

STARTUP WEEKEND JAIPUR

2024

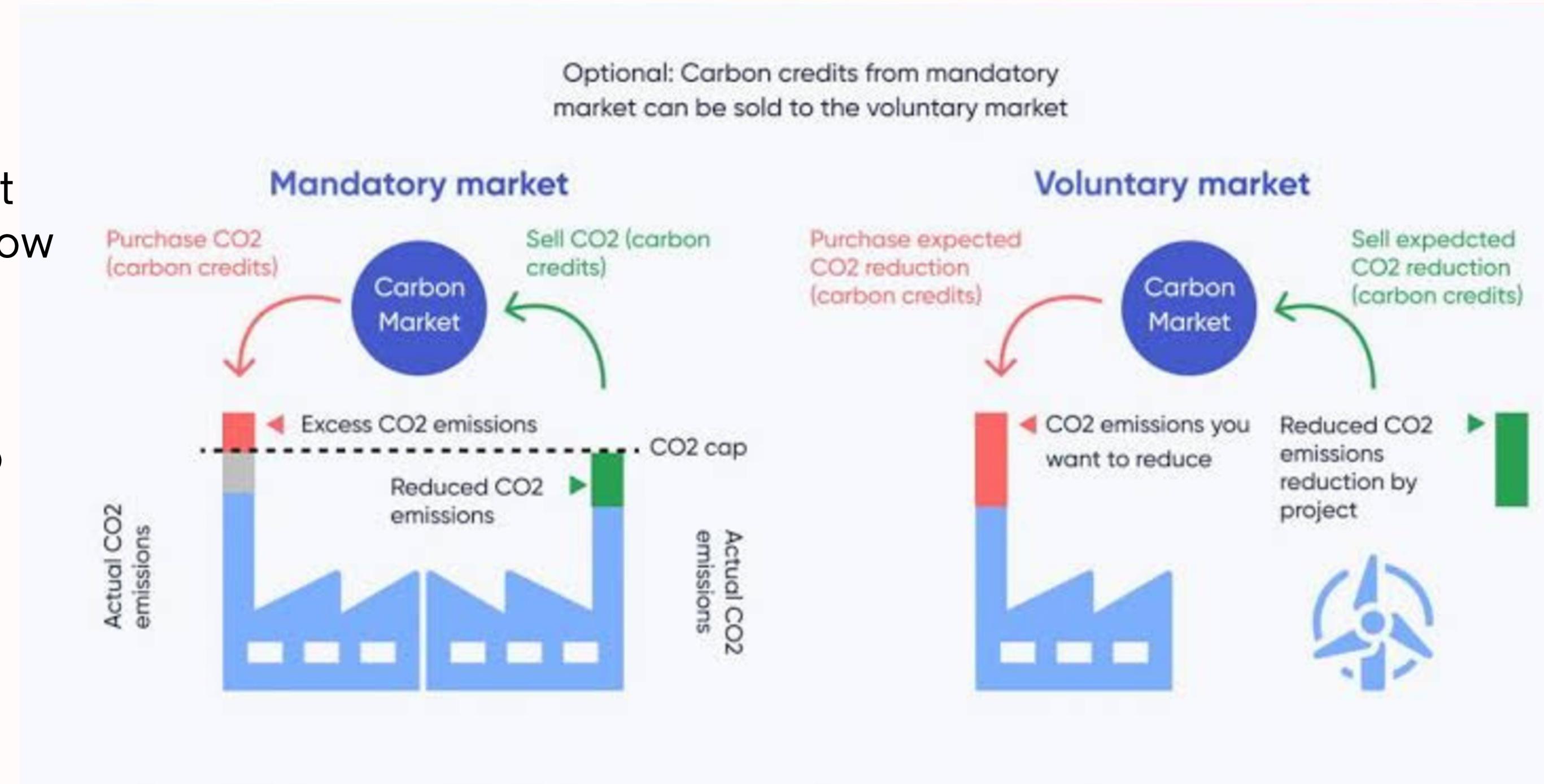
# carbon connect

PITCH DECK

# UNDERSTANDING the issue

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“Today’s carbon credit market is inefficient, fragmented, and lacks transparency. Carbon credit generators struggle with slow reporting, financing challenges, and managing field data, while companies looking to offset emissions face difficulties finding reliable credits. This inefficiency creates a gap between supply and demand in the market.”



# THE CHALLENGE

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## PAIN POINTS

- The target market currently faces a lack of efficient and user friendly solutions to address their needs.
- Existing options are expensive and require extensive technical knowledge and resources.
- Lengthy process of acquiring and trading carbon credits limits the ability to meet sustainability goals and effectively manage costs related to carbon taxes.

