



# Carbon Earth

Presented by Alan Wepener



# Introduction

Carbon Earth is revolutionizing green investments that transform carbon reduction into a lucrative financial asset and simultaneously contributes to a sustainable planet.



# The problem

The carbon reduction markets lack standards, tools and governance which makes it difficult for participants to source and finance carbon offsetting.



## Reducers

Carbon reducers find it difficult to finance the verification, operation and sales of carbon credits.



## Companies

Companies that need carbon offsetting find it hard to source quality carbon credits.



## Investors

Carbon credits are becoming an attractive investment asset but it is difficult to trade in these markets.

# The Carbon Earth solution

End-to-end support for carbon reduction finance, from initiative funding to carbon emission offsetting.



## Sourcing and verification

Find high-quality initiatives and finance them through our investment model.

## Trust through transparency

A trusted source of verified carbon credits through the use of blockchain technology.

## Carbon credit lifecycle support

A streamlined suite of features that simplifies the management of the carbon credit lifecycle.

## Carbon credit sales and trading

Meet the demand and find the best price through presale auctioning and trading exchange.

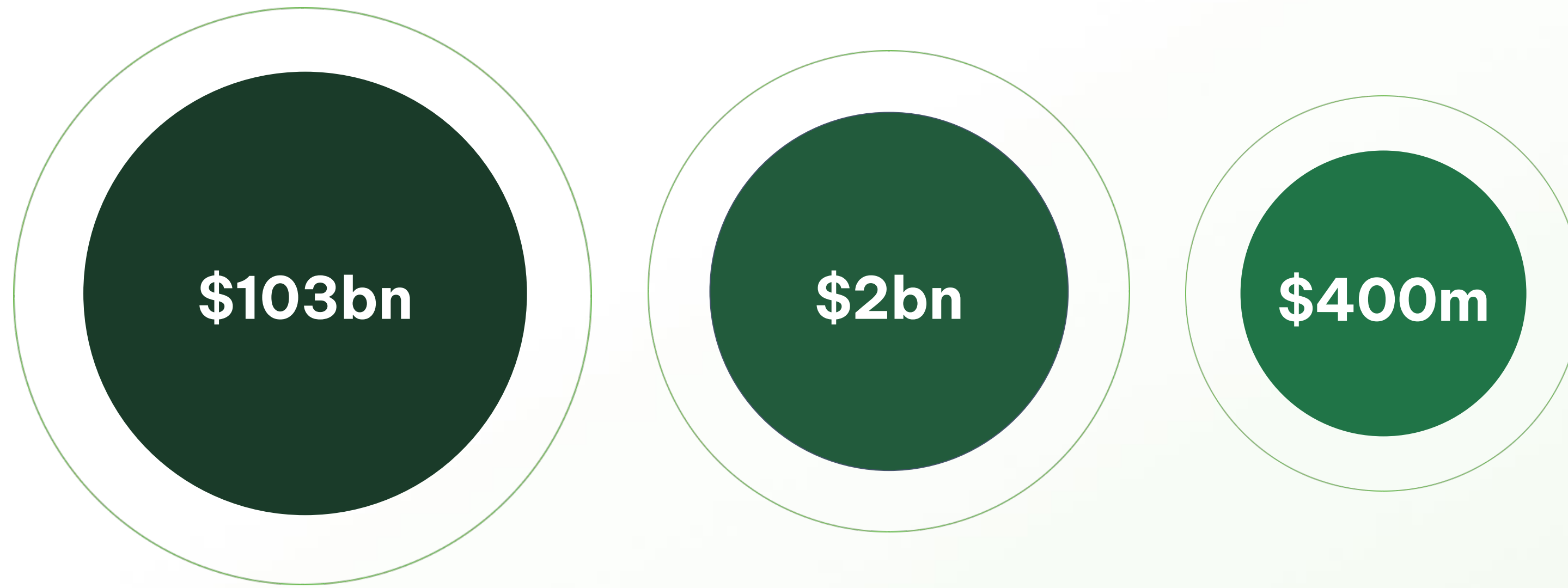


# The opportunity

As the market standardise and carbon reduction regulation is adopted, there will be a huge demand for verified carbon credits to offset a company's emissions.



# Market overview



## TAM

The total global  
carbon credit  
market

## SAM

The voluntary  
market

## SOM

20% market  
share

## Why Now?

The Paris agreement is being adopted which will see a number of countries obliged to decrease their carbon emissions.

