

## KEYS

## RESOURCES

## CORE

## CUSTOMER

Company name:  
**BIOCYMA Consultora en Medio Ambiente y Calidad SL**

Restoration Typology:

- Wetlands
- Mining areas
- Forests
- Education and training

Founding year:  
 2007

Number Employees:  
 Between 10 and 49 employees

Annual Turnover:  
 Between €0.5 million and €1 million

Location:  
 Murcia (Spain) [Web page: www.biocyma.com](http://www.biocyma.com)



Activities

- Environmental processing of plans and projects
- Environmental studies for industrial activities with an impact on the natural environment
- Management and conservation of natural resources; Control of pests and exotic species
- Implementation of Environmental Management Systems, Quality Management and Audits
- Carbon footprint studies
- Mitigation and adaptation to climate change
- Specialised environmental training.

Partnerships

- Public administrations
- Universities and other training centres
- Industry, construction companies, engineering companies, etc.

Success factors

Ability to identify new consultancy services needed.

Knowledge

Knowledge and experience of employees and management.

Technology

- Various GIS analyses and modelling
- Unmanned flight system
- Image processing..

Revenue Streams

Sales of one-off and recurrent services.

Mission

Comprehensive consultancy specialising in environmental studies and projects, natural environment, and environmental assessment of plans, projects and other types of activities.

Value Proposition

High professionalism of our team and extensive experience

Competitive advantage

Our work as a transmission belt between universities and public administrations

Target Customer

- Public administrations responsible for or involved in the environment
- Engineering firms;
- Construction companies; Industry; Training centres.

Customer Relation

Mainly via telephone and e-mail.

Channels

- With public administrations we are alert to tenders and apply for contracts
- With private clients it is they who usually contact us with their needs, although it is true that we already have a large portfolio
- When there is a new service, we try to filter the portfolio to identify potential interested parties.

**Positive Impact** We help developers to visualise the potential for compliance with environmental legislation and benefits for the planet. There are many opportunities to specialise in specific services, and there is not excessive competition.

**Drawbacks** The intrusion of professionals from other sectors such as engineers, lawyers, etc. Sometimes our company is seen as a mere formality.

**Competitors** Amable, there is so much specialisation that there are few specific areas of service in which we overlap, and there is usually collaboration between companies that are a priori competitors..