



FOREST SHARING

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UNIVERSITÀ
DEGLI STUDI
FIRENZE

SPIN-OFF APPROVATO

Business Idea

Apply sharing economy to forest sector

Create a collaborative economy value chain
to preserve all the Forest Ecosystem services



Traditional Economy

Value Creation



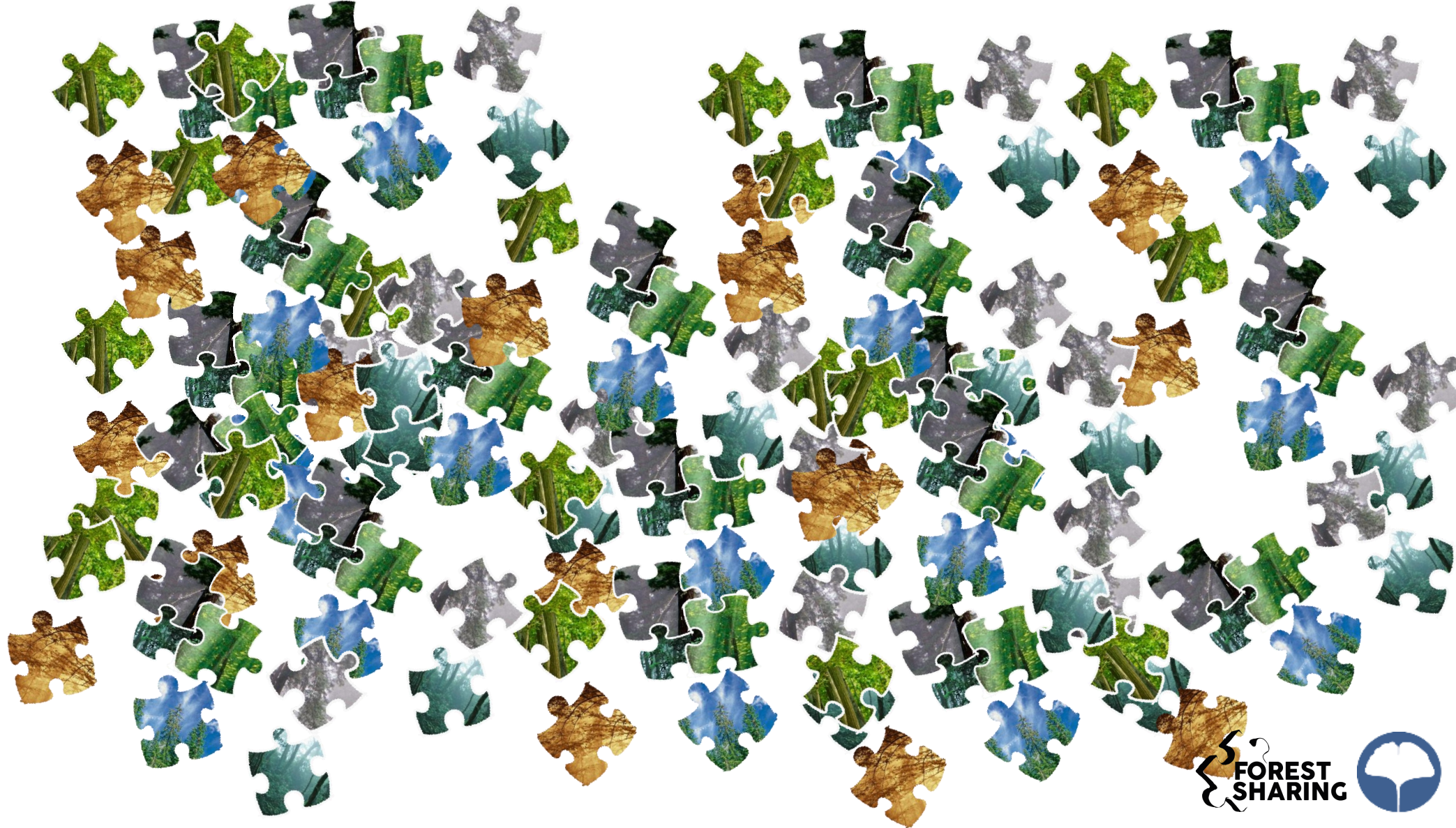
Forest owner

Sell wood and no-wood product



Biz model is based on resources extraction. Value is created by product or services.

