



Building the real value of your data!  
making biodiversity data expanding your investment

#environment #biodiversity #space

<https://www.bimatters.gr>

**...το ελληνικό startup που αλλάζει το τρόπο που βλέπουμε το περιβάλλον!**

## Table of Contents

<b>Information and Contact Details .....</b>	<b>3</b>
<b>General Description.....</b>	<b>3</b>
<b>Our Strategy.....</b>	<b>3</b>
<b>Key Personnel.....</b>	<b>4</b>
<b>Our News .....</b>	<b>4</b>
<b>Background and Development.....</b>	<b>6</b>
<b>Present Conditions- Key Processes.....</b>	<b>8</b>
<b>Our 6D Innovation .....</b>	<b>9</b>
<b>Our Supporters.....</b>	<b>10</b>

---

***...building and expanding the real value of data!***

## Information and Contact Details

Name: **BI matters**

Address: 14 Kaningos St, 18534, Pireas, Greece

Phone: +30-2104225879

Mobile: +30-6932762301

Website: <https://www.bimatters.gr>

Email: [info@bimatters.gr](mailto:info@bimatters.gr)

## General Description

**BI matters** is currently a start-up in Greece, running as a project under an incubator ecosystem. **BI matters** is specialized in transforming biodiversity and environmental data to profitable actions by taking into consideration market, industry, social and other information. Through this process **BI matters** expands the real value for data, connecting market to environmental and ecosystem services.

## Our Strategy

**Purpose:** To be a leader in the environmental data analysis and processing industry by making biodiversity data expanding environmental investments through enhanced services, relationships definition, and profitability presentation.

**Vision:** To provide high-quality services that exceed the expectations of our esteemed customers and building the real value for your data.

**Mission statement:** To build long-term relationships with our customers and clients and provide exceptional customer services by pursuing business through innovation and advanced technology.

---

*...building and expanding the real value of data!*

**Core values:** We believe in treating our customers with respect and faith; we grow through creativity, invention, and innovation; we integrate honesty, integrity and business ethics into all aspects of our business functioning.

**Goals:** Regional expansion in the field of environmental data management and processing as well as, development of a base of key customers. Define the geolocation of the physical base of the company, the assets, and investments needed to support the development of services. To build a good reputation in the field of multidimensional environmental data processing field and become a key player in the industry.

## Key Personnel

Dionysios Kalogeras (Ph.D c, MSc, MSc, BSc, BSc, Dipl), Head

Tania Ploumi (MSc, MSc, BSc, Dipl), Environmental Expert

Evina Liosatou (Ph.D c, MSc, MSc, BSc, BSc), Spatial and Disaster Expert  
Thomas Charisis, (Dipl Elect. Eng), Market and Data Analyst

Makis Sofikitis, Outdoor Expert

## Our News

✓ ***“BI matters, wins the 3<sup>rd</sup> Bluegrowth Competition” 15 Dec 2016:***

**BI matters** was among the 5 winners of the 3rd Blue Growth Competition, awarded with business services and entry to the incubation/acceleration program offered by Aephoria.net. BI matters presented its business idea and practices before council, consisted of experts in the field of shipping, and large audience.

✓ ***“.BI matters at the ‘Fifth International Conference on Remote Sensing and Geoinformation of Environment’”, 24 March 2017***

---

***...building and expanding the real value of data!***

The scientific background of the **BI matters** was presented at the 'Fifth International Conference on Remote Sensing and Geoinformation of Environment' in Cyprus on March 20-23, 2017. Our work was presented and validated by a rich network of leading experts in the field of Remote Sensing and Geo-information of the environment. The announcement poster was awarded by the scientific board of the conference with the first prize.

✓ “ **BI matters** in the COMPET dinner”, 5-6 April 2017

On behalf of the Maltese Presidency of the European Union, BI matters was invited to the COMPET meeting and dinner that was being organized for the Ministers responsible for competitiveness. The dinner was held on the 5th April of 2017 at the Mediterranean Conference Centre in Valetta while the COMPET meeting at the Grand Master Palace in Valetta.

✓ “ **BI matters** participates in the PatrasIQ 2017

BI matters presented its scientific approach in the Exhibition Patras Innovation. Patras IQ is a know-how transfer event, which has already been organized three times on 2012, 2015 & 2016, and aims to develop and strengthen cooperation among the research community and the productive sector, benefiting the citizens of the area in several ways.

