

Bullfinch Earth Inc.

Annual Benefit Report (2024)

Prepared in accordance with the Global Reporting Initiative (GRI) Standards

1. Introduction

Bullfinch Earth Inc. is a British Columbia benefit company (Incorporation No. BC1483652) dedicated to responsible, sustainable business and the promotion of public benefits as set out in our articles of incorporation. As an early-stage startup, our 2024 activities have focused on technology development, stakeholder engagement, and pilot field testing. This inaugural benefit report is prepared in accordance with the Global Reporting Initiative (GRI) Standards, as required by the BC Business Corporations Act.

2. Organizational Profile

- Registered Office: 720 Vesuvius Bay Road, Salt Spring Island, BC, V8K1L5
 - Directors: Cian Kelly, Seth Sternberg, Graham Smith
 - Business Description: Bullfinch Earth develops wearable sensors powered by edge AI to automate and enhance biodiversity data collection for conservation teams, enabling real-time, high-resolution ecological monitoring with zero additional effort.
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3. Early-Stage Status and Stakeholder Engagement

As a pre-revenue company, our primary achievements in 2024 have been:

- Field testing of our wearable sensors with industry professionals and accredited professors.
- Pilot partnership with Green Diamond Resource Company (2.2M acres managed) and advancement to the semi-finals of the Conservation X Labs Fire Grand Challenge.
- Engagement with NGOs and Indigenous groups for future pilot deployments and integration of Traditional Ecological Knowledge (TEK).

4. Material Topics

Material topics were identified through our articles, sector research, and early stakeholder conversations:

- Biodiversity monitoring and conservation
 - Access to biodiversity data and environmental education
 - Ethical data stewardship and AI transparency
 - Community engagement and resilience
 - Climate change adaptation
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5. Progress Toward Public Benefits

Below is a summary of how Bullfinch Earth has addressed or is working toward each public benefit in our articles:

Public Benefit	2024 Progress & Activities
A. Biodiversity Monitoring and Conservation	Conducted initial field testing of wearable sensors in collaboration with conservation professionals and academic advisors. Our technology is under active development, with the goal of enabling more effective biodiversity data collection for future partners.
B. Promotion of Outdoor Activity and Well-being	Product design has prioritized comfort and usability for field teams, with the intention of supporting more time spent in nature. No formal programs or data yet.
C. Access to Biodiversity Data	We are developing internal frameworks and protocols for future data sharing with partners, but have not yet produced or distributed datasets.

D. Environmental Education and Awareness	Created draft educational materials and engaged in early conversations with educators and NGOs about future collaboration. No public-facing programs launched yet.
E. Development of Technological Solutions for Conservation	Focused on R&D and prototype iteration, aiming to demonstrate the effectiveness of edge AI and sensor fusion for biodiversity monitoring in future pilots.
F. Providing Economic Benefits to Communities and Stakeholders	At this stage, no direct economic benefits (such as jobs, local enterprise, or income) have been generated. We have begun conversations with stakeholders about potential future opportunities as our technology is deployed.
G. Resilience Building in Local Communities	Engaged with Indigenous and local community representatives to understand needs and explore how Bullfinch could support climate and ecological resilience in future pilots. No deployments yet.
H. Climate Change Impact Studies	Designed our data model with the intention of supporting long-term monitoring of climate impacts, but have not yet collected or analyzed relevant field data.
I. Citizen Science and Community Involvement	Outlined a roadmap for future community-driven data collection and feedback; no active citizen science projects at this stage.
J. Increased Public Awareness of Biodiversity Issues	Shared early company updates and vision with stakeholders and at select industry events; no large-scale outreach or awareness campaigns yet.

K. Responsible Stewardship of Biodiversity Data & Ethical AI	Established internal principles for data privacy and ethical AI. Began drafting policies for TEK (Traditional Ecological Knowledge) integration and transparent data practices, to be implemented as pilots and data collection commence.
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6. Challenges and Limitations

- **Early-Stage Status:** As a pre-revenue startup, Bullfinch Earth’s impact is currently limited to R&D, partnership formation, and field testing.
- **Resource Constraints:** Limited funding and personnel have constrained the pace of development, field validation, and formal policy implementation.
- **Stakeholder Engagement:** Indigenous partnership frameworks and community engagement strategies are in early development; formal agreements are planned for 2025.

7. Forward-Looking Commitments

- **2025 Objectives:**
 - MVP deployment with Green Diamond and additional pilot partners.
 - Continue active engagement and knowledge exchange with Conservation X Labs, including regular conversations to explore future pilot opportunities and collaborative innovation.
 - Launch initial commercial sales and begin hiring.
 - Develop and implement formal policies for employee well-being, diversity, environmental stewardship, and ethical AI.
 - Establish robust impact measurement and reporting tools in line with GRI Standards.

8. Third-Party Standard Selection and Rationale

We selected the Global Reporting Initiative (GRI) Standards for their international recognition, comprehensive approach to environmental, social, and governance topics,

and strong alignment with our mission and stakeholder expectations in the conservation sector. This is our first year applying the GRI Standards; future reports will expand on disclosures as our operations and impact scale.

9. Approval and Publication

This report was approved by the Board of Directors and signed on 5th June 2025.



Cian Thomas Kelly, Co-Founder & Scientific Advisor

This inaugural benefit report reflects Bullfinch Earth's commitment to responsible innovation and public benefit, in accordance with the GRI Standards and BC benefit company requirements. As we grow, we will continue to deepen our disclosures and expand our positive impact.