



*Great wines come with great Terroir...from Space*

**Alessandro SAETTA**  
**Expo Training**  
29/10/2024

# Impatto dei Cambiamenti Climatici sull'Agricoltura

## Raccolti/Qualità



## Costi di gestione

# Focus sulla Viticoltura

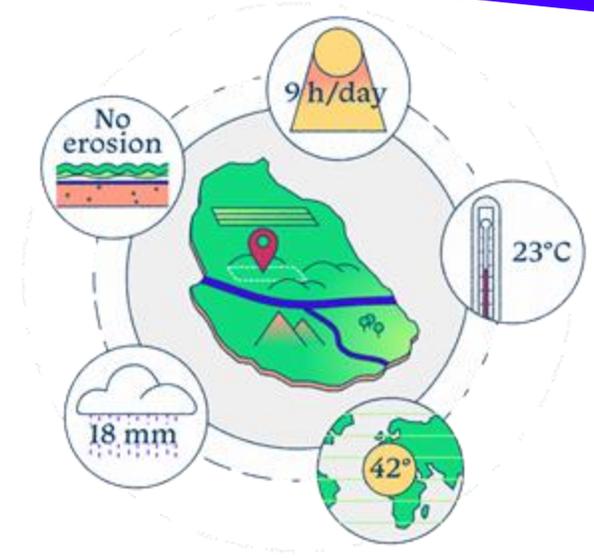
- Mercato enorme, strategico per l'Italia (e l'Europa)
  - Vite: coltura d'eccellenza ➡ molto sensibile agli shift climatici
  - Sconvolgimento della Geografia del vino
- 
- ❖ 70% delle regioni viticole attuali rischiano di non essere più idonee entro pochi decenni\*
  - ❖ 90% aree viticole nelle zone costiere e pianeggianti di Spagna, Italia, Grecia, California del Sud rischiano di non essere più idonee entro pochi decenni\*

\*Fonte: [nature reviews earth & environment](#)



# Il nostro approccio

- **Strategia di Adattamento rispetto i cambiamenti climatici**



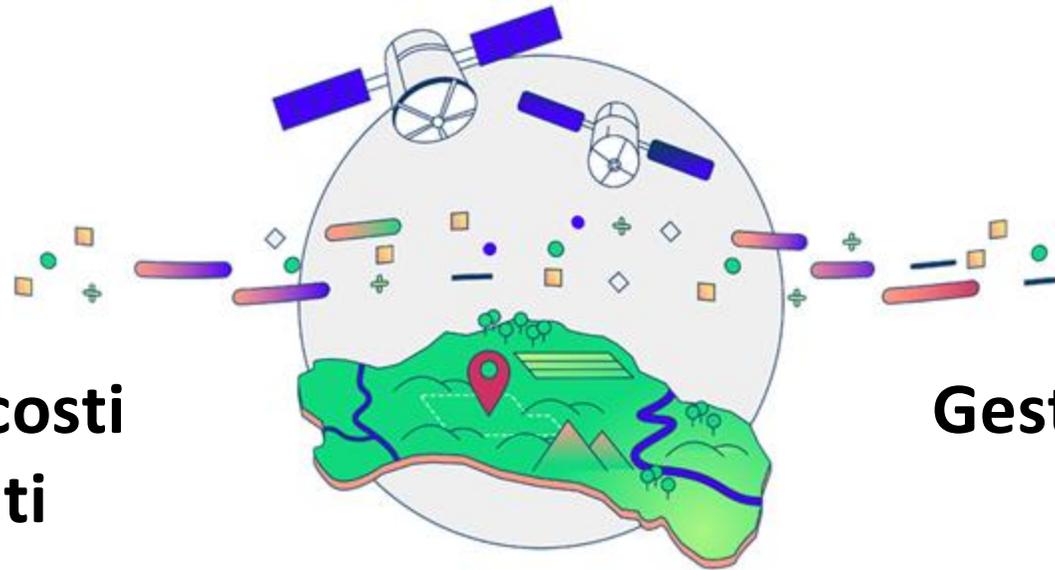
- **Pianificazione della viticoltura con un approccio data intensive basato su Intelligenza Artificiale**

- **Salvaguardia delle regioni vitivinicole tradizionali e supporto a nuove regioni vitivinicole in via di sviluppo (grazie agli shift climatici, e.g. UK)**