✓ “ **BI matters** participates in the 4<sup>th</sup> Posidonia Sea Tourism Forum 2017

BI matters participated in the 4<sup>th</sup> Posidonia Sea Tourism Forum. With more than 700 participants and 39 exhibitors from 20 countries and territories participating in a two-day industry focused dialogue, the 4th edition of the event was organized in Athens on 23-24 May 2017. BI matters exhibited its activities, participated in B2B meetings and participated in parallel workshops.

✓ “ **BI matters** in the Aegean Blue growth Competition

BI matters was invited as VIP startup in the Aegean Blue Growth Competition held in Chios on 30<sup>th</sup> of May. BI matters transferred its experiences and know-how to participants and participated in B2B meetings.

---

**...building and expanding the real value of data!**

✓ **BI matters** in actions

Demo implementation of the **BI matters** framework to a small-scale area of Pireas Municipality under Municipality's authority support; Ongoing contracts with auspicious traveling companies and agencies to provide the information needed supporting thematic touristic activities as well as citizen science. Ongoing collaboration with the "we dive, we clean" startup actions all over Greece.

## Background and Development

- ✓ The project "**marine.bi-matters**" provides intelligent ecosystem services.
- ✓ It makes biodiversity data expanding marine and coastal investment. Although its approach can be also applied to the mainland, its first actions focus on as well as coastal and marine environments.
- ✓ It is one of the winners awarded at the BlueGrowth 2016 competition.
- ✓ It is based on the business intelligence framework to store and process biodiversity data associated with the marine and coastal environment. Business Intelligence (BI) are the set of strategies, processes, applications, data, technologies and technical architectures which are used to support the collection, analysis, presentation, and dissemination of business information.
- ✓ Thus, BI technologies in the biodiversity datasets provide historical, current and predictive views of business operations in either B2B or B2G dimensions.
- ✓ Common functions of business intelligence technologies of the BI matters are reporting, online analytical processing, analytics, data mining, process mining, complex event processing, business performance management, benchmarking, text mining, predictive analytics and

---

**...building and expanding the real value of data!**

prescriptive analytics. These functions are capable of handling large amounts of structured and sometimes unstructured data to help identify, develop and otherwise create new strategic business and governmental opportunities.

- ✓ The aim of **BI matters** is to allow the easy interpretation of biodiversity big data, identify new opportunities and implementing an effective strategy based on insights can provide businesses-organization with a competitive advantage and long-term stability.
- ✓ **BI matters** is based on spatial analysis in order to Identify and describe the pattern and identify and understand the process.

---

*...building and expanding the real value of data!*

## What

- Record biodiversity data
- Gather and Store biodiversity data
- Combine data sources (market, social, enviromental, economical)
- Process data

## How

- Appropriate equipment
- Methods
- Own technology

## Outcomes

- Biodiversity information – knowledge system
- Biodiversity -ecological databases
- Risk assessments based on biodiversity data
- Spatial reports of biodiversity
- Reports of estimating envoriment value
- Ecosystem services
- Thematic routes
- CSR improvemnet

## Present Conditions- Key Processes

- **BI matters** analyses market conditions in order to decide its official company location base;
- **BI matters** finalizes collaborations with educational and researching institutes in Europe;
- Demo implementation of the **BI matters** framework to a small-scale area of Pireas Municipality under Municipality's authority support;

---

**...building and expanding the real value of data!**



- Ongoing discussions with auspicious international Ecosystem Services Organization to provide the information needed supporting data processing as well as citizen science.
- Social Responsibility: we proposed, built, support, administrate and run the project xyz.diazoma of the NGO Diazoma. The aim of the project is to connect nature to ancient monuments in Greece as well as to educate students about the significance of the environment.
- **BI matters**, ensure that any waste it produces as a result of its business operations is stored safely and securely, treated appropriately and collected for disposal or recycling by an organization.

## Our 6D Innovation

- We transform ecological data into meaningful knowledge.
- We transform biodiversity and environment into corporate asset
- We cover the present informational gap.
- We combine data to knowledge – investments - environmental awareness (CSR, etc).
- We full comply EU strategy.
- We open new routes.

---

***...building and expanding the real value of data!***

## Our Supporters



<http://www.bimatters.eu>

---

*...building and expanding the real value of data!*