Environmental data collection, management, and reporting simplified.

It's about time…

Our Story – Our Philosophy

At *Wildnote*, one of our business goals is to improve our bottom line, just like you. Perhaps like you as well, we have another goal – we want to help. We want to make the work easier for those on the front-lines of protecting and restoring our environment.

We live by this goal – we help each other; we help our clients, and we find satisfaction in the fact that our product helps people protect and restore our environment. Put another way, *Wildnote* is more than just a product to us; it is a way to for us to feel good about what we do and how we do it.

Offering a great product does feel good, but knowing we're helping to improve the quality of environmental work at the same time, so that more high-quality, environmental work can get done, well, that feels a whole lot better.

Our Product – An Overview

We are in the *Digital Age*. Technology is all about doing more with less. The *Wildnote* mobile app and its companion web app help you achieve more productivity with less effort. Here are five key features.

➢ Native app for both iOS and Android devices – allows for offline use

➢ Custom survey builder – design for precise and accurate data collection

➢ Robust photo management – link to supporting report or documents

➢ Companion web app – organized data management

➢ Effortless report generation – quick click to export data for reporting

➢ See more Key Features for Field and Office…

Embrace the *Digital Age*. Let *Wildnote* technology do the heavy lifting for you, so you can focus more on achieving your business objectives – remaining competitive, satisfying your clients, acquiring new clients, protecting and restoring our environment, staying within budget, and improving your bottom line.

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Wildnote, The Right Tool for The Job

An Inefficiency Problem

Good business means doing work efficiently with higher quality and less cost. In the environmental-services community, inefficiencies in collecting, managing, and reporting environmental data reduce productivity and quality – it costs more to do less – resulting in non-competitive bids, lower profits, unmet budgets, and higher turnover from stress and burnout. Simply, achieving more quality production with less effort is the goal.

An Efficient Solution

Achieving more with less effort is about utilizing the right tools for the job. **Wildnote** is a customizable, efficiency tool that organizes the process of collecting environmental data, managing projects/data, and reporting data, resulting in greater productivity and higher quality work per person – the right tools in today's digital world.

The *Digital Age* is all about efficiency. Too often, though, early adopters of new digital technology suffer from the promise exceeding the reality. **Wildnote** is not about its promise; it's about its reality – after more than three years in development and eight months in beta testing with numerous environmental-services companies, non-profit environmental organizations, and individual biologists, and four months of QA, the **Wildnote** team has created a feature-rich, customizable app for the environmental-services community, a tool that creates valuable efficiencies in both the field and office. The time to shift to a workable digital solution is now.

Wildnote Savings

The following chart derive from an interview with *K2 Consulting* after Beta Testing with Wildnote.

"I would estimate that for most employees utilizing Wildnote, we are saving 30 - 60 minutes per day on reporting. Likely much more time than that on photo management since the photos are going directly into the report."

The chart below shows you the savings in time and money per user in the range of 30-60 minutes per day.

Time / Money Savings / Person (30 - 60 min/day)

# Staff	Rate (Hour)	Minutes (Day)	Hours (Week)	Hours (Month)	Savings (Month)	Wildnote Cost (User/Month)	Total Savings
1	$20	30	2.5 hours	10 hours	$200	$25/month	$175/month ($2100/year)
1	$20	60	5 hours	20 hours	$400	$25/month	$375/month ($4500/year)

Note: The monetary savings more than double when the saved time doubles because as the time saved increases, the cost for **Wildnote** remains the same. So, **the more you use Wildnote, the more money you save**.

We Get It

Ongoing compliance reporting, restoring our wildlands, or ensuring environmental regulations are followed is a difficult and time-consuming task. We at **Wildnote** understand and have designed a digital tool that removes unnecessary and tedious work, a true time saver. After all, it is about time …

An Introduction to Wildnote

Three years in development and eight months of beta testing with environmental consulting firms, non-profit organizations, and individual biologists have produced **Wildnote**, a feature-rich, project-based app that is intuitive, easy-to-navigate, and it allows you to customize survey forms to fit your precise project needs.

- ✓ reconnaissance surveys
- ✓ botanical & wildlife surveys
- ✓ daily inspection reports
- ✓ regulatory compliance reports

- ✓ SWPPP reports
- ✓ spill reports
- ✓ floristic surveys
- ✓ construction monitoring reports

Design any of the above, or any other survey in the comfort of your office, collect the data (including photos) on any mobile device in the field, and securely send that data to our secure servers. No connection to the Internet? No worries. The collected data is stored on your phone or tablet awaiting your next connection.

In the Field

When you head out to the field with your mobile device to collect your data on your pre-designed survey, the many built-in features make your work much more efficient –

- intuitive, auto-population of common/scientific names for flora/fauna,
- comprehensive searchable database of flora/fauna (including critical classifications and sensitivity rankings),
- predefined project locations,
- robust photo management, including geotagging photos in the field,
- drop latitude and longitude point within a survey,
- add captions for each photo within a survey,
- team collaboration – modify or copy data as needed so other team members can review and comment,
- native app for Android and iOS allowing offline work anywhere, and more.
- required fields – ensures you get all the data accurately.