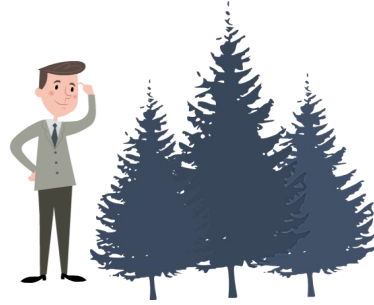
The Biz model is indifferent to whether consumers and workers are isolated, and value is derived independently of interaction.



The problem



- Small proprieties (< 10 ha)



High cost
To manage forest
proprieties



The problem



- Small proprietries (< 10 ha)

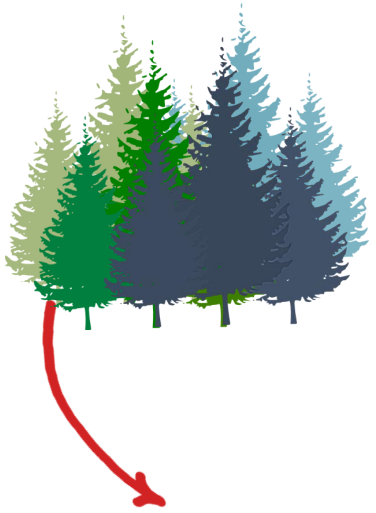


High cost
To manage forest
proprietries



Forest logging company

Change point of view



Reduce the cost
of Sustainable Forest
Management

Create new opportunities
For forest sectors

Forest owner



Forest companies



Forest managers



Forest sports companies



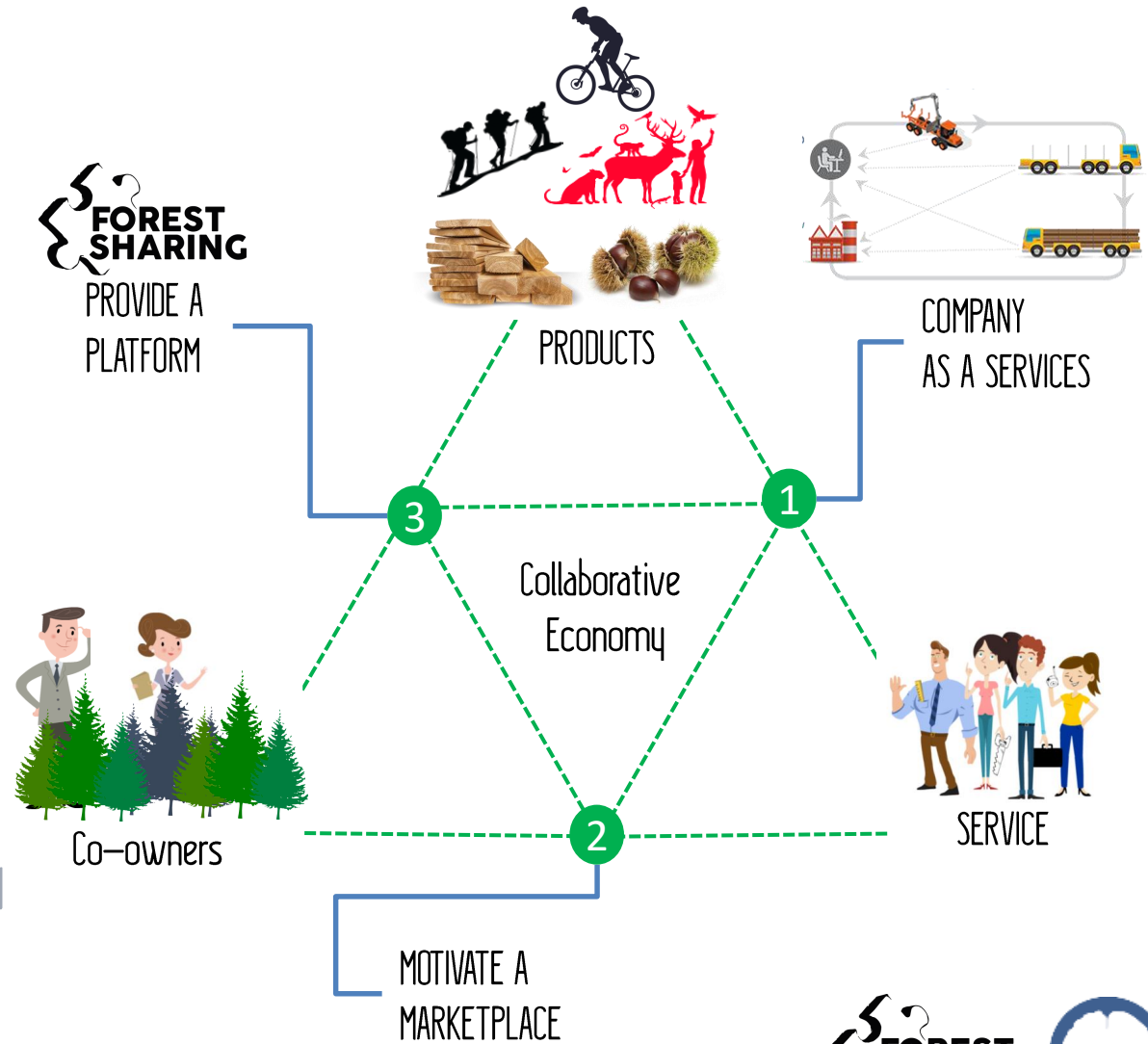
Sharing Economy



Shared Value Creation



Value is created by users— consumer and workers—
