



*Scalable and
Accessible Early
Wildfire Detection*

Our founding team brings over 20 years of experience in design, engineering, and entrepreneurship and is supported by leading global researchers in wildfires and the climate crisis



CEO

Richard Alexandre

Launched four successful new ventures worldwide and founded sustainable initiatives globally

McKinsey
& Company

IMPERIAL



Royal College of Art



Cornell University

FUNCTION

CTO

Blake Goodwyn

Award-winning robotics, mechatronics, and design for extreme environments

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Extreme wildfires are expected to increase by 30% in the next 25 years, but their impact is already devastating. Yet, newly affected regions struggle to rapidly implement effective wildfire detection systems.

**~\$900 B
IN DAMAGES**

Annually in
the USA

**2X GREENHOUSE
EMISSIONS**

Of global aviation and
shipping combined (2023)



Pyri's patent-pending technology provides cost-effective early wildfire detection at scale. It closes the gap left by unreliable, expensive, and slow solutions that leave vast areas unprotected

Pyri is a heat-activated sensor network made from non-toxic materials, providing early wildfire detection in remote areas

Affordable & Wide Coverage
Patent-pending technology is
>50% cheaper than alternatives

Easy & Fast Deployment
Air-dropped, no specialised
infrastructure or labour required

Zero-Maintenance
Designed to last multiple
fire seasons

Sustainable & Non-Toxic
Nature-based, non-toxic
organic electronics

**Easily deployed and seamlessly integrated into existing wildfire management systems,
Pyri's patent-pending organic sensors can be deployed at any terrain and risk level**



Easy to deploy

Air-dropped by drone or helicopter to cover vast areas



Zero-Maintenance

Dormant for multiple fire seasons, until heat-activated



Triangulate Location

Signal to nearby towers for location triangulation



Fast alert

Alerts authorities instantly via existing networks



Minimal Impact

Organic sensors naturally degrade, leaving no harm

Early detection is critical to avoid destruction and loss of life.

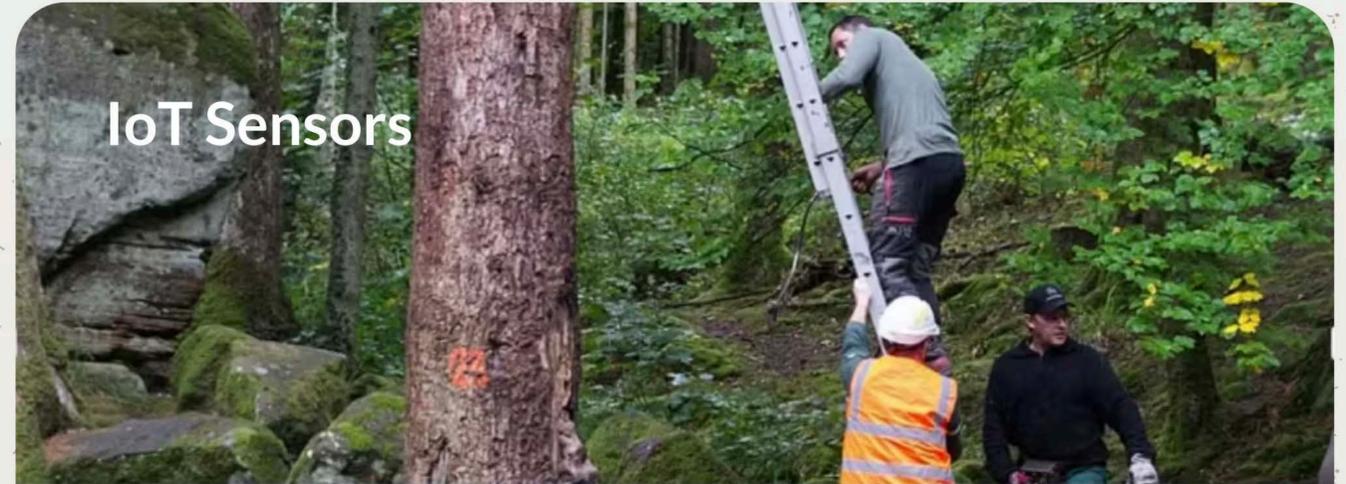
But existing technologies are inadequate for large-scale implementation.