## Target Audience

- Carbon credit buyers
- Carbon reduction Initiatives
- Investors

## Market Growth

\$103.8 billion in 2023 to \$2 trillion by 2030.



# Our competitive advantage



## Deep Expertise

The founding team has decades of experience of finance, technology and venture building.



## Technology

Innovative technology such as blockchain and AI forms the essence of our value proposition.



## Location

We are based in the UAE, a country with strong support for carbon reduction initiatives and financing.



# The Carbon Earth platform

- **Assessment and verification API and UX**  
Provides management tools to operational staff and integration with verification partners.
- **Tokenization of carbon credits**  
Issuance of verified carbon credit records on the blockchain.
- **Carbon credit lifecycle UX**  
Manage the lifecycle from issuance to retirement through smart contracts.
- **Initiative management UX**  
Data capture and management of initiative investment, monitoring and presentation.
- **Audit and tracking access API and UX**  
API's and tools for accessing the carbon credits and their state.
- **Dashboards and reports**  
Insights and status of various aspects of the processes.
- **Carbon credit trading exchange**  
Issuance, presales, auction and trading of the carbon credits





# The business model

Our value proposition is an end-to-end platform for carbon reduction



**Carbon Credit yield**



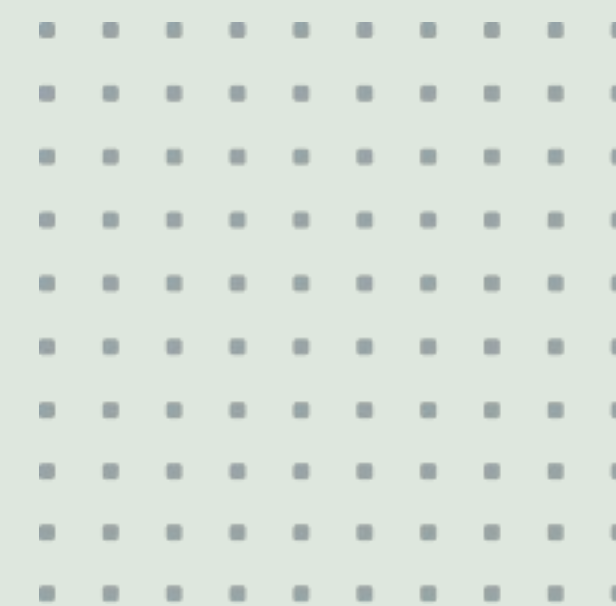
**Exchange fee**



**Withdrawal fee**

We collect fees at various stages in the process:

- A percentage of the carbon credit yield
- When currencies are exchanged
- When investment is redeemed



# The team



**Alan Wepener**

**CEO and Founder**

Over twenty years of combined experience in financial services and digital assets, including JP Morgan Investment Banking, PIMCO Asset Management, and former Managing Director and Chairman at CEX.io. He is a certified anti-money laundering specialist, with an MBA in Strategic Planning and extensive experience in financial derivatives trading, governance, risk and compliance.