Sharing underused assets or human resource as part
Of a network. The biz model thrives on consumers and
workers connecting and value is derived by their
interaction



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La tua soluzione ideale

Sing Up

Forest owner

Other companies

Forest manager

Forest Turists

Forest companies

.....

Forest owner



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- Productive forest
- Protective forest
- Social or Turist forest



information on location



Schedule and description of forest

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Innovative tools using RS data

Forest companies



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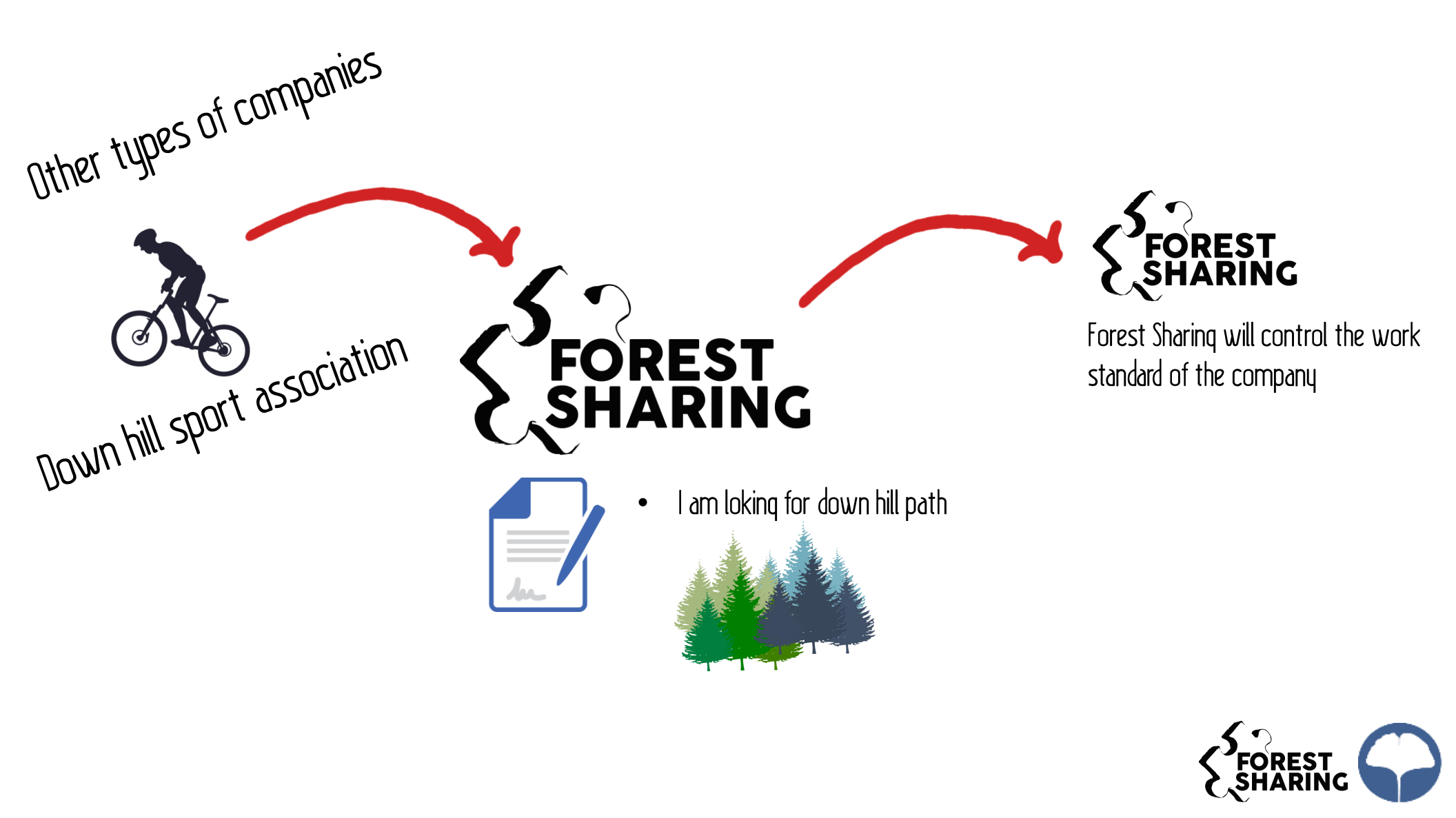


