



**Name:** VIDA

**Country:** Germany

**Incorporated:** 2020

**Fund:** Katapult Seed Fund 1

## Problem:

Businesses face more and more stringent ESG standards, customers who want to know where products come from and investors who want hard data on impact and sustainability. But how can companies, organisations and even governments accurately track thousands of locations in real time? Traditional solutions based on spreadsheets or web-based maps are simply too slow, imprecise and expensive. With risks like "green washing" backfiring on some of these efforts, how we accurately and transparently measure impact is now a spotlight topic. What we can't measure, won't get done.

## Solution:

VIDA's solution is a state-of-the-art geospatial monitoring software that allows companies and organisations across the world to plan, execute and measure the impact of their investments in an easy-to-navigate and efficient way. VIDA's unique, European Space Agency-awarded technology allows companies to build in as many data layers as they need and create living maps of their work. They are both hi-tech and human-focused. With VIDA's easy to use software, companies can receive and track accurate information on their distributed, sustainable business locations to make smarter decisions and optimise they operations.

## Impact:

"In just under two years since our launch, VIDA is already used in 30 countries to monitor more than 100,000 locations. Whether it's helping alternative energy developers accurately assess and plan investments, support banks keeping track of their investments, supporting governments to map the needs of rural communities in healthcare or schooling, or helping companies sell agricultural products to smallholder farmers, we want to become the standard for sustainable impact monitoring."



Tobias Engelmeier  
Co-Founder, VIDA

