



Turning Urban Landscapes Into Climate Assets.

REGENERATIVE OS FOR CITIES



\$250B
BLIND SPOT

BURN FUEL . INCREASE URBAN HEAT . DESTROY SOIL HEALTH.

THE PROBLEM

The Unmeasured, Silent Fiscal Liability of Public Land Care.

SUNK COST TRAP

Billions spent on mowing, chemicals, and erosion control with no measurable outcomes.

NO VISIBILITY

Landscape budgets operate without performance data or operational insights.

COMPOUNDING RISK

Outdated maintenance increases heat islands, flooding, and long-term liabilities.

THE SOLUTION

DATA INGESTION

Merges existing municipal GIS files, shapefiles, and historical maintenance contracts into a single system of record.

DIGITAL TWIN

Constructs a Phase I localized digital twin of public assets to map exact groundcover classifications.

PREDICTIVE MODEL

Runs targeted algorithms to simulate turf-reduction, erosion-control, and cost-saving outcomes before deploying field capital.

DUAL-FACING DASHBOARD

Delivers an internal operational hub for city staff and an external storytelling engine for the public.

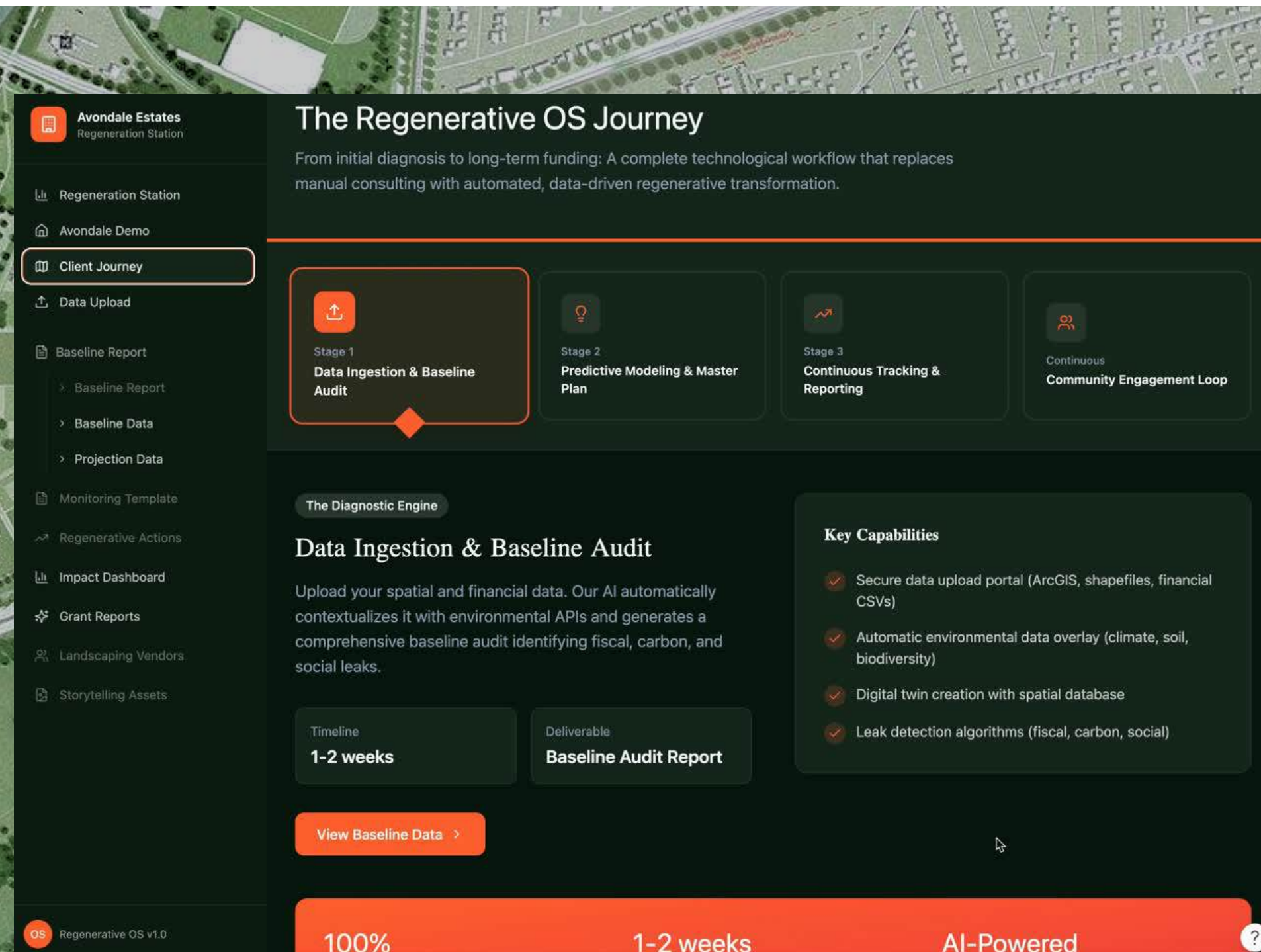
ROOTS DOWN REGENERATIVE OS PLATFORM

From Raw Spatial Data to Quantifiable Operational ROI.

THE VALUE PROPOSITION

PROVEN CUSTOMER VALUE ELEMENTS

Enterprise Outcomes Driving Policy and Financial Shifting.



DIRECT COST REDUCTION

Systematic optimization of land care line items to immediately lower baseline city overhead by up to 20%.

WORKFLOW & POLICY OPTIMIZATION

Delivering clear guidelines and data structures that allow public works departments to safely change legacy procurement policies.

DATA SHARING & INSTITUTIONAL STORYTELLING

Translating complex geospatial layers and ecological metrics into clear, human-centric visual impact narratives.

AVONDALE ESTATES

VALIDATION IN THE FIELD

The Three-Pronged Response Array.



218 tCO₂e

Range: 142-218

↗ Carbon sequestered annually

CARBON OFFSETS

Total CO₂ equivalent sequestered



\$158K

Range: \$122,529-\$193,931