In the Office

When connected to the **Wildnote** servers, the data is immediately available via your web-based companion app on your office computer. The data (including photos) is organized, sorted by project, user, date, and survey type, and is available in an easy-to-use format.

The data is easily accessible to anyone with permission, anywhere anytime, on site or off. The data can be further organized in Gallery view, Map view, and Data Export view. When ready, the data is easily exportable to an Excel Data Sheet Report, an Excel Pivot Report, or as a preformatted PDF Survey Report. A few clicks and your report is ready to deliver.

Wildnote is specifically designed for the environmental-services community, which makes it **the** app for field work, data management, and compliance reporting.

"It is a great reporting and report sharing app that lets you take data on site and share it with the office easily. You can attach pictures right then and there …. You can print everything out from the website. It saves time with quick reporting and saves your inbox from extra emails".

K-2 Environmental Consulting

Features – Data Collection

Wildnote mobile app and its companion web app are a powerful, affordable step forward in environmental data collection, management, and reporting. All your data is organized and easily managed on both your mobile device and your office computer.

Design New or Customize Existing Surveys

➢ Create unlimited surveys and reports for each project.

- ⇒ SWPPP reports
- ⇒ construction compliance reports
- ⇒ vegetation plots
- ⇒ restoration monitoring reports
- ⇒ reconnaissance surveys
- ⇒ botanical surveys
- ⇒ wildlife surveys
- ⇒ daily inspection reports

➢ Predefine repeated forms for different survey sites.

- ➲ Include project status, description, latitude, and longitude.
- ➲ Geotag all data to that location for map viewing.
- ➲ Increase accuracy and consistency with drop down menus.
- ➲ Project team can use information to navigate to specific location.
  - ⇒ Easily duplicate any customized form for repeated data collection.
- ➲ Individual sections can be duplicated as well.
  - ⇒ forms within a form

➢ Create form functionality specific to your needs.

- ➲ drop-down menus with auto filter and search
- ➲ repeatable fields
- ➲ subset menus
- ➲ collapsible views
- ➲ location identification
- ➲ checklists
- ➲ plus-minus counters for species inventory
- ➲ easy move from observation to observation
- ➲ Photo captions
- ➲ export data history
- ➲ dynamic forms
- ➲ data linking with conditional logic
  - ➲ If tree "x" then open data "y."
- ➲ sections for free writing notes or narrative dictation
- ➲ access to API/developer

Streamline Data Collection

➢ Native app for Android and iOS works offline.
➢ Intuitive navigation and friendly interface.
➢ Required fields – ensures you get all the data.
➢ Intuitive, auto-population of common/scientific names for flora/fauna.
➢ Searchable database of flora/fauna (including critical classifications and sensitivity rankings).

Organize Surveys

- ➢ Predefine project locations.
    - ➲ View project locations in Map View.
        - ⇒ Easy navigation to project location.
    - ➲ Attach surveys to frequently visited locations.
- ➢ Capture meta data, including geolocation of photos.
- ➢ Sync data to Wildnote servers when in the field.
    - ➲ Allows simultaneous viewing of project data.
    - ➲ Any member of the project team or all can review with permission.
    - ➲ Download all survey data/project photos onto your office computer.
- ➢ Drop latitude and longitude point within a survey.
    - ➲ Utilizes built in GPS of mobile device.
    - ➲ Easily link hardware devices to increase accuracy.

Simplify Photo Management

- ➢ Geotag photos in the field.
- ➢ Attach photos to supporting documents and/or specific reports.
- ➢ Add captions for each photo within a survey.
- ➢ Sort photos within report.
- ➢ Date, label, or relabel photos.
- ➢ Download photos with file names based on project, date, and location.
- ➢ Integrate photos into reports.

Features – Project/Data Management

Data Security

➢ Access your data anytime, anywhere – it's synced to Wildnote servers in a highly-secured environment.

Organize Projects Effectively

➢ Organize team specific to project.

➲ Assign access to specific team members for specific projects.

➲ Assign different roles to same person across multiple projects.

⇒ Permissions
- Admin
- Field Lead
- Field User

➲ Create team collaboration.

⇒ Team members can modify their data in the field and sync.

⇒ Field Leads can review, edit, and sync.

➲ Organize data specific to project.

⇒ All data relevant to each project is automatically associated with that project, coded, time-stamped, and dated in the Project Gallery.

⇒ All data is tagged to a specific project.

⇒ Link documents/photos to specific project data.

Manage Data Efficiently

➲ Sort, collate, organize, and search, data with ease in various views.

⇒ Project View

⇒ Gallery view

⇒ Map View

⇒ Data Export View

➲ Access to tech and customer support.

Generate Reports Effortlessly

➢ Predefined reports are easily exported in three formats.

