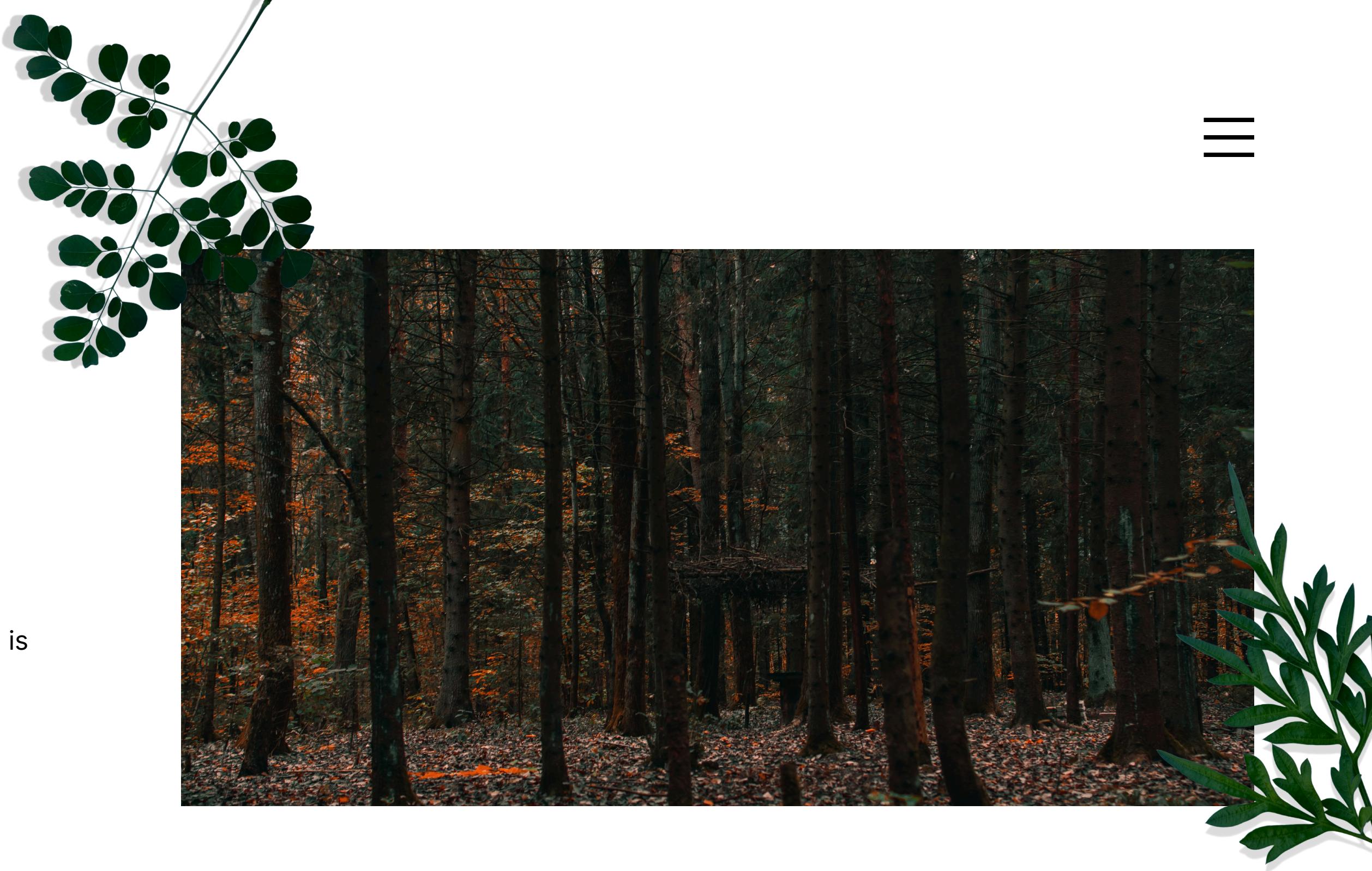
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Geospatial intelligence platform for forest protection that combines satellite imagery, spatial analysis and AI to detect illegal logging, fires, encroachment and carbon loss in near real time.