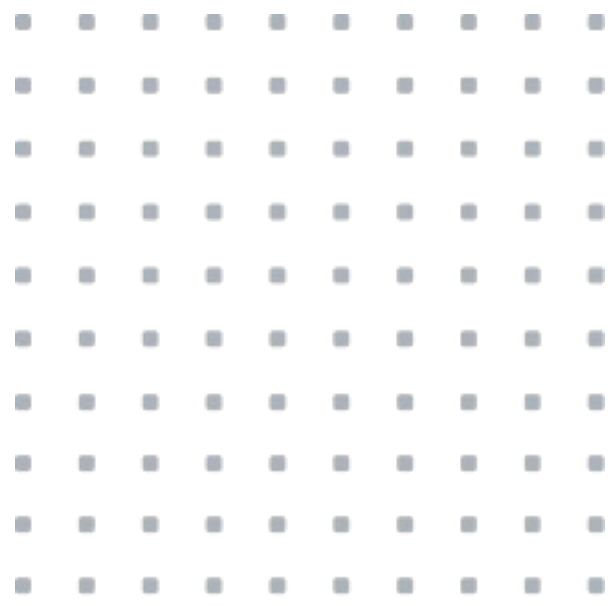


**Ingemar Svensson**

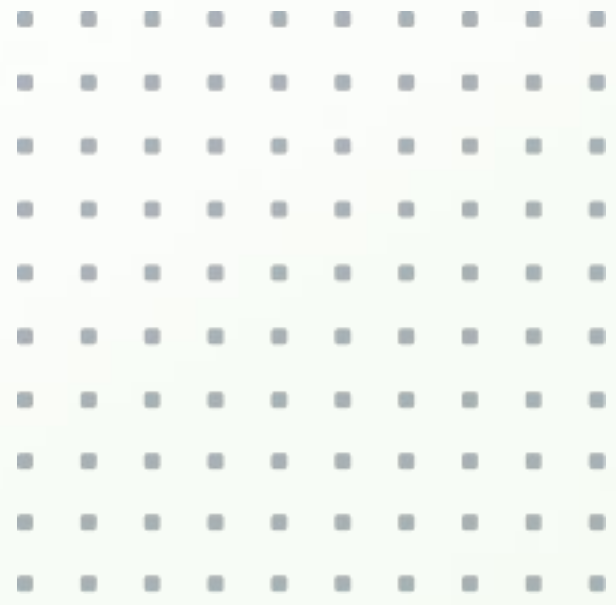
**CTO and Founder**

Twenty five years of experience spanning traditional financial technology and innovative startups. He is a former CTO at SunGard Asset Management as well as senior roles at Bank of America Merrill Lynch, Barclays Capital and Lehman Brothers. Over the past ten years he has co-founded a number of startups in Web3, fintech and AI.





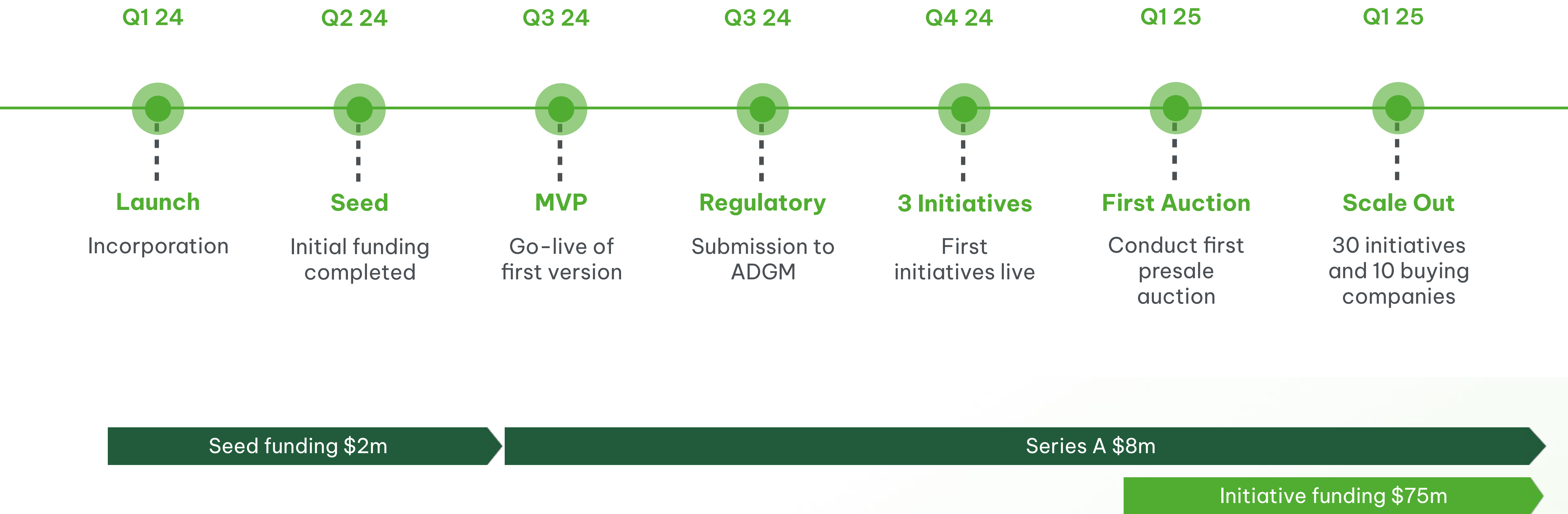
# The Carbon Earth Token



Ticker	CET
Total Supply	5bn
Presale	\$0.02
Token Sale	\$0.25
Initial Exchange	Coinstore

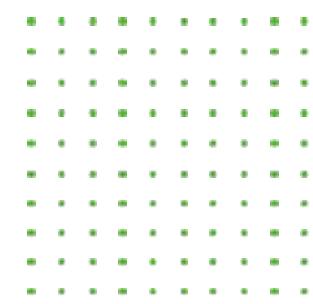
CET is an ERC20 token that if staked, gives a share of the tokenized carbon credits. The majority of sales proceeds of CET will go to initiative funding.