↗ Annual operational savings

ANNUAL COST SAVINGS

Landscaping + Fuel reductions



55 acres

Regenerative land managed

100%

RLAF FOOTPRINT

Regenerative Land Area managed



ENVIRONMENTAL RESPONSE

Verifiable Fleet Carbon Reductions & Enhanced Water Retention.



FISCAL RESPONSE

\$158,000 Saved to Date via Optimized Maintenance Triggers.



SOCIAL RESPONSE

Localized Engagement Assets Linked to Municipal Zones.

THE NEXT ENGINEERING MILESTONE

SCALING THE CORE INFRASTRUCTURE: DEEP ARCGIS API PLUGINS

Automating Long-Range Cost Savings and Spatial Planning.



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NATIVE API WORKFLOWS

Direct software integration mapping future landscaping plans.

DYNAMIC SHAPEFILE TRACKING

Every automated intervention is hardcoded directly back to the city's primary mapping files.

AUTOMATED DATA FORECASTING

Continuous updates calculating future labor and asset-class overhead.



CROWDSOURCED FIELD INPUTS

Live community tracking loops validating ground-truth variables.



INSTITUTIONAL PARTNERSHIPS

Strengthened academic and institutional research data pipelines.



PUBLIC-FACING NODES

Activating community data streams via physical, QR-coded verification hubs.



OUR PARTNERS



EXTENDING THE TECH

VERIFICATION NETWORKS

Strengthening Empirical Field Data Models Through Public Collaboration.

TIERED ENTERPRISE SOFTWARE MONETIZATION

THE REVENUE ARCHITECTURE

HIGH-MARGIN | FRICTIONLESS B2G PROCUREMENT MODEL

Tier Phase	Structure	Scope & Key Deliverables
TIER 1 Ingestion & Setup	Fixed Startup Fee	Comprehensive GIS file ingestion, shapefile building, and initial baseline dashboard engine setup. Priced below standard municipal procurement thresholds.
TIER 2 OS SaaS Subscription	Recurring ARR	Ongoing multi-year access to the predictive modeler, policy engine, and real-time field data updates.
TIER 3 Continuous Tracking Hub	Technical API Add-on	Complete activation of custom ArcGIS/Survey123 API plugins and live workforce reporting arrays.



