

# MEDIA KIT



# boomitra

UNLOCKING CARBON REMOVAL AT SCALE

[WWW.BOOMITRA.COM](http://WWW.BOOMITRA.COM)



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# Executive Summary

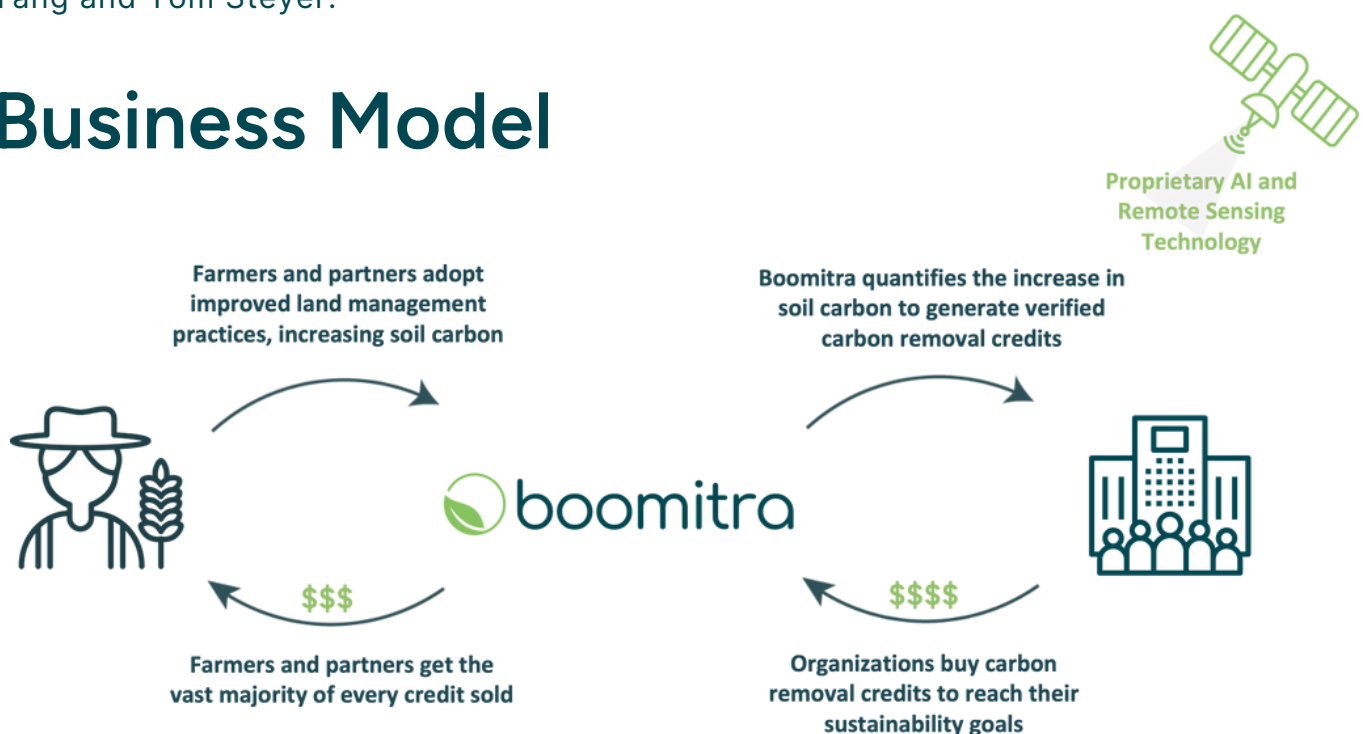
Boomitra is a leading carbon marketplace working with farmers and ranchers worldwide to mitigate climate change through improved agricultural practices. The U.S. based startup uses proprietary AI and satellite technology to monitor, report, and verify soil organic carbon without physical soil sampling, reducing measurement costs by 99% and generating international certified carbon removal credits.

The process is cost efficient, time effective and scalable, enabling Boomitra to work globally with **150,000+ farmers** across **5M+ acres**, and **millions of credits** sold to date.

By bringing accountability and transparency to the carbon credit marketplace through each credit sold, Boomitra empowers organizations to successfully accomplish their sustainability goals in the world's transition to net zero, and farmers and landowners to reinvest proceeds into their farms and local communities.

Boomitra was founded in 2016 as ConserWater by Aadith Moorthy, a Stanford Knight-Hennessy Scholar and Caltech AI alum. Since then, it has been awarded many accolades including a TechCrunch Top Pick in AI, the AgTech Breakthrough Award, the WEF NatureTech Challenge Top Innovator, and more. Boomitra's global partners include esteemed organizations like DCM Shriram, ABC, Syngenta, Mercy Corps, and Pronatura. Strategic partners include international organizations like Yara International (the world's largest fertilizer company), Chevron Corporation, and climate-focused billionaires Jerry Yang and Tom Steyer.

# Business Model





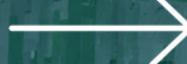
# Our Technology



100+ Multispectral  
satellites combined with  
ground truth data



Proprietary AI and  
deep learning  
predictions



Remote measurement of  
soil organic carbon,  
moisture, and nutrients

## Global Partners



Unlocking Public and Private  
Finance for the Poor



+50 more NGOs, companies, governmental and intergovernmental organizations

### Our mission

To restore global soils and accelerate  
carbon removal on a planetary scale by  
empowering farmers and landowners





# Global Reach & Impact

**5M+**

Acres

**150k+**

Farmers

**4**

Continents

**10M+**

Removal Credits

2M acres Grasslands



2M acres Grasslands  
and Croplands



500K acres Croplands



500K acres Grasslands  
and Croplands



Click [here](#) to learn more about our growing project portfolio.