# La nostra soluzione

Identificazione di siti inesplorati/mal sfruttati ottimali  
per l'impianto di vigneti + monitoraggio per  
ottimizzazione agronomica dei vigneti con AI<sup>1</sup> & dati EO<sup>2</sup>



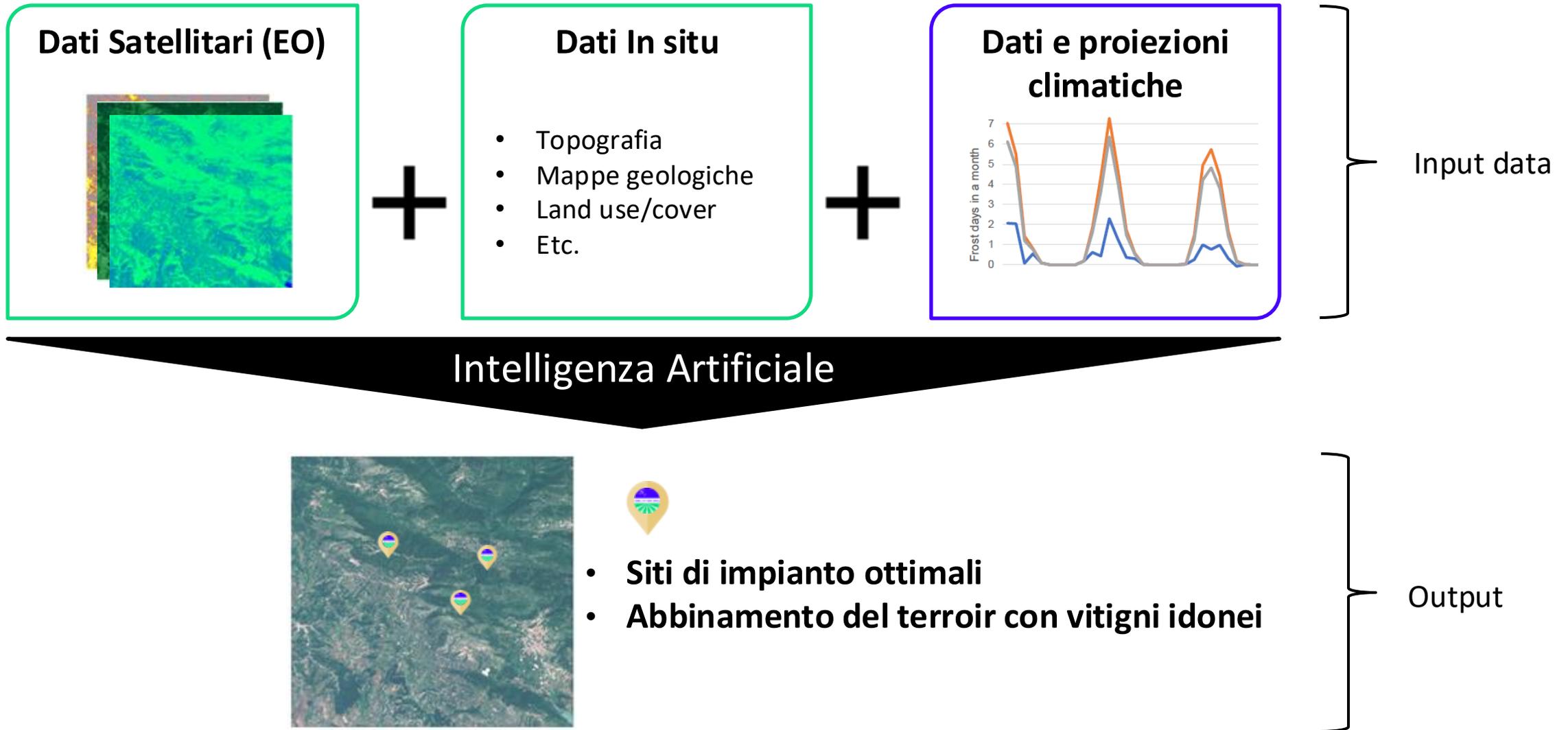
Riduzione rischi/costi  
per investimenti