Customer Value Metrics	 ROOTS DOWN	Traditional Landscapers	Environmental Consultants	Carbon/ESG Software
Up to 20% Cost Savings	Automated	NO	NO	NO
Baseline Reporting	Digital Twin	PAPER LOGS	STATIC REPORT	MANUAL SETUP
ArcGIS API Integration	Real-Time Sync	NONE	NONE	DISCONNECTED
Public Verification	Regeneration Stations	NONE	LOW	INTERNAL ONLY

Comparing Core Customer Value Outcomes and Business Impact.

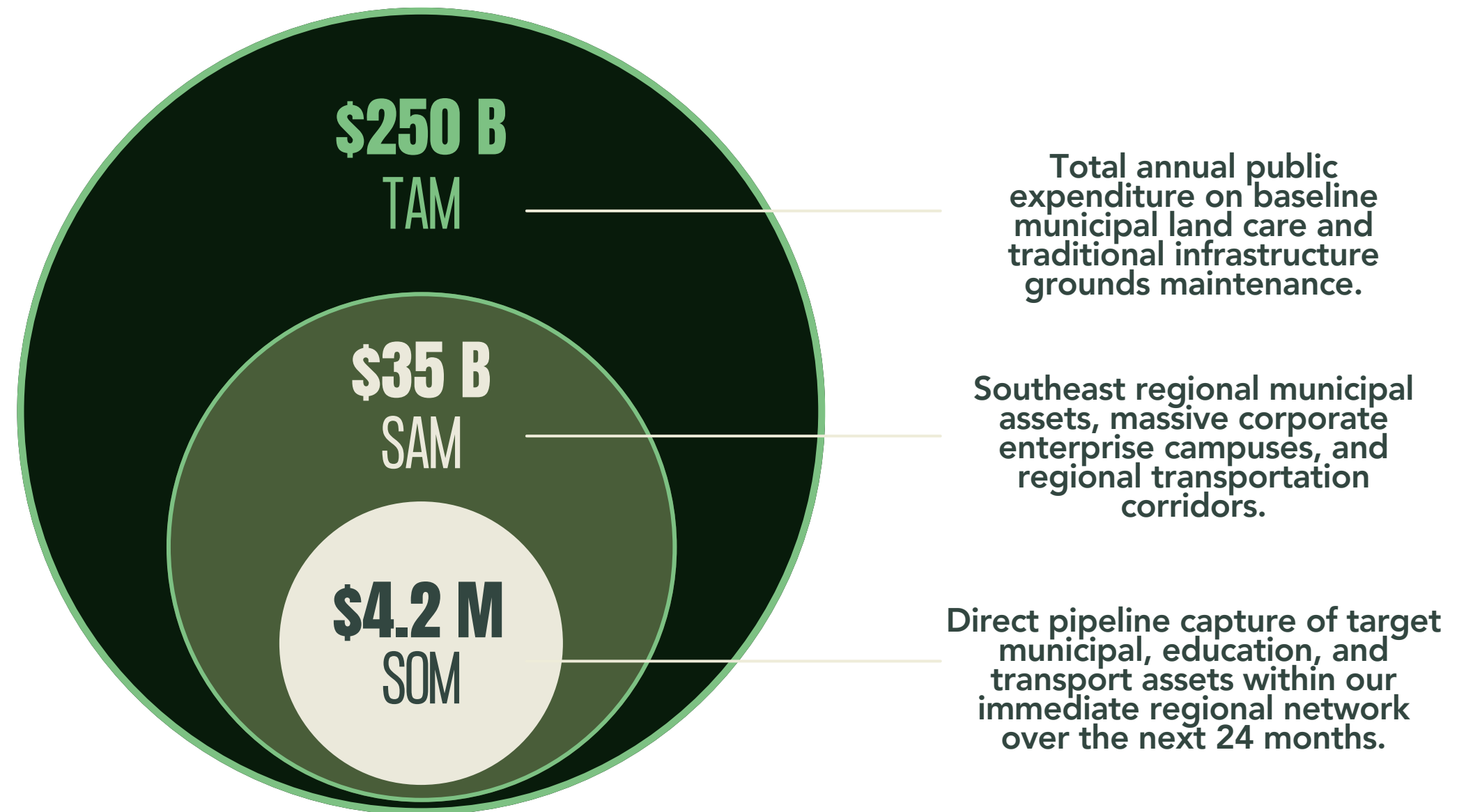
STRATEGIC ADVANTAGE MATRIX

COMPETITIVE ADVANTAGE

TARGETED ADDRESSABLE SCALE

MARKET OPPORTUNITY

CAPTURING THE PUBLIC SECTOR MAINTENANCE VOID.



\$200k

ACTIVE CONTRACTS

\$1 Million

SALES PIPELINE

70%

GROSS MARGIN PROFILE



DEKALB COUNTY



GEORGIA TECH OFFICE
OF SUSTAINABILITY



AVONDALE ESTATES



PATH FOUNDATION



GEORGIA DEPARTMENT
OF TRANSPORTATION



Validated Market Proof Across Municipal and Academic Portfolios.

ENTERPRISE TRACTION

BUSINESS TRACTION & FINANCIAL METRICS



Jamie Rosenthal
FOUNDER & CEO

Decades navigating local government procurement, landscaping RFPs, and municipal capital improvement programs.



Jean de Barrau
STRATEGIC ADVISOR

Executive leader in regenerative sourcing and sustainable innovation, with a track record of scaling \$100M+ platforms, reducing Scope 3 emissions, and driving operational efficiency.



Dani Purvis
FIELD SCIENTIST & DATA MANAGER

Leads ecological analytics, carbon impact modeling, and strategic partnerships to advance regenerative land management initiatives.



Kim Bucciero
STRATEGIC ADVISOR & INVESTOR

Real estate and development entrepreneur with two decades of experience creating high-impact, community-centered projects across Georgia.



Jasnoor Kaur