Presented by Lynnette  
Wanjikun

# WHY WE ARE LOSING THE MAU FOREST COMPLEX TO THE DARK.

Kenya's forests aren't just dying; they are being stolen. The current destruction of the ecosystem is driven by three "invisible" threats that traditional monitoring misses:



## Nocturnal Crimes

Illegal logging happens primarily at night, under the cover of darkness, where traditional patrols and optical satellites are blind.

## The "Slow Creep"

Human encroachment and illegal farming shift boundaries meter by meter, making it hard to detect until it's too late.

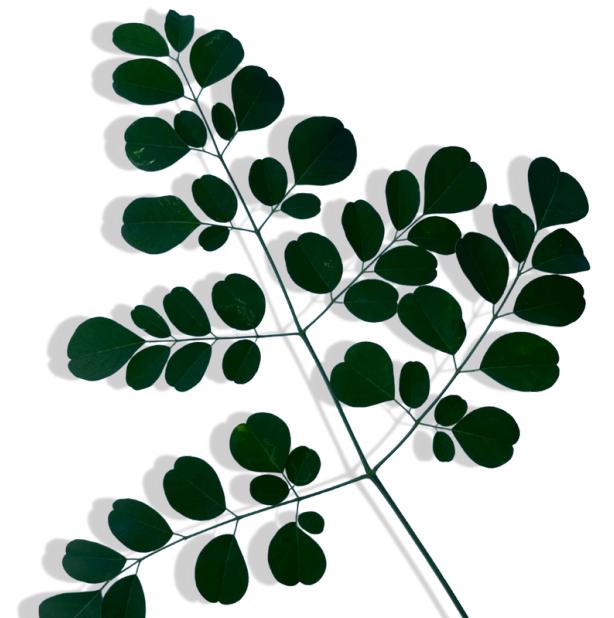
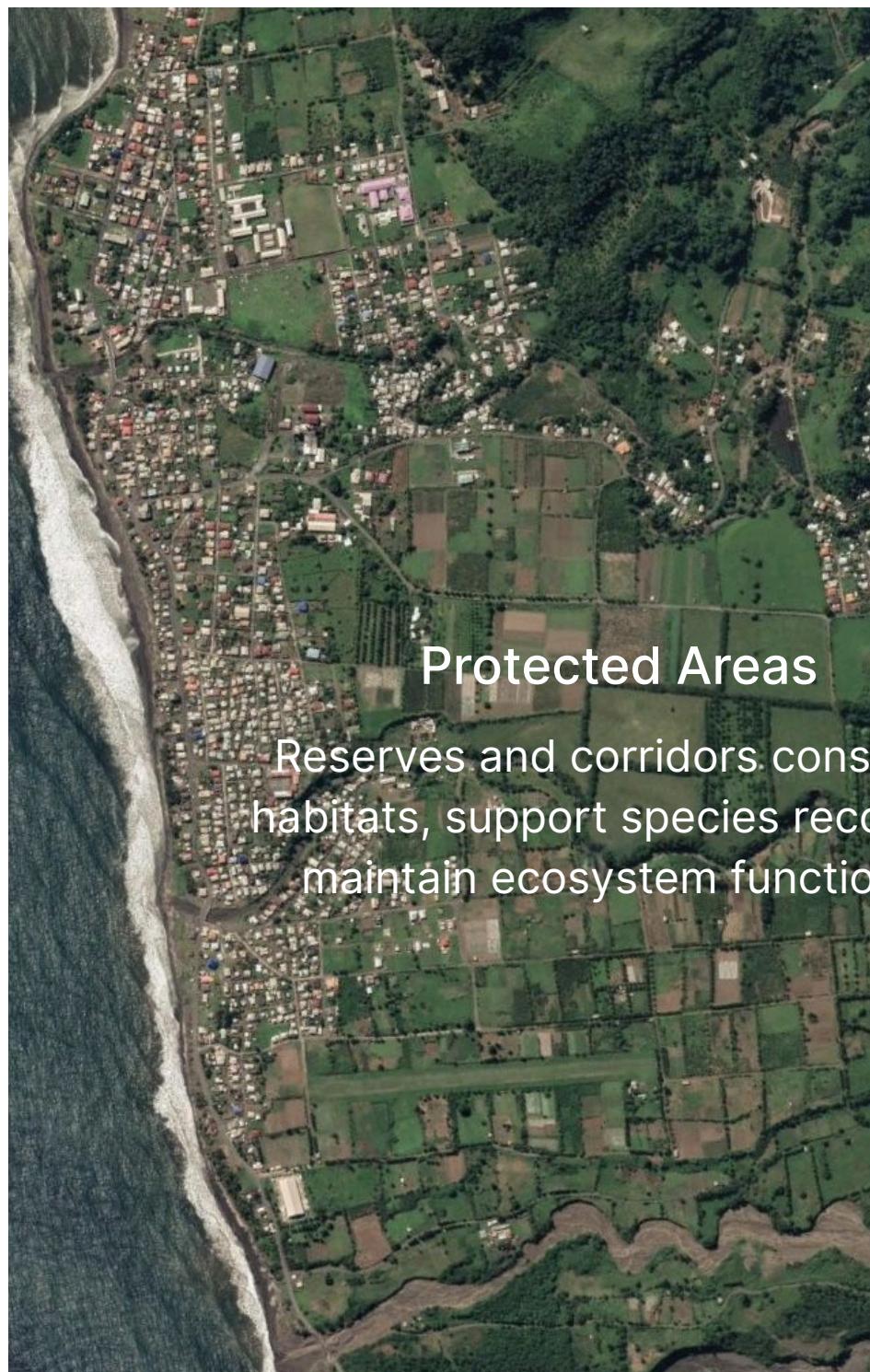
## The Data Vacuum