💰 **Costly to deploy and maintain**

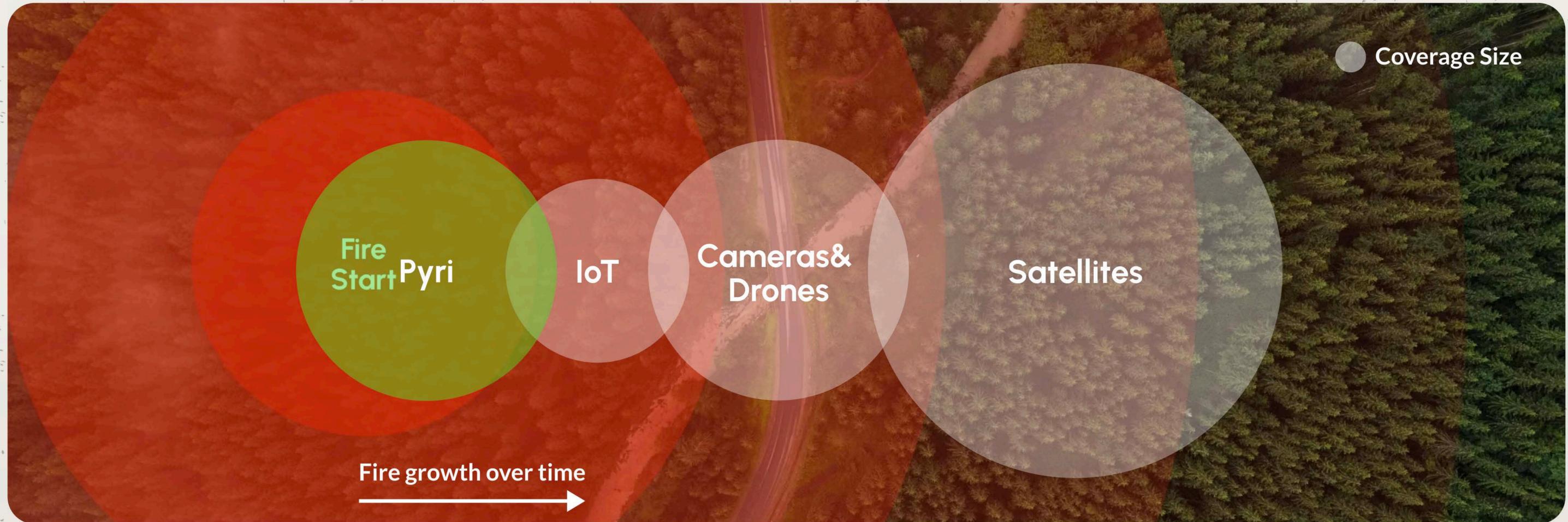
📖 **Hard to implement in vast areas**

📖 **Require specialised labour**

📶 **Has limited coverage and/or accuracy**



Filling a critical market gap, Pyri enables at-risk regions to quickly enhance wildfire response with affordable, extensive coverage, on-the-ground early alerts



Pyri - Greatest Impact Opportunity

Pinpoint, affordable, early on-the-ground detection, scalable for vast areas, enabling faster response.

IoT - Accurate but Impractical

Sensitive to smoke and gas, but costly deployment and maintenance in large areas.

Cameras & Drones - Limited Reach

Affordable for small areas with AI monitoring, but limited to line-of-sight and frequent maintenance.

Satellites - Broad but Slow

Ideal for broad monitoring, but with delayed alerts, low resolution, and costly long-term operations.

Pyri is targeting £120+M annual revenue by 2035, by serving large commercial landowners increasingly exposed to wildfire risk and in urgent need of implementing early wildfire detection

🛡️ Protect High-Value Asset
Forests, Crops, Infrastruc.