CREATIVE STRATEGIST

Ecosystem builder and strategist with experience working at the intersection of culture, brand systems and organizational strategy.



Titiksha Fernandes
STRATEGIC PARTNER

Environmental policy and economic development expert with 10+ years advancing sustainability, resource efficiency, and resilient communities.

EXECUTIVE LEADERSHIP & FOUNDER FIT

THE EXECUTION PLAYBOOK TEAM

Decades of Combined Public Procurement, Infrastructure Design, and Technical Delivery Value.



STRATEGIC ACCELERATION: THE SCALING CATALYST

TRANSITIONING FROM SERVICES-ENABLED
PLATFORM TO AUTOMATED ENTERPRISE
SAAS.

API AUTOMATION

Utilizing ATDC's advanced technical resources and student software pools to accelerate the development of automated ArcGIS data-ingestion plugins.

INSTITUTIONAL CREDIBILITY

Leveraging academic validation via the Georgia Tech living laboratory to build an immutable framework that other municipalities and corporate entities nationwide can instantly trust.

\$500K SAFE NOTE

EVERY ACRE. MEASURED. MODELED. VERIFIED.

65%

CORE PLATFORM AUTOMATION

- Dedicated software engineering resources to build turn-key API data-ingestion features, removing manual setup tasks.

20%

REGIONAL SALES EXPANSION

- Scaling B2G municipal account acquisition strategies to replicate the DeKalb and Avondale playbook across the Southeast corridor.

15%

OPERATIONAL SCALE

- Securing hardware deployment tools and scaling field training toolkits to support third-party contract compliance.

SAFE ROUND

JOIN THE REGENERATION

To recode the future of urban infrastructure.



www.rootsdownregen.com

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THANK YOU

