

# Urban biodiversity intelligence for healthier, smarter cities

**zoo metrics®**  
smart metrics for smart cities



## THE PROBLEM

- The lack of tools to **monitor** urban biodiversity.
- There's no structured data collection, which limits **health policy action**, **zoonosis prevention**, and **compliance** with European animal welfare laws.

## OUR SOLUTION

A cloud-based SaaS for municipalities and public service contractors.

### Features:

- Real-time urban animals **monitoring**
- AI-powered **predictive analytics**
- Citizenship **engagement**: volunteer coordination and credentialing
- **Policy reporting** and decision-making tools

## PUBLIC HEALTH IMPACT

### Adaptation & Enabler

- Supports **nature-based solutions** in urban ecosystems
- Enhances **public health** through biodiversity data
- Contributes to SDG 4, 9, 11, 15, 17
- Enables Smart Cities KPIs, European **Green Deal** and **One Health** Strategies

## OUR FOUNDERS

Juan Manuel Taboada (CEO) – Full Stack developer, biodiversity databases expert  
 Diana Barrantes (COO) – Project Director, Public Sector & Animal Welfare expert



## OUR SERVICE



### TARGET CUSTOMERS

- **Municipalities** (small to large)
- Environmental/public health **contractors**
- **NGOs** managing municipal animal services
- *Smart Cities Networks*



### TRACTION & MILESTONES

- **Demo** presented at Spain's IV National Congress on Animal Welfare (Q4 2024)
- **Pre-orders** from 22 municipalities + 1 NGO serving 17 more (Q1 2025)
- **MVP rollout**: (Q2 2025)
- Admitted for **Acelera Startups** (Wayra/Telefónica + EOI) + Admitted for **Madrid Startup Radar** (Madrid+D) + Admitted for **INCIBE Las Rozas Innova**
- **RURBANIVE project proposal** submitted with Galapagar Municipality (Madrid)
- Pilot project in **Hawaii (US)**



### LOOKING FOR

- Partners to **co-bid** on large public contracts
- **Connections** to city officers and technical teams
- **Collaboration** with large service providers
- **Access** to EU municipalities and policy networks
- **Scientific alliances** (ministries, universities, DG Animal Welfare) to provide anonymized data for **public health and biodiversity research**