## CHALLENGES

- Small businesses struggle with the technical and financial demands of carbon credit generation and reporting, limiting their participation.
- Finding trustworthy, transparent data is difficult, making it hard for companies to verify and trust carbon credits.
- The high costs of certification and maintenance create barriers, especially for smaller businesses, preventing them from engaging in carbon markets.

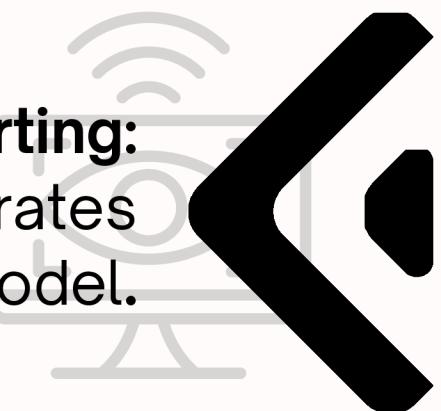
# SOLUTION

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## Decentralized Carbon Credit Trading Platform:

A marketplace where carbon credit generators and buyers can easily interact.



## Live Monitoring & Faster Reporting:

Our platform tracks field data in real time and generates reports using a Corrective RAG model.



## Financing Model:

We help carbon credit generators by offering split financing—they receive partial funding in exchange for credits, ensuring market liquidity.



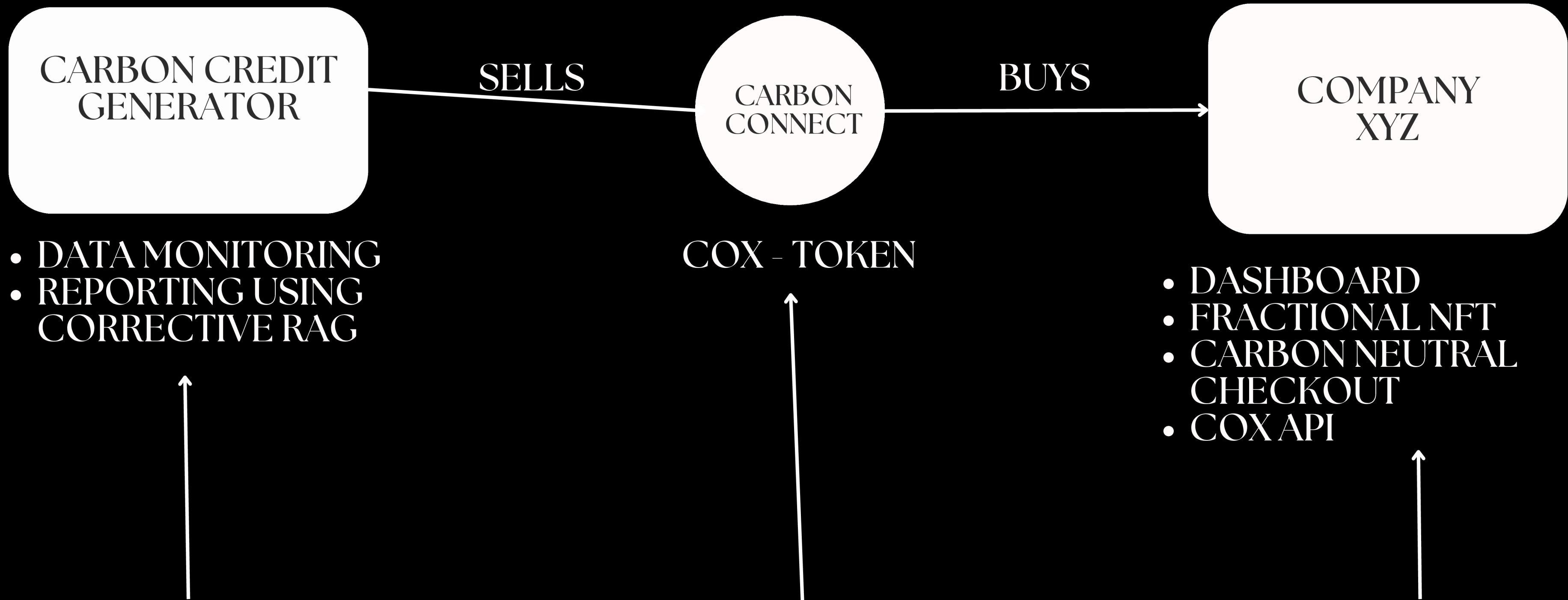
## NFT-Based Credits:

Carbon credits are tokenized as fractional NFTs, ensuring secure, traceable, and easy trading for companies.