Current data is either too global (lacking local detail) or restricted behind government firewalls (KFS systems), leaving civic groups and rapid-response teams in the dark.



# GREEN GEO: THE ALL-SEEING EYE: TURNING SATELLITE DATA INTO ACTIONABLE DEFENSE.

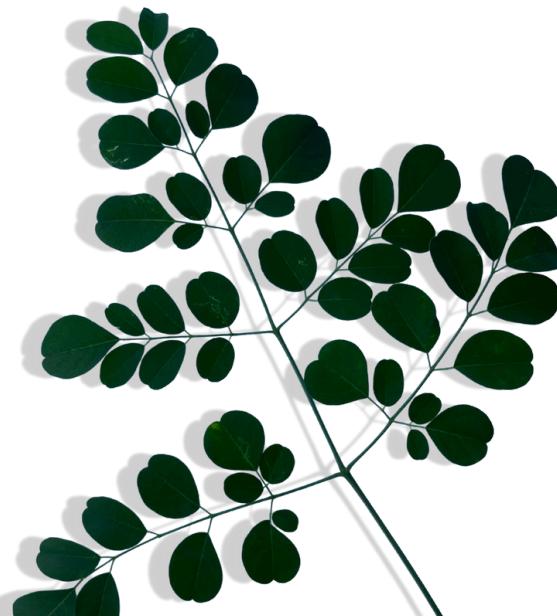
The Tech Stack (The "How"): We don't just "take pictures"; we analyze multi-layered spectrum data to detect threats instantly.





# TECH STACK BEHIND GREEN GEO

We don't just "take pictures"; we analyze multi-layered spectrum data to detect threats instantly.



## VIIRS Band night scanner

The Superpower: Detects low-light emissions.  
Application: Identifies truck headlights and illegal campfires in protected zones at 2:00 AM.