# Roadmap



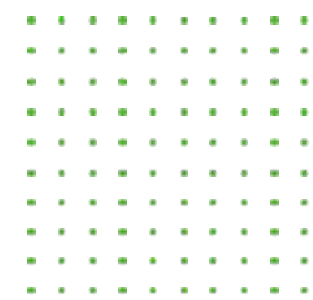


# Use of seed funds



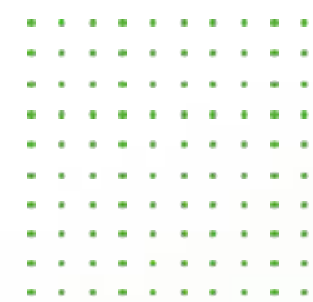
## **Carbon Earth Platform 60%**

Salaries, service fees and infrastructure costs.



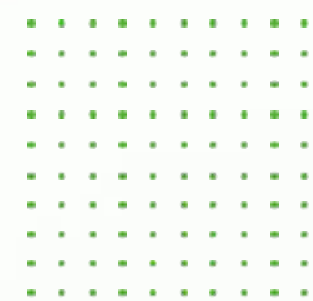
## **Marketing 20%**

Advertisement, organic growth, initial marketing campaigns and events.



## **Incorporation and legal 10%**

Incorporation in ADGM, office lease and legal advice.



## **Regulatory approval 10%**

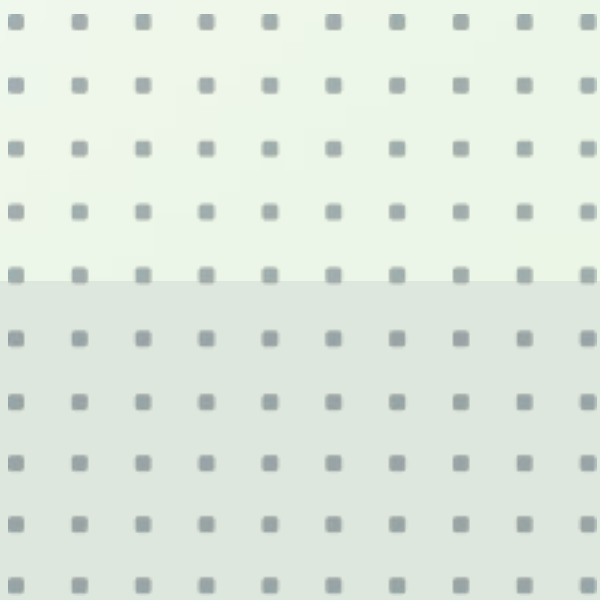
Initiate the regulatory approval for fund management and digital asset management.

# Financials

	Year 1	Year 2	Year 3
Revenue Streams			
5% Commision to Carbon Earth	500,755	4,000,000	5,985,000
0.75% Exchange Fees	43,008	722,271	714,903
0.25% Payment Rails	14,336	240,757	238,301
Seed Investment	2,609,900		
Total Revenue	3,167,999	4,963,029	6,938,204
Less Cost			
Staff	990,000	1,620,000	2,400,000
Office	55,000	84,000	84,000
Platform Development	183,700	933,400	
Incorporations and Licensing	161,200		
Legal	50,000	60,000	120,000
Compliance	50,000	60,000	180,000
Advisory Services	10,000	12,000	60,000
Travel	100,000	120,000	120,000
Sales and Marketing	700,000	1,000,000	1,200,000
Accounting	10,000	12,000	24,000
Total Cost	2,309,900	3,901,400	4,188,000
Carbon Earth Net P&L	858,099	1,061,629	2,750,204
Investment Capital	10,015,100	80,000,000	119,700,000

Key Assumptions:

- Staff costs increase 50% in 2025 and 2026
- Office increases to 7k in 2025
- Legal fees double in 2026
- Compliance fees triple in 2026 (in-house)
- Advisory services increase to 5k
- USD denominated carbon credit yield =40%
- Projects have a 25% failure after 3 years and 50% failure after 7 years
- Carbon Earth receives CET sales support for development in year 1







# Thank you

 <https://carbon.earth>

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