➲ PDF – Surveys and Reports

⇒ Formatted PDF ready to share with clients.

⇒ Compile data from multiple surveys from singular projects.

→ Based on date range or by specific survey.

➲ Data Sheet (Excel)

⇒ Manipulate data to your specifications.

➲ Pivot (Excel)

⇒ In the export, row headings become column headings.

➲ Data remains available if needed.

Request Custom Programming

➢ Custom integrations with existing systems.

➢ Custom exportable reports.

➢ If you want it, we will build it.

Advantages

The environmentally-specific features and customizable capabilities *Wildnote* provides create a bundle of time-saving advantages for collecting, managing, and reporting environmental data.

In the Field

- ➢ Data security – encryption in transit and secured on Wildnote servers.
- ➢ Ability to work online or offline.
- ➢ Required fields improve data accuracy.
- ➢ Easily input, sort, review, edit, and sync data.
- ➢ Search – easily find data when you need it.

In the Office

- ➢ Data security – encryption in transit and secured on Wildnote servers.
- ➢ No more transcription/duplication errors.
- ➢ Efficient data management and control.
- ➢ Search – easily find data when you need it.
- ➢ Effortless report generation – export to report.

Benefits

Practical and valuable benefits arise when businesses provide beneficial tools that help all personnel do their best work. The efficiencies of *Wildnote* increase productivity, raise quality, and improve the bottom line for environmental companies, non-profit organizations, and regulatory agencies.

- ➢ ***Money saved …***
  - ◆ Improves profit
  - ◆ Improves competitive bidding
  - ◆ Improves client relations
  - ◆ Improves ability to meet budgets and project goals
- ➢ ***Time saved …***
  - ◆ Increases individual/team/management productivity and work quality
  - ◆ Increases morale and tenure of paid staff, management, and volunteers
  - ◆ Increases ability to find more projects

Wildnote saves you time and money, but it also symbolizes an important cultural idea – Let's use the best of our technology to make our work more efficient, produce higher quality products, and to keep the planet healthier for everyone.

Background

In 2011, *Terra Verde Environmental Consulting* worked with Kristen Hazard, a principal at the company, to build an environmental compliance reporting app for the powerhouse utility *PG&E*. The utility needed to comply with environmental regulations while building the infrastructure to accept power from the two huge solar projects in the Carrizo Plains. The app was so valuable to *PG&E* it started using it on **all** large construction projects. Over the last five years, *PG&E* has utilized the app to submit over 50,000 reports and upload over 300,000 photos from more than 600 users from 30 companies. *PG&E* continues to use the application to meet its compliance reporting needs.

Kristen moved on to start *Suntoucher Software,* where she continued to work with *PG&E* on the environmental compliance reporting application. While supporting the users of that application, she built her knowledge base regarding the needs of data collectors and data managers in the environmental compliance world, which led to the creation of **Wildnote.**

The ongoing relationships with *PG&E* and *Terra Verde Environmental Consulting* speaks to the quality work and commitment to excellence of Kristen Hazard and her team at *Suntoucher Software*. The work they have done in the last three years to create an efficient mobile app for the environmental-services community speaks to Kristen's problem solving ability and vision as well.

First, she defined the problem – collecting data with pen and paper, transcribing field notes in the office, and then creating forms for compliance reporting was inefficient, error prone, and tedious. As well, she noted the broad-based, data-collection apps on the market lacked the specific features needed for environmental-data collectors and managers to truly create efficiencies in the field and office. Her solution? An app that eliminated unnecessary steps, created input and output efficiencies, and streamlined the process to reduce tedium and frustration.

Wildnote is that app, and it fulfills her vision of creating an app that creates efficiencies in the process of collecting, managing, and reporting environmental data. It is a valuable tool for the environmental-services community, as it saves time, effort, frustration, and money when complying with highly specific and detailed environmental regulations; protecting, preserving, or restoring habitat, or when monitoring the environment to make sure it remains within defined parameters that keep it safe for all our communities.

Kristen and her team took three years to design and build *Wildnote* because they wanted a mobile app that did more than just simplify the process environmental compliance; they wanted a flexible, feature-rich app that would meet the specific needs of the environmental-services community, an app that would set the bar higher for environmental-data collection, management, and reporting apps.

Wildnote sets the bar higher with customizable survey templates and built-in features that make life easier for the environmental-data collector and the admin personnel that sort, collate, and export the data. It reduces workloads, eliminates data-duplication errors, relieves tedium, and allows for easy export of data into specific formats for distribution to clients, regulatory agencies, or storage on in-house servers. *Wildnote* does all this and more …

Note: Wildnote participates in the *1% For The Planet* initiative to raise money for global environmental projects.

Connect with Us – We Want to Help

If you would like to talk with someone about trying **Wildnote**, contact Nancy, our *Ambassador of Buzz* at nancy@wildnoteapp.com.

If you have another reason to contact us…

- Email us at support@wildnoteapp.com
- Call us at 805-664-0040