## Sentinel-2 and MODIS intergration

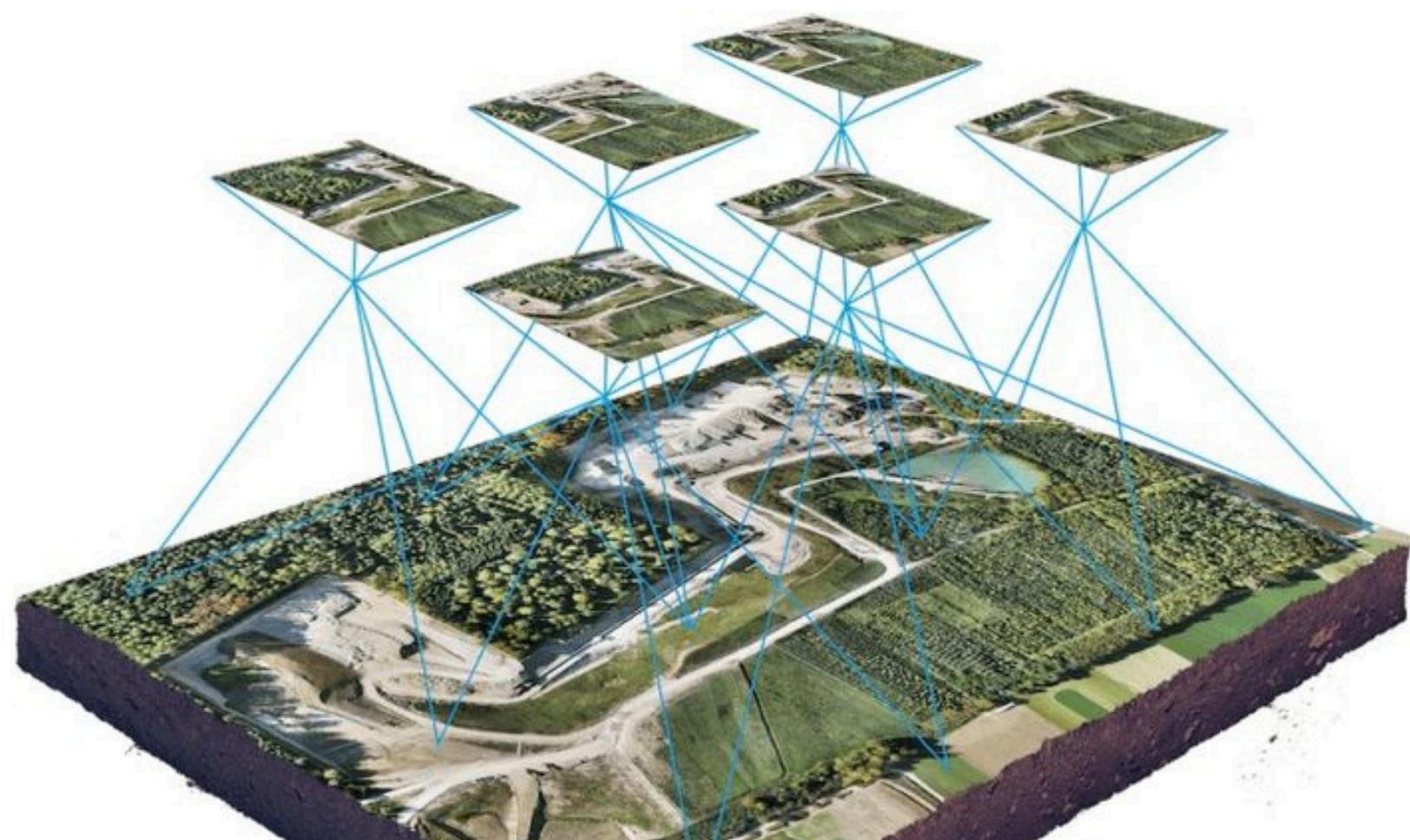
The Superpower: High-frequency revisit rates.  
Application: Comparative change detection algorithms spot canopy loss and vegetation stress within days, not months.

## QGIS Boundary locking

Application: We digitize and overlay legal gazetted boundaries to flag encroachment the moment a fence line crosses into protected land.

# THE OPPORTUNITY MARKET)

Visual Idea: A large "Money Bag" or coin stack icon in the center. Don't use a standard list.



Turning Conservation into an Industry. Big Number: \$6.07 Million USD (Total Addressable Market in Kenya)

Where the money is coming from:

- 🏛️ County Govs (60%): Mandated procurement budgets.
- 🦁 NGOs & Wildlife Services (36%): Conservation funding.
- 🔬 Tech & Research (4%): Data licensing.