- I am looking for



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Forest Sharing will control the work
standard of the company



Forest managers



- I am able to....



Forest Sharing will control the work standard of the manager



Forest owners

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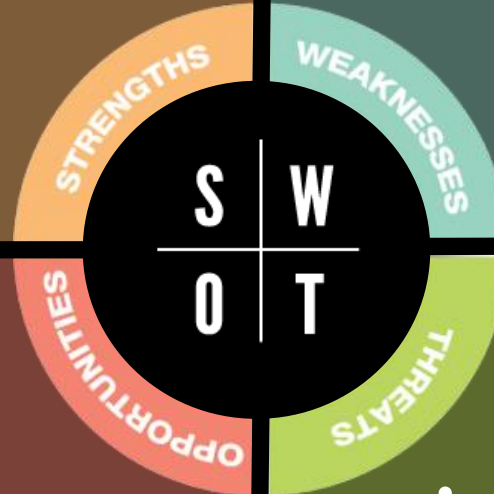
Planning and foundings



Buyers of Ecosystem services

- Multidisciplinary team
- Lean start-up approach
- Validation of the biz

- A critical mass of forest area
- Belief in the common good



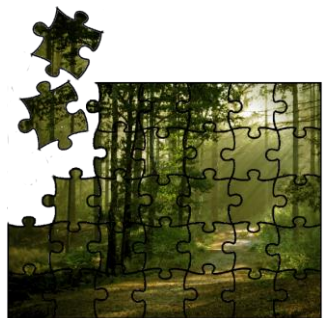
- New law regulation in Italy that require to manage forest proprieties T.U.F. – D.Lgs 34/2018
 - Green Economy
- Social trust in green economy

- Social trust in sharing opportunities and proprieties





Where we are now



Networked over 1700 ha of Forest in Tuscany



Networked 3 forest companies



Applied for foundings



realized the first consolidation project



Use of PEFC logo



designed the first project for adventure park and touristic path



developing the platform



Waiting for crowdfunding



Needs



Finish developing the platform



Expensive communication campaign



*blue
biloba*

THE TEAM

ANDREA
LASCHI



Dott FOR,
Forest Harvesting
Operation

LORENZO
MASSAI



CEO,
Drone, and CEO

FRANCESCA
GIANNETTI



ITC
Algorithm,
Drone and
Remote Sensing

ALESSANDRO
ERRICO



Dott FOR,
Ecologist and
Riparian Vegetation

YAMUNA
GIAMBASTIANI



Dott. FOR,
Forest
Ingeniering

FRANCESCA
BOTTALICO



PROF,
Ecosystem
services and
GIS

GUIDO
MILAZZO



Drone and expert
in shared and
circular economy





IL VALORE E' GIA'
CREATO,
BASTA COGLIERLO!

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