👍 Lower Insurance Risks &
Fire Management Costs

↔️ Avoid Operational &
Supply-chain Disruption

⚡ Prevent Carbon Emissions
Enhancing Net-Zero Effort

🌐 Boost Climate
Resilience



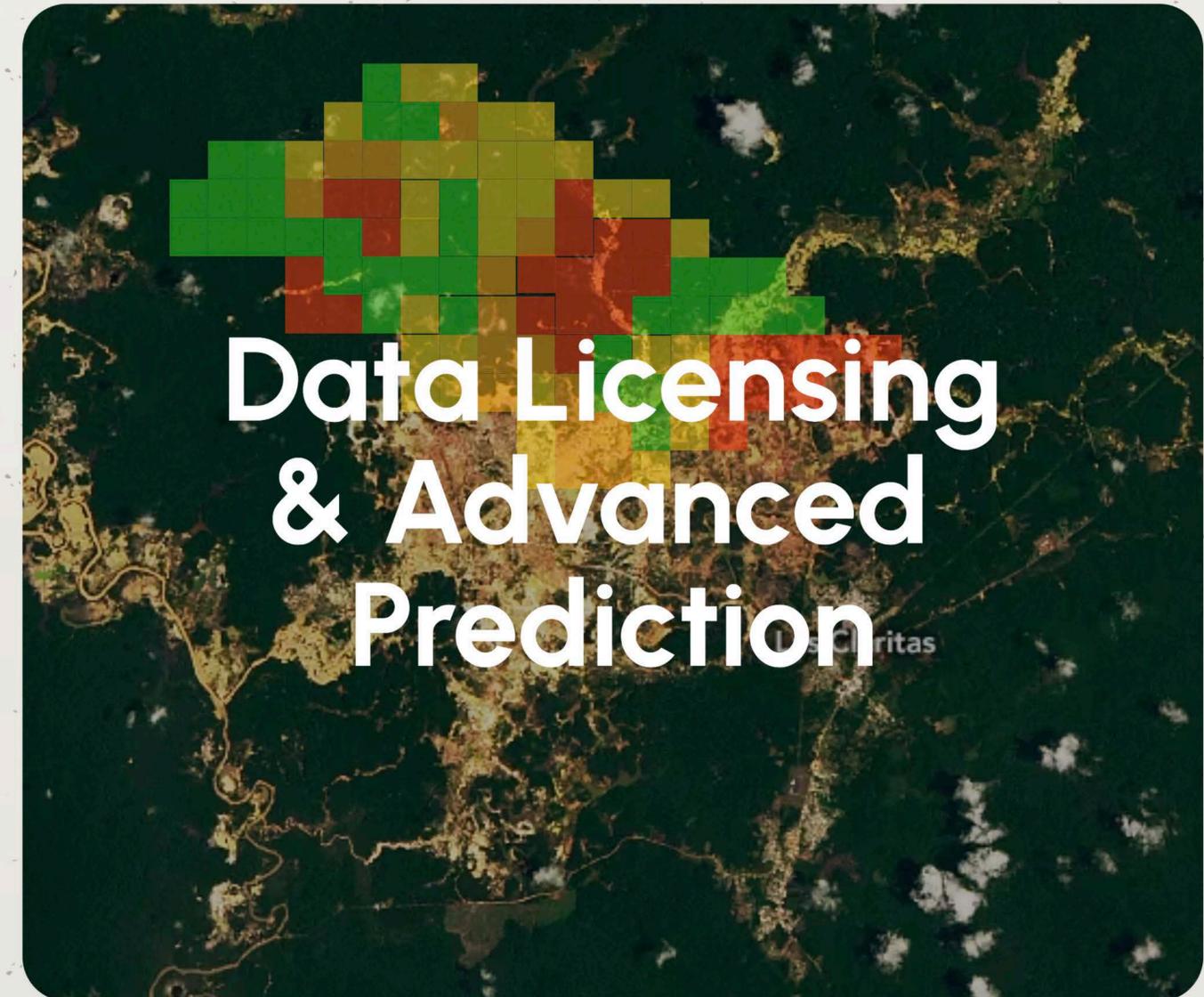
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Pyri's core offering is wildfire detection as a subscription, with healthy margins and lower costs compared to traditional systems. As we scale, data licensing and predictive analytics drive critical revenue streams and growth.



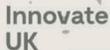
**Wildfire
Monitoring
Subscription**



**Data Licensing
& Advanced
Prediction**



Pyri has won over £300,000 in awards and support, and has been recognised by global climate leaders



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Demand is real. Momentum is growing.

85,000+ km² of Inbound Interest

Across 10+ countries, including the US, Brazil, Spain, and Australia.

Active Paid Pilot Conversations

In conversation with forestry funds, utilities, and more.

Backed by Top Accelerators

Undaunted, Tech Nation, Imperial Enterprise Lab, InnovateUK and more.

Validated Core Technology

Successfully tested in controlled environment. Field demos in 2026 Q2.

Patent-Pending Innovation

Built with proprietary organic electronics. Global IP in progress.

Strategic Partnerships in Motion

Collaborating with global wildfire research leaders and fire agency.

Pre-seed

It will unlock

18 - 24 m. runway

Achieve TRL 7

Pilots in Aus/US/EU/BR

Expand IP

[Book a Meeting Here](#)



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