# FILLING THE GAPS LEFT BY GIANTS.

## Global Forest Watch vs. Green Geo

- The Gap: They track deforestation on a global scale, often missing the fine details needed for local intervention.
- Our Edge: *We are hyper-localised to Kenya, calibrated specifically for our terrain and vegetation patterns.*
  - 2. KFS Information System vs. Green Geo
- The Gap: Access is restricted to internal government use, leaving civic groups and the public in the dark.
- Our Edge: *We democratize data. Our platform provides open access to NGOs and the public to drive community-led conservation.*
- 3. Commercial GIS Platforms vs. Green Geo
- The Gap: These are generic mapping tools that require manual analysis and don't offer specific threat alerts.
- Our Edge: *We offer a full forest-threat solution. We don't just map land; we detect active threats like logging and encroachment.*
- 4. Drone Surveillance vs. Green Geo
- The Gap: Drones are expensive to operate and cannot fly 24/7, leading to massive gaps in monitoring.
- Our Edge: *Satellite monitoring is continuous and cost-effective, providing "eyes on the ground" day and night without battery limits.*

Drivers like agriculture, illegal logging, mining, and climate change accelerate forest loss, degrade habitats, and threaten services globally.



greengeo.co.ke

# THE TEAM

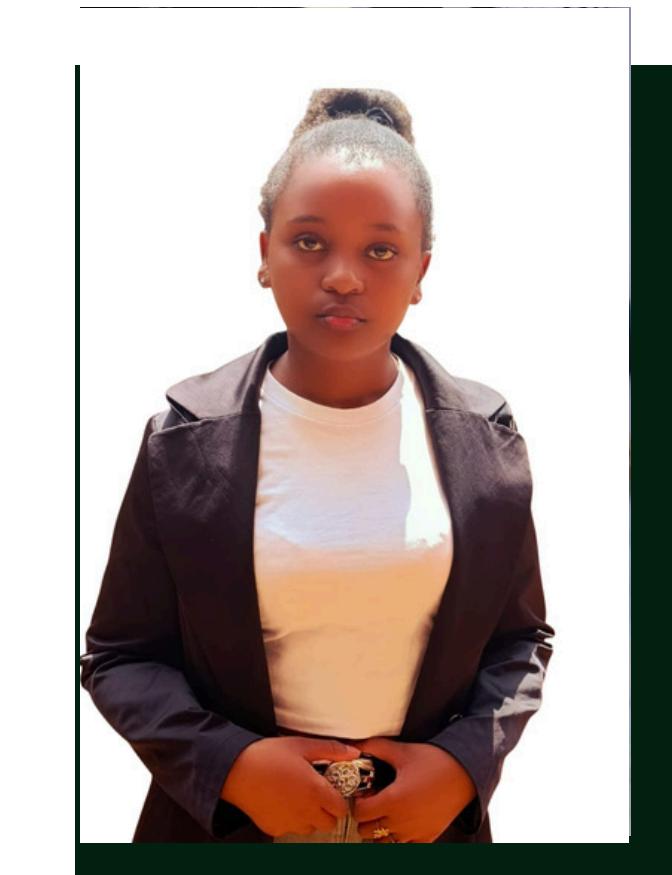


**Rooney Ochieng: Project Lead & Strategy**

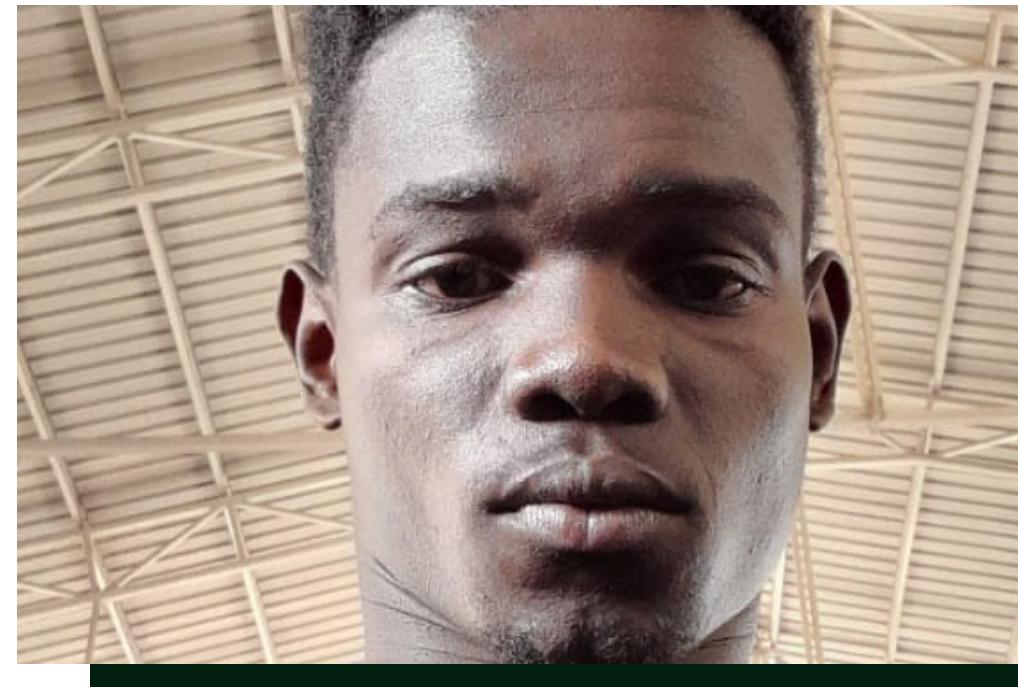
Rooney bridges the gap between conservation needs and technical execution, ensuring Green Geo delivers scalable, real-world impact.



