Acquisition Brief — CO2CAPACITY (EN)

Domain name / Asset offered: co2capacity.com (+ **co2capacity.io** + **co2capacity.ai**)

Purpose: acquisition of a **strategic positioning asset** to standardise and operate *CO_2 capacity* at group, value-chain or market level.

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What this is — who it's for, why now

Decision-grade dossier for **CEO / COO / CFO / CTO / Compliance**.
It presents the opportunity to acquire **CO2CAPACITY** as a **neutral banner** to **name, align and accelerate** CBAM/ETS, Scopes 1–3 and supply-chain programmes.

Why now: CBAM goes **definitive in 2026**; **first declaration in 2027** (covering 2026). Leaders **set the language and the visible hub now** to align teams, partners and regulators.

Thesis: in a regulation-driven transition, **owning the category language** is a decisive operational and reputational edge. **CO2CAPACITY** is the **clearest, most defensible** name to structure that language.

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1) One-page decision

What it is: a **strategic asset** (pack **.com + .io + .ai**) that becomes your **banner** for everything *CO_2 capacity*—data, APIs, portals, PR.

What it changes: a **single entry point** that speeds internal adoption, reduces cross-functional friction and **creates external trust**.

What you can deploy today:

- **"CO_2 Capacity & Abatement"** programme (consolidated inventories, **multi-site allocation**, scenarios).

- **Tech/API portal** under **co2capacity.io** (suppliers/partners; shorter sales cycles).

- **Innovation/partnership hub** under **co2capacity.ai** (sector-wide narrative standard).
  Why it's defensible: exact term → instant recall; **TLD pack** → coherent public/tech/innovation surfaces; **semantic lock** → competitors adopt *your* wording.

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2) Context & milestones (CBAM/ETS)

- **2023–2025:** CBAM transition phase (quarterly reports).

- **2026: definitive regime**.

- **2027: first declaration** (covering 2026).

Implication: need for a **simple, neutral, readable banner** aligning data, allocation and messaging—inside and out.

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3) Three concrete deployments (with orders of magnitude)

A. Industrial corporate — "CO_2 Capacity & Abatement"
Unified inventories, **multi-site allocation**, abatement scenarios & investment planning.
Typical impact: –6 to –10% project time; **€1–3M** coordination/communication savings over **12–18 months**.

B. Climate SaaS / Scale-up — Portal under co2capacity.io
Instant credibility with industrial accounts; **shorter sales cycles**; **+€3–5M** pipeline potential (by ACV and segment).

C. Alliance / Institution — Public-private hub under co2capacity.ai
Shared emission factors, sector use cases, **standard adoption**; network effects across the value chain.

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4) Strategic edge of the pack

- **Authority through language:** "CO_2 capacity" is the exact term; you **own the banner**.

- **C-level clarity:** a name everyone understands and repeats.

- **Defensive:** you **block weaker variants**; habit forms around your **.com + .io + .ai** surfaces.

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5) Market size & pressure (orders of magnitude)

European industrial decarbonisation 2025–2030 entails **hundreds of billions** in CAPEX/OPEX (materials, energy, transport, supply chain).

CBAM/ETS compliance and **customer-supplier alignment** require a visible **narrative standard** and **hub**. **CO2CAPACITY** provides both.

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6) CFO anchors (replaces any "domain sales comps")

6.1 — Alternative cost "awareness & adoption"
Without an exact-match asset, building a category banner implies: 12-month multi-country campaign (brand/content/PR), internal brand architecture (creation, guidelines, governance), change management (training, enablement).
Consolidated order of magnitude: €0.5–2M over 12–18 months. **CO2CAPACITY** compresses this spend and **speeds up** adoption.

6.2 — Cost of delay (compliance & go-to-market)
Slipping one budgeting cycle = CBAM/ETS projects **drag** (resources, audits, rework), **lost opportunities** (RFIs/RFPs not qualified), cross-functional friction (duplication, re-alignment meetings).
Order of magnitude: €1–3M cumulative inefficiencies over **12–18 months** for a large group.

6.3 — Reusable synergies (platform effect)
Under one banner (**.com public / .io API / .ai innovation**), each euro invested (content, kits, connectors, relationships) is **re-used** across teams, countries and partners → **shorter time-to-trust**, **faster cycles**, **lower unit costs**.

CFO conclusion: the question isn't "what is a name worth," but **what is the cost of not standardising** your "CO_2 capacity" language **now**. The asset behaves like **narrative infrastructure** that **reduces**, **accelerates**, and **defends**.

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7) Investment logic (no public pricing)

- **Capitalised SEO & memorability:** exact-match term + adjacent queries readable by non-experts.

- **Strategic premium:** language control + TLD pack + **2026–2027** window.

- **Budget context:** instead of **€0.5–2M** in dispersed campaigns & change management, a single asset **accelerates** go-to-market and **lowers** acquisition cost (teams, partners, regulators).

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8) Related assets / bundle option

- **reportingdurable.fr** — **CSRD** anchor for France; a natural complement to CO2CAPACITY (optional bundle).

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9) Clean acquisition process (Legal / Finance)

- **Escrowed** transaction; fast technical transfer; invoice.

- Options: **cash / staggered 40-30-30 / bundle**.

- **NDA** and asset audit available pre-deal.

- Legal notice: **descriptive name**; **no affiliation**.

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10) Contacts

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