## Media Inquiries

Please reach out to Boomitra's Marketing Manager, Andrea Okun, for questions and media inquiries: [andrea@boomitra.com](mailto:andrea@boomitra.com)

### Logo use

Download Boomitra's official logo suite [here](#).



Follow and tag us on social:



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# Leadership Team



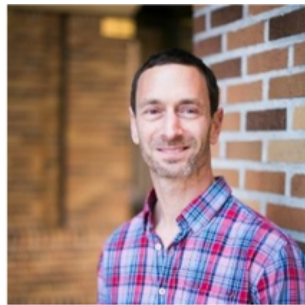
**Aadith Moorthy**  
Founder & CEO



**Satya Satyamoorthy**  
COO



**Chris Mulgrew**  
CFO



**Josh Shaeffer**  
VP Business  
Development



**Ganesh Babu**  
Projects & India  
Head



**David Clark**  
Head of R&D

## +45 other awesome team members

Our team based in 4 continents includes seasoned operators in the food & agriculture space, along with geospatial scientists, carbon experts, and engineers – all of whom are driven by the mission to help farmers and landowners improve their livelihoods while moving the needle on climate change. To highlight a few of our team members: CEO and Founder, Aadith Moorthy, was named a top founder in Artificial Intelligence by TechCrunch. Satya Satyamoorthy, COO, has over thirty two years of extensive experience in creating and managing multinational businesses, architecting major business solutions, ML/AI, managing and mining Big Data. Dr. Cliserio Gonzalez is agronomist with +20 years of experience in sustainable production and commercialization of agri-commodities in Latin America. Chethan T.R. is an engineer with 18 years of experience implementing climate change mitigation and adaptation projects. Lastly, Andrea Okun has 5 years of experience advancing climate solutions across sectors through marketing and creative communication.

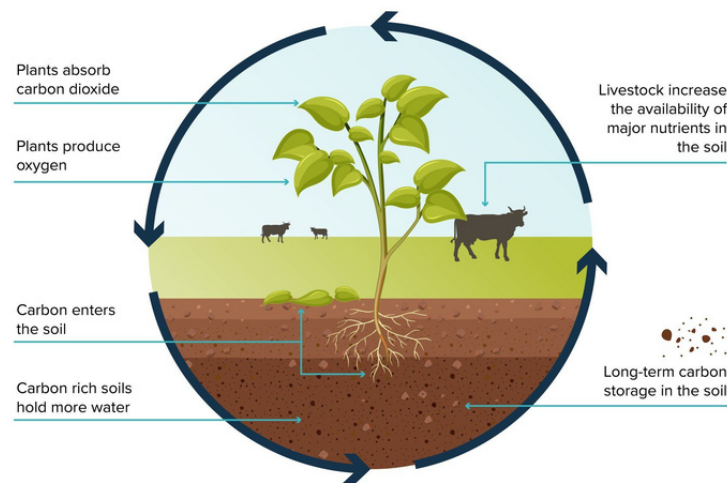




# So, Why Soil Carbon?

## Mitigating Climate Change

- Up to 40% of the world's land is now degraded and human activities have contributed to a 50% increase in atmospheric CO<sub>2</sub> since 1750.
- All pathways to avoid catastrophic warming rely on carbon dioxide removal (CDR), in addition to drastically reducing emissions.
- Soil carbon sequestration through improved land management practices has the potential to offset 10% of humanity's annual emissions.
- Farmers, ranchers, and landowners worldwide can store carbon in the soil at the lowest cost while benefiting climate, communities, and biodiversity.



Infographic by Carbon Sync

## Supporting Local Communities

- 45% of the world's population relies on agricultural soil for their main source of income.
- Every dollar invested in regeneration creates up to \$30 in economic benefits.



Carbon Farmers in Boomitra's India Project





# Relevant Links

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**Our website:** [www.boomitra.com](http://www.boomitra.com)

## Recent coverage:

**The Earthshot Prize:** After 10 months of rigorous project diligence, Boomitra won The Earthshot Prize, the most prestigious environmental award, in the 'Fix Our Climate' category.  
[Click to learn more.](#)

**Forbes:** [Is Soil How We Save The Climate?](#)

**AgerPoint:** [How Boomitra's AI Measures Soil Carbon](#)

**Ag Funder News:** [Boomitra partners with FtMA to launch flagship soil carbon project for East Africa's smallholders](#)

**Successful Farming:** [Tech companies hone in on carbon measurement](#)

**Wall Street Journal:** [U.N. Climate Summit Defers Key Carbon-Credit Policy Decisions](#)

**Food Navigator:** [To offset or inset? Carbon offset market insists it can provide 'transparency and integrity' as food firms look to supply chain solutions](#)

**Wall Street Journal:** [Carbon-Capture Startup Boomitra Raises \\$4 Million](#)

**QCIntel:** [Can technology unlock soil's full carbon potential?](#)

## CONTACT

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