Gestione sostenibile in  
campo

Migliore qualità vini



# La nostra soluzione



# I nostri segmenti di clientela

## PRODUTTORI DI VINO



## CONSORZI

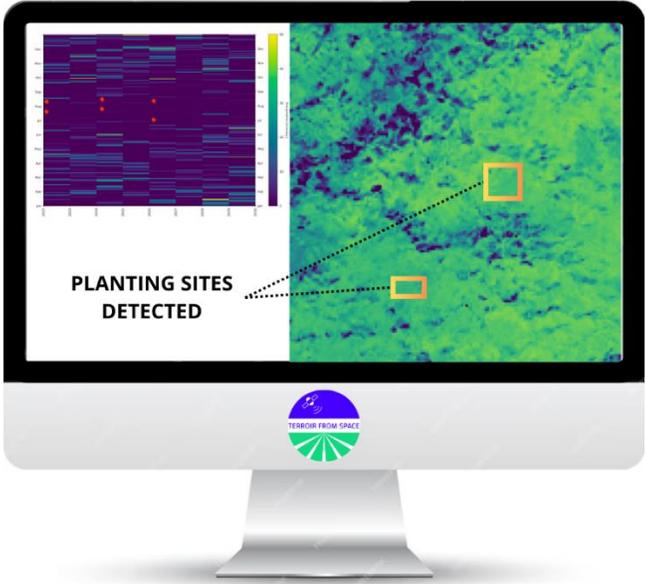


# Il nostro servizio

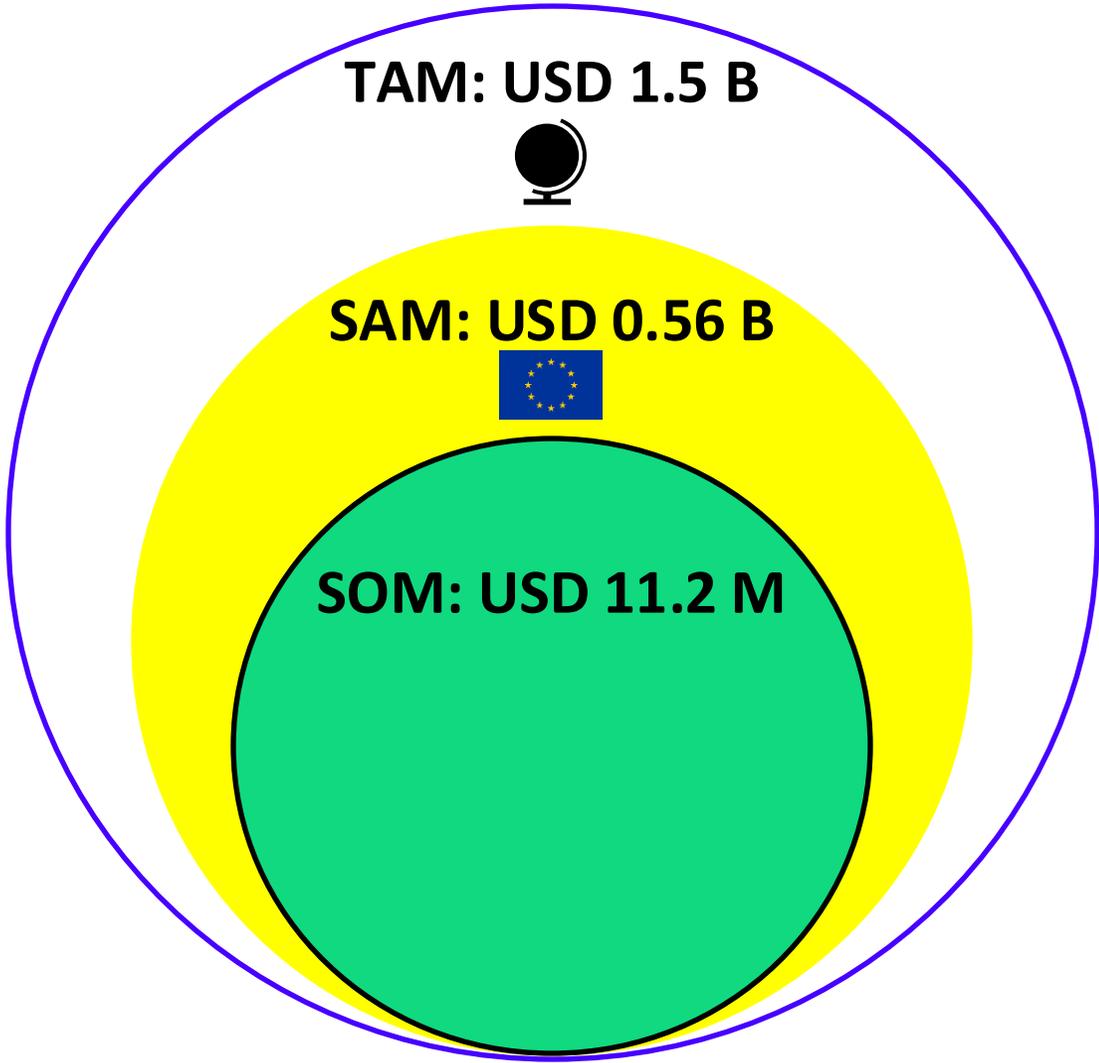
- Identificazione siti impianto   } x 1 volta/sito
- Selezione varietà idonee & design vigneto   }
- Monitoraggio satellitare vigneto   } x N volte/sito
- Supporto x pratiche carbon farming   }

