

Picterra secures financing from Switzerland's Technology Fund

Lausanne, Switzerland, July 29, 2024 – [Picterra](#), the leading provider of geospatial AI enterprise software was successfully approved by the Technology Fund to profit from the growth-related loan guarantee program of the Climate Division of the Federal Office for the Environment (FOEN).

This strategic funding will enable Picterra to expand its groundbreaking work in AI-powered geospatial solutions, helping industries worldwide enhance their operational efficiency and environmental stewardship.

Pierrick Poulenas, CEO of Picterra, remarked, “We believe that in the next decade, every company in the world will be a geospatial-driven business. Thanks to support from the Technology Fund we’re helping them get there even quicker and achieve our mission to become the foundational technology layer for every geoAI-driven product, application, and service.”

Picterra’s innovative platform offers a variety of use cases tailored to different industries, ensuring that clients can harness the power of geospatial data to drive their businesses forward while contributing to a sustainable reduction in greenhouse gas emissions.

In the [mining sector](#), Picterra’s solutions enable precise monitoring and management of environmental impacts, ensuring sustainable practices and regulatory compliance.

For the [FMCG \(Fast-Moving Consumer Goods\) industry](#), Picterra provides valuable insights into supply chain optimization, helping companies manage resources more efficiently and reduce waste.

Additionally, Picterra’s technology supports companies in becoming [compliant with the EU Deforestation Regulation \(EUDR\)](#). The EUDR regulation reshapes global supply chains for key commodities by requiring companies to establish or update due diligence systems. Picterra simplifies this process by offering advanced geospatial AI to trace the exact origin of products, document supply chains meticulously, and conduct thorough deforestation risk assessments. This helps companies ensure compliance with environmental standards and navigate the complexities of evolving assessment parameters.

These varied applications demonstrate Picterra’s versatility and commitment to driving innovation across multiple sectors, supporting the Technology Fund’s mission to promote sustainable and eco-friendly advancements.

About the Swiss Technology Fund

The Technology Fund offers loan guarantees to Swiss companies whose novel products contribute to a sustainable reduction in greenhouse gas emissions. The Technology Fund is a political instrument of the Swiss government's climate strategy. The Climate Division of the Swiss Federal Office for the Environment FOEN is responsible for its strategic governance.

www.technologiefonds.ch
info@technologiefonds.ch

About Picterra

Founded in 2016 in Switzerland, Picterra helps clients worldwide solve some of the most challenging geospatial problems to future-proof and scale their businesses and support a transition to a decarbonized economy. With access to more Earth Observation (EO) images than ever before, companies across a wide range of industries are realizing the strategic importance of this data, even ones that traditionally never saw a use case for satellite, drone, and aerial imagery.

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contact@picterra.ch