# Flow Chart

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## DECENTRALISE TRADING PLATFORM

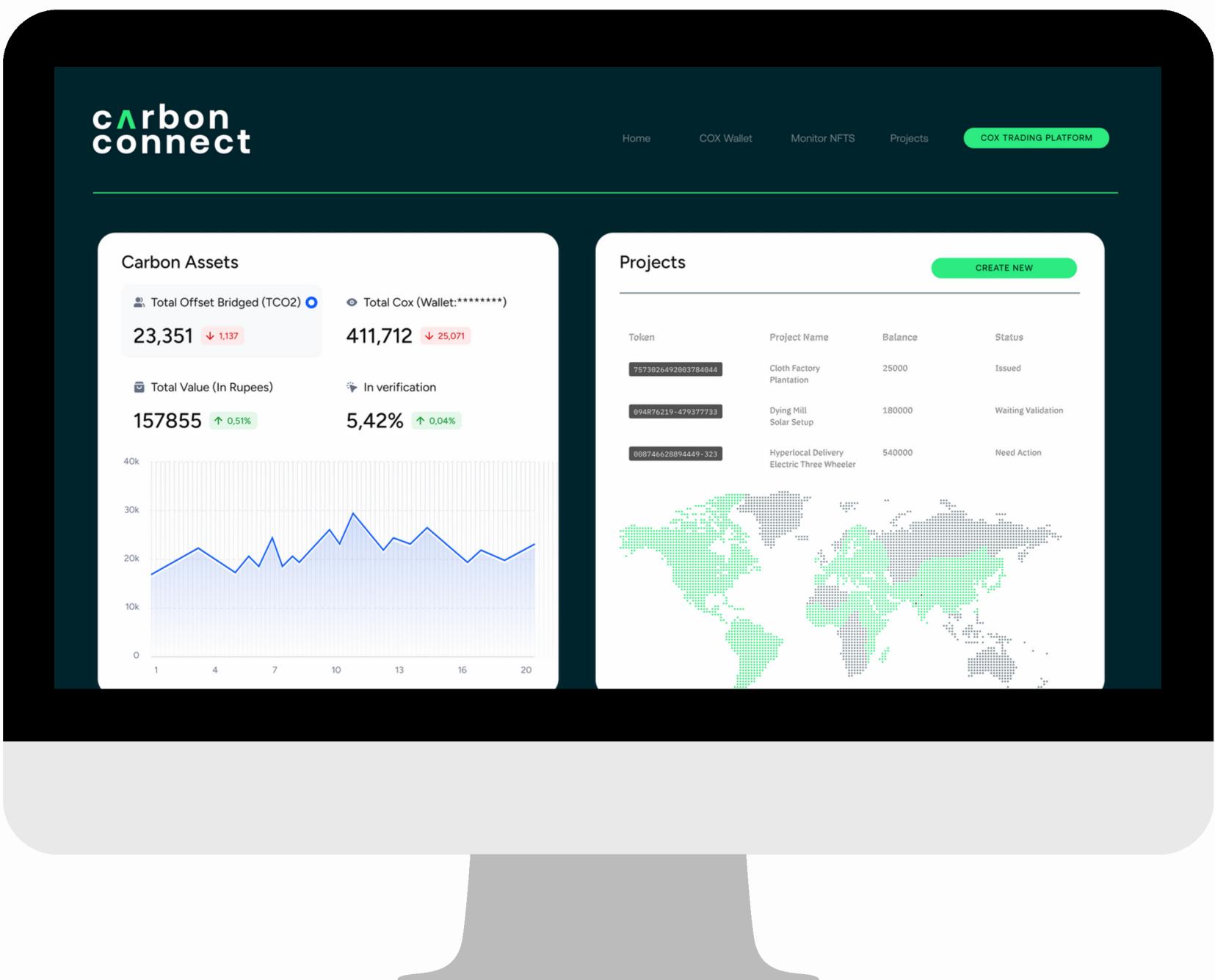


CREATE A DECENTRALISED LEDGER

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# PROTOTYPE

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Prototype

faster carbon credit generation

Decarbonised Ledger

Product Checkout carbon offset

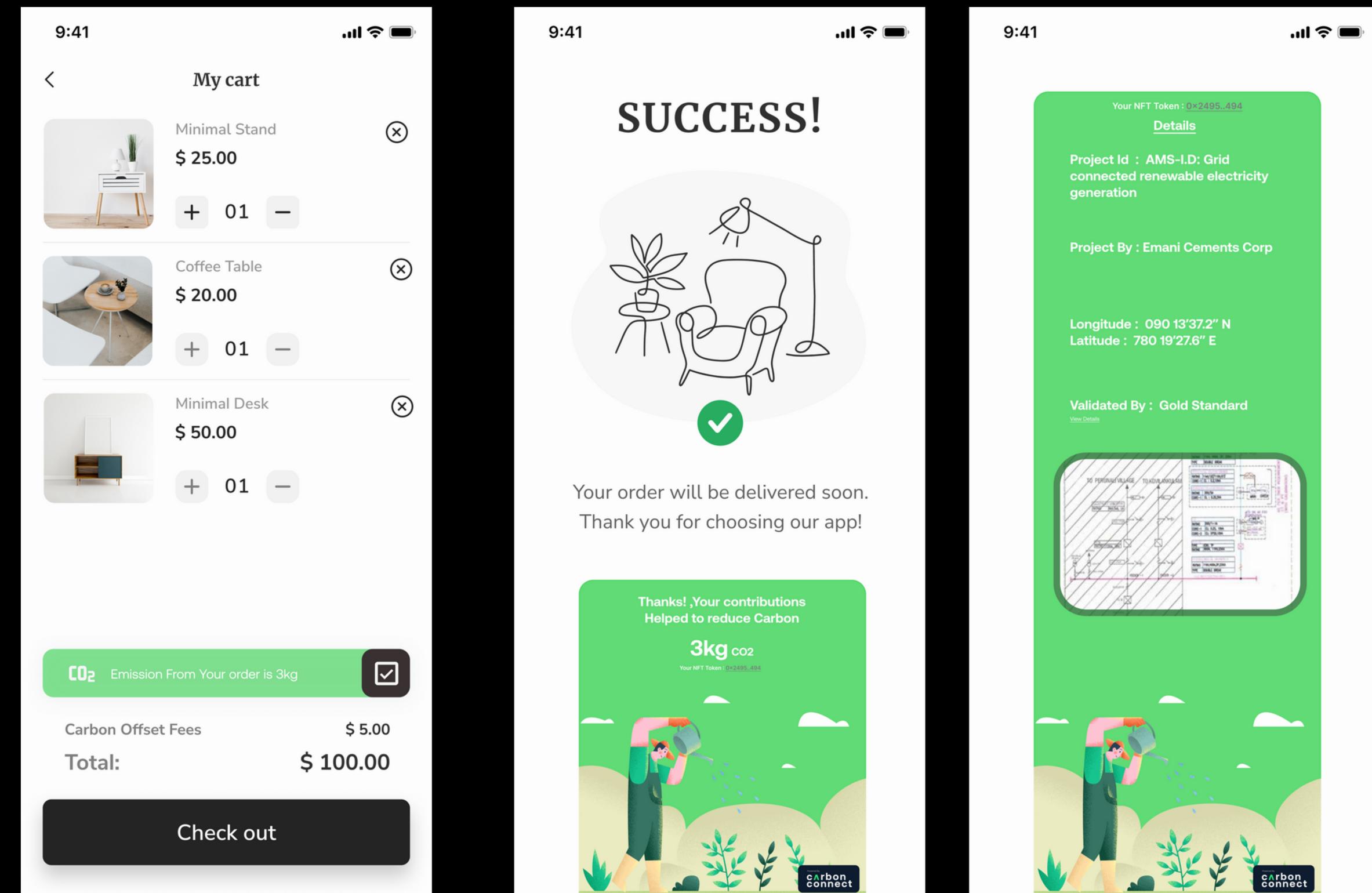
Automated Reported

Fractional NFT

# CARBON NEUTRAL CHECKOUT

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Prototype

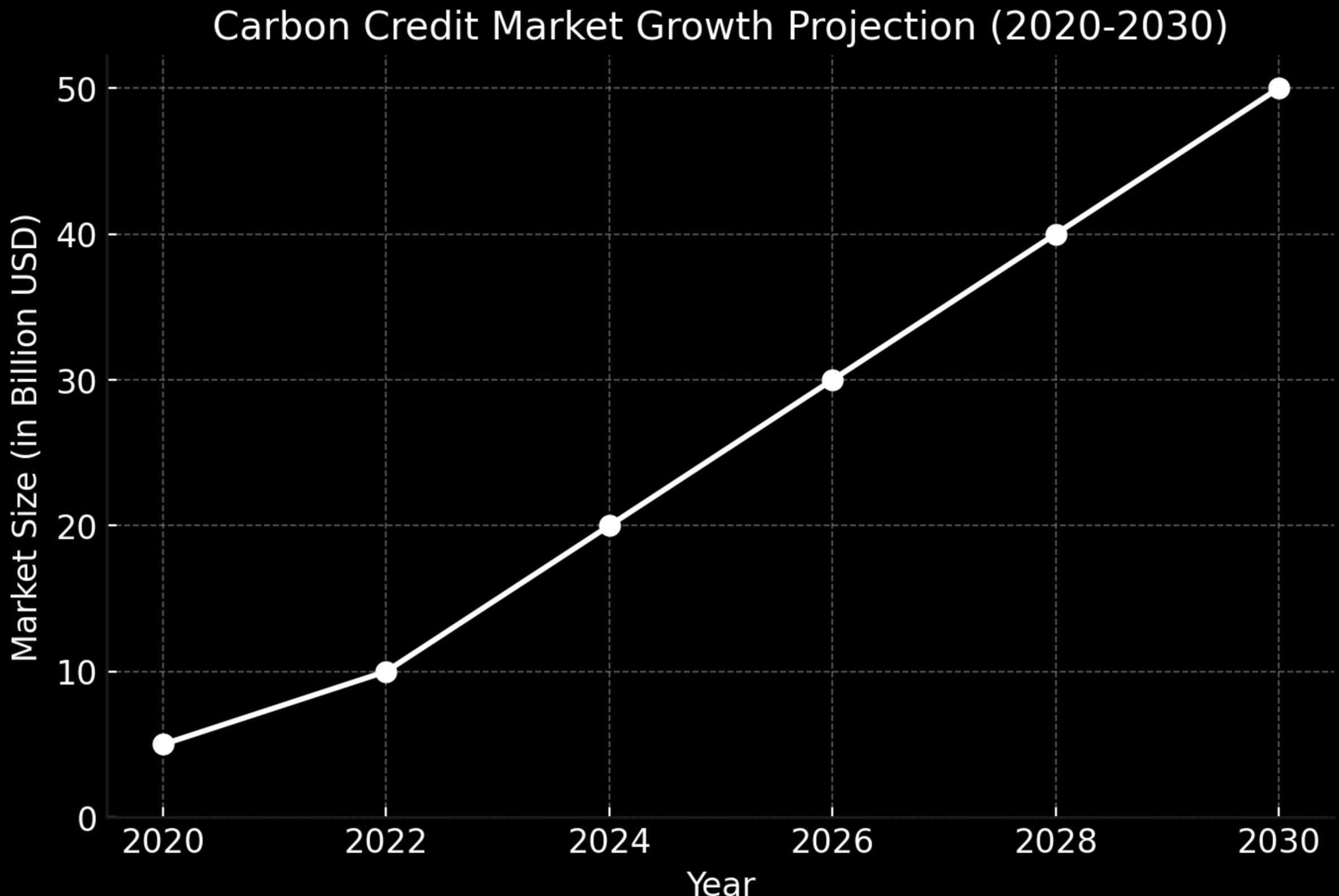