  = piattaforma interattiva + report  
  = piattaforma interattiva

# Il nostro servizio



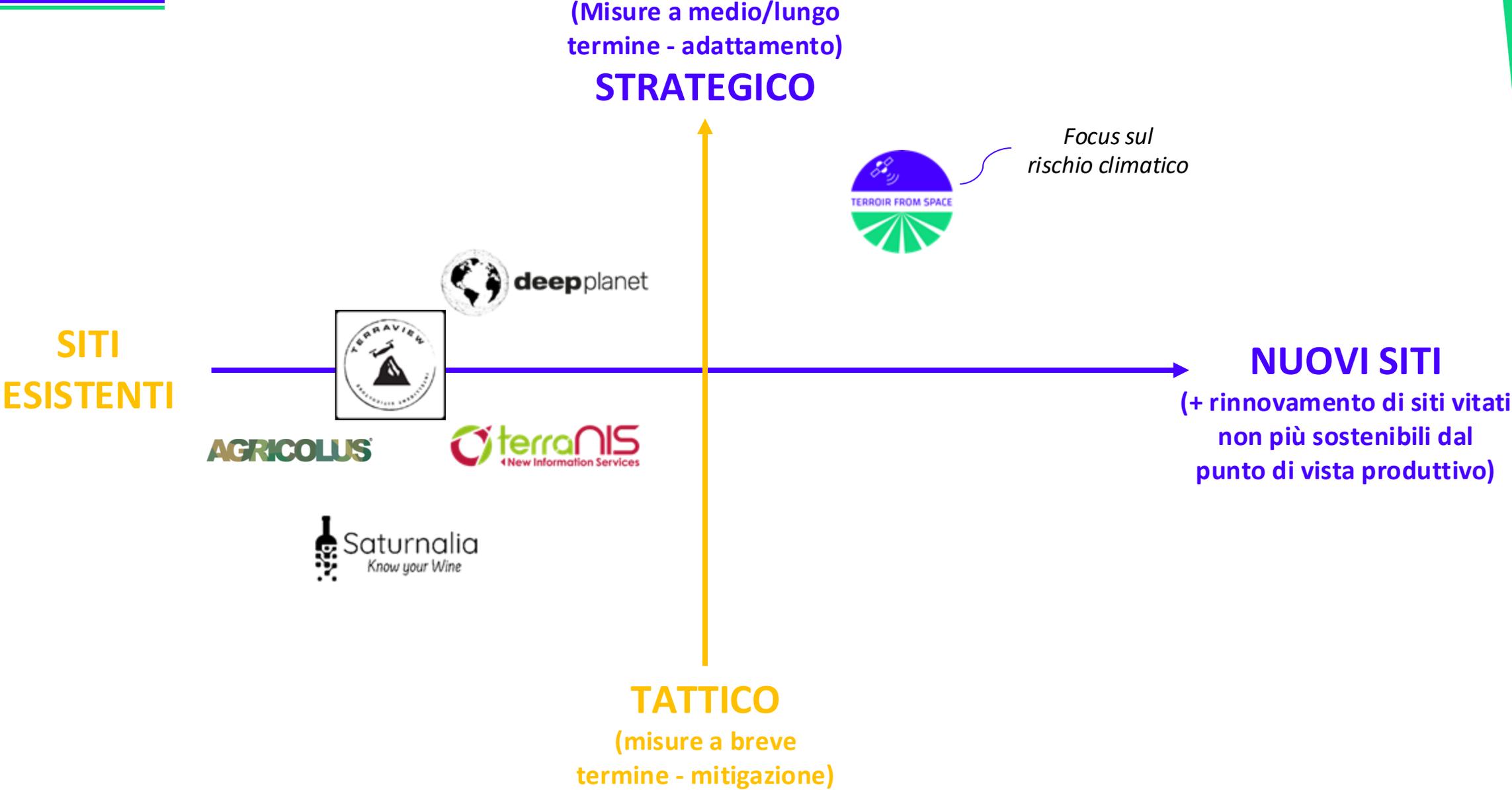
# Mercato: Viticoltura di Precisione



**CAGR: 11% (periodo 2024-2033)**



# Competitor



# Unique Selling Proposition

- Non semplice monitoraggio, ma **predizione!** → approccio strategico (**adattamento**)
- **Intero ciclo di vita**, dall'identificazione del sito, attraverso la fase produttiva fino al reimpianto → **flessibile** sui bisogni del cliente