**The Innovator**  
Phelix drives the project's R&D, constantly identifying novel technological approaches to keep our threat detection ahead of the curve.

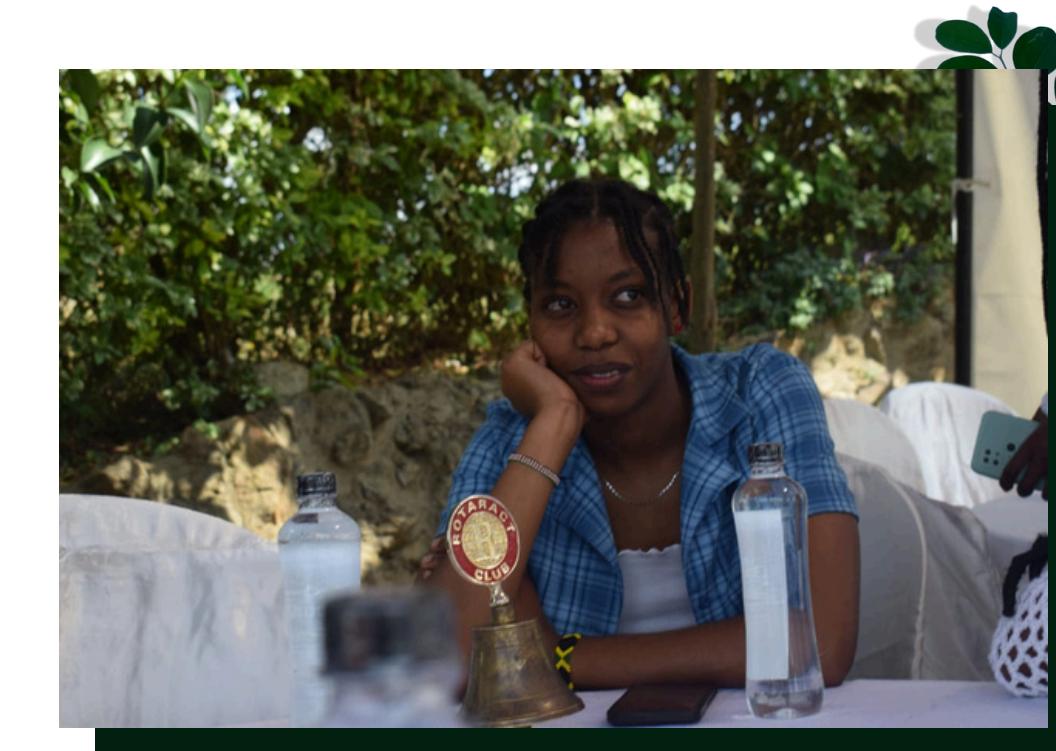


**Angel transforms complex geospatial data into an intuitive interface, making high-level monitoring accessible to every user.**



**Phin: Lead Developer & Tech Architect**

Phin engineers the core algorithms and backend infrastructure that turn raw satellite data into real-time, actionable intelligence.



**Communication Strategist**  
**Lynnette** crafts the narrative that connects our data with stakeholders, ensuring our findings reach the policymakers and public who need them most.

