

### *Biodiversity Monitoring powered by eDNA.*

**NatureMetrics** was founded in 2014 by Dr. Kat Bruce. Based in the United Kingdom, the team focuses on converting nature's complexities into insights to inform best decisions for nature and business. They were a finalist at Ocean Exchange in 2021.

NatureMetrics uses eDNA from water/soil/air samples to detect all organisms (from microbes to Mammals) through DNA traces. Combined with geospatial data (satellite imagery, drones) for



habitat insights they are able to provide metrics for the conditions of the ecosystem where business is being operated or proposed. Their subscription service enables businesses to comprehensively measure, report and disclose their nature related impacts at scale, and drive effective biodiversity management.

In 2025, they raised a \$25M Series B. Their plans are to enhance their intelligence platform, AI capabilities and eDNA solutions setting them up for a new era of nature reporting.

In addition, they launched a new AI-powered tool, Portfolio Assessment, to help corporations assess nature risk across entire site portfolios. This addresses a critical gap in corporate environmental risk management by enabling sustainability leaders to easily and effectively manage different types of nature related risk and transparently share data with stakeholders and regulators across portfolios.

**Winning Formula:** "When the mission is this urgent, you find a way to scale the solution. We've had to move fast, stay rigorous, and trust that our team and conviction will carry us through the hard parts." Dimple Patel, CEO.

Discover more about their mission and technology: <https://www.naturemetrics.com/>

#eDNA #biodiversity #sustainability #NatureMetrics #OceanExchange