# Il Team

Founder | CEO

**Alessandro Saetta**

(MSc. Space Engineering)



Co-Founder | COO

**Manuel Poêjo Torres**

(PhD. Political Science; Strategic Business Development)



In crescita, in arrivo nuovo membro tecnico



Internazionale



Diversi Background/skill



Wine Lover



# Rete di partner

Winemaking  
Strategic  
Partners

(Portoghese)  
Pilot company



(Italiano)



(Italiano)



(Italiano)



(Portoghese)



Agri/Viticulture  
Machine Industry  
Partners

(Portoghese)



Membership of  
Agri-Tech  
International  
Organisations

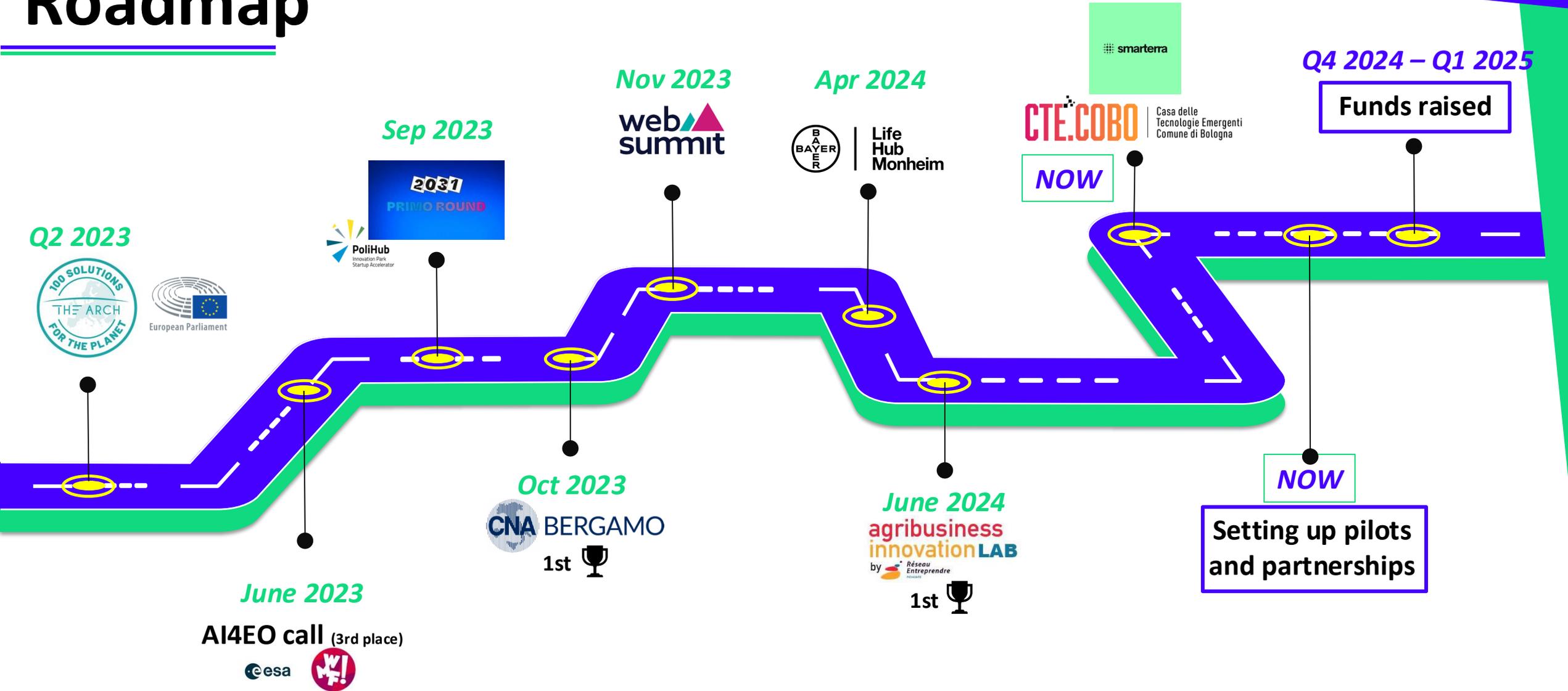


Multinational  
Supporting  
Entities



Confidential

# Roadmap



# Scaling strategy

Scaling a livello:

- **Geografico:** servire sia le regioni tradizionali sia le nuove regioni di produzione
- **Colture:** estendere il servizio ad altre colture d'eccellenza
- **Segmenti di clientela:** servire nuovi segmenti come le assicurazioni



# TfS in the news

# The Washington Post

WEDNESDAY, MAY 17, 2023 · THE WASHINGTON POST

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Source:

<https://www.washingtonpost.com/food/2023/05/11/satellites-help-wineries-climate-friendly-sites/>



## To combat climate change, wineries move uphill or look down from space



Wine

DAVE  
MCINTYRE

Winegrowers are adapting to climate change in many ways. Some consider abandoning traditional grape varieties long associated with their regions for vines that may be better suited to earlier and more variable growing seasons. Others look up — to more northerly latitudes or higher altitudes — in search of new vineyards.

Pio Boffa, a celebrated producer of barolo and barbaresco at Pio Cesare winery in Italy's Piedmonte, not only saw average temperatures rising but also a decline in the autumn rains and winter snows that nourished his vineyard soils with water. So in late 2018 he purchased land higher in the mountains of the Alta Langa with the idea of planting nebbiolo in an area where most vineyards grew chardonnay and pinot noir for sparkling wines.

Pio Boffa died in early 2021, and his daughter, Federica Boffa, planted the first parcel of nebbiolo vines at the new site later that spring. The idea, she told me in an email, was "to see if Barolo and Barbaresco might survive and thrive in high altitude vineyards that remain very close to the famous appellations." She will harvest the first grapes this year, and plans to vinify them using the same techniques her family has used for five generations. If the results are good, she will plant more vines next spring.

Boffa will label the new wine as Langhe Nebbiolo, because Italian regulations limit the boundaries for the pricier barolo and barbaresco wines. "For the moment," she adds. "Who knows for the future?"



PIO CESARE WINERY

Pio Cesare winery planted nebbiolo grapes in higher-altitude vineyards in the Alta Langa region of Piedmonte, an area known for pinot noir and chardonnay.

Manuel Poêjo Torres, friends with a shared love of wine and science. (Saetta studied aerospace engineering at the Politecnico di Milano.) With

group of wineries sharing information and advocating for actions to counter climate change.

"There's an amazing amount

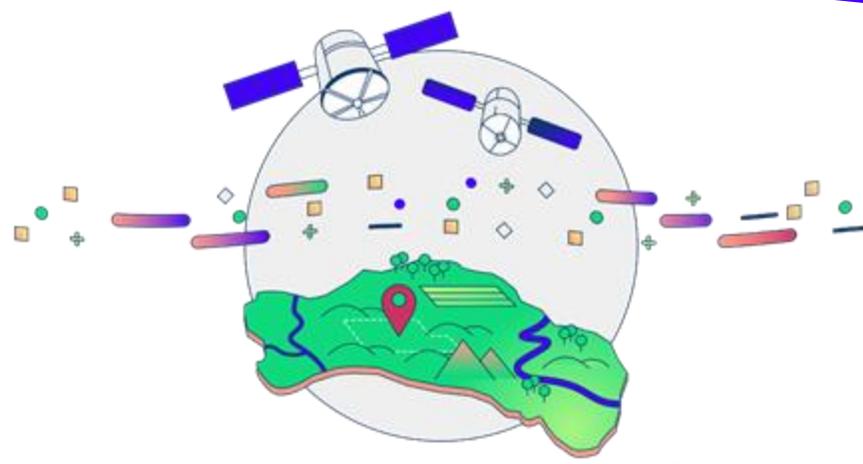
Space prompted him to keep looking.

"Our model projected there would be less rain but more severe storms in the area, so the

email (facilitated by Google Translate). In a business that takes years to yield results, Silva said the information generated by Terroir from Space could help

amounts of cabernet sauvignon or merlot. Finding favorable sites will be crucial, especially since the winery farms organically and cannot rely on chemicals to fight





# Grazie!

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[terroirfromspace.com](http://terroirfromspace.com)

