

Boosting conservation through technology

Our world needs our help, and collaboration is the key.



The challenge

Our planet is being threatened by unprecedented levels of change. Some of the challenges it faces are:

- 1 Habitat loss**
Urbanisation and other human activities are causing the world's most precious natural sanctuaries to disappear.
- 2 Disappearing species**
Over 20,000 species are currently known to be at risk of extinction (IUCN Red List), and the number just keeps increasing.
- 3 Incomplete knowledge**
A lack of data is increasing the risks to species' survival – it's hard to protect species we don't know much about.

What can you do?

It's not too late to act. Use Gruntify to harness location intelligence and inform conservation management:

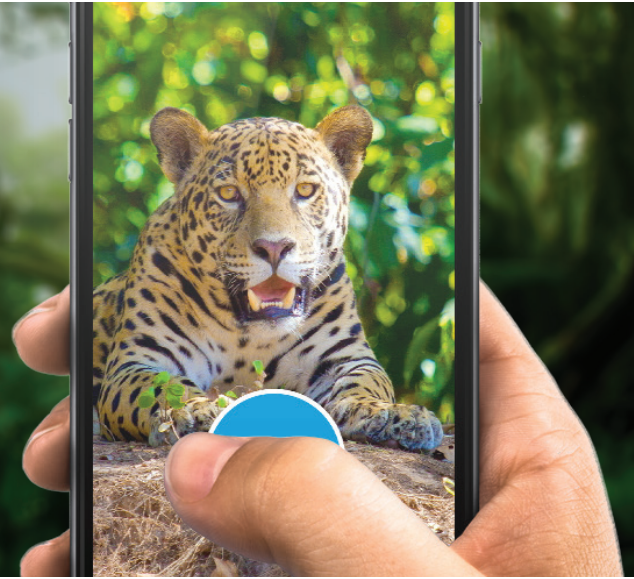
- Collect**
From citizen scientists to experts, deploy mobile apps and survey forms to collect real-time species and habitat data.
- Map**
Leverage location data to map and analyse patterns and trends in species sightings, migrations, field signs and environments.
- Action**
Collaborate, discuss, and make informed decisions to help you meet conservation objectives and save species and habitats.



Request a demo at www.gruntify.com

Customise your apps

Your app provides field users with online and offline data collection, automatic GPS capture, and custom forms built by you with the drag-and-drop form builder.



Capture everything

From ground-based data collection to remotely sensed satellite or airborne imagery analysis, Gruntify consumes multiple data sources into a scalable cloud-hosted platform.

Engage citizens

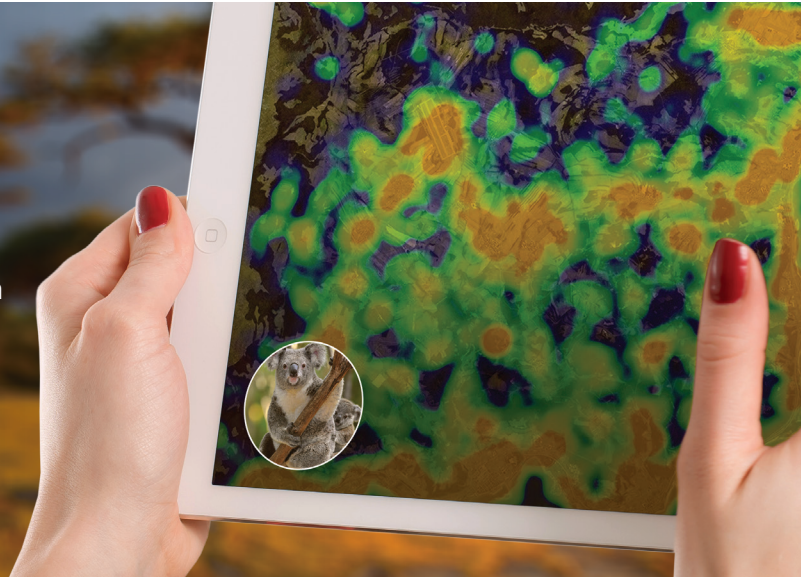
Citizen science surveys can generate vast amounts of valuable data. Deploy Gruntify apps with your own branding, direct to your staff or volunteer citizens.



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Generate real-time maps

Knowing the distribution of species and conservation threats is imperative to decision-making. With location captured for every field survey, Gruntify maps your data automatically.

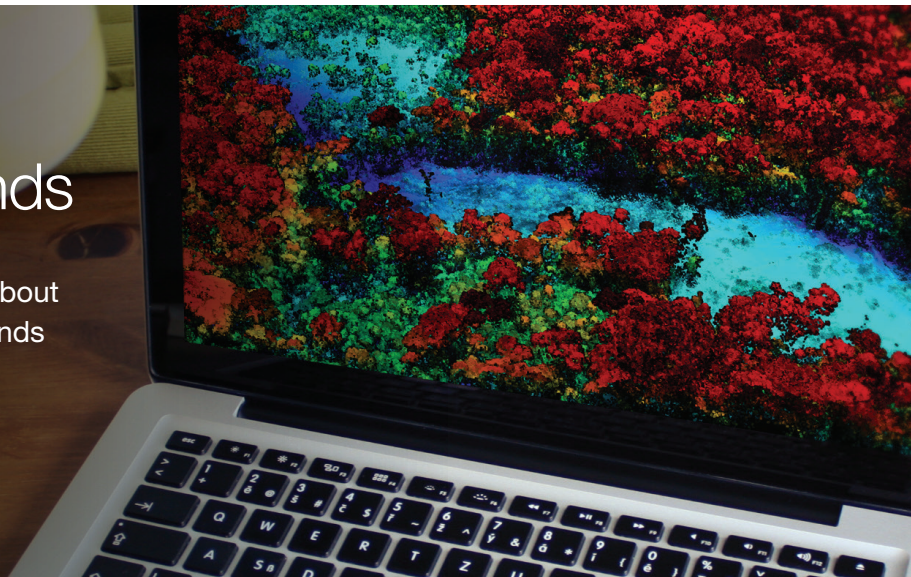


Create user groups

The easy user creation interface lets you build 3 distinct user groups – general public (citizen scientists), trained users and experts for multi-collaboration projects.

Identify patterns & trends

Use maps and reports to understand more about the distribution, abundance, ecology and trends of populations of interest in your study area. Then act on that information!



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Saving Jaguars in the Amazon

“Conservation is often constrained by poor data, but rich information can be obtained from citizens, trained users and international experts.

QUT and Lupunaluz Foundation are harnessing 360-degree photo/video based Virtual Reality to elicit this knowledge and add it to their mathematical and statistical models. It’s the new world of conservation science.”

Professor Kerrie Mengersen



Photograph by Vanessa Hunter

Uses of Gruntify for Conservation



Track jaguar sightings in the Amazon



Crowdsource koala locations



Undertake real-time reef condition surveys



Identify invasive weed distributions



Utilise remote observations



Identify illegal logging operations



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