# MARKET ANALYSIS

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## Growing Market Potential

- The global carbon credit market is projected to grow to **\$50 billion by 2030**, driven by increasing pressure on companies to meet sustainability targets and regulatory requirements.
- Demand for carbon credits is expected to outstrip supply 5-10 times, leading to a significant gap that needs to be filled by reliable, verified credits.



# BUSINESS MODEL

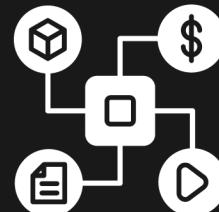
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## REVENUE STREAM



### Transaction Fees

We take a 1-2% fee from every carbon credit transaction on the platform.



### Split Financing Model

Profit from the sale of carbon credits (acquired by financing projects) are split between us and the customers.



### API Subscription Fees

Companies pay monthly/annual fees to integrate the carbon-neutral checkout API.



### Premium Dashboard & Analytics

Subscription fees for advanced carbon tracking and reporting tools.



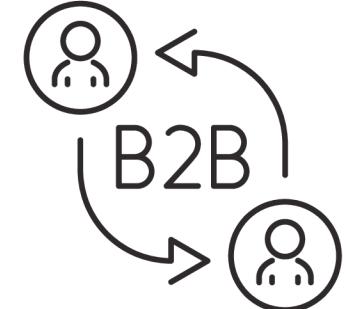
### Insurance Partnerships

Commission from insurance providers for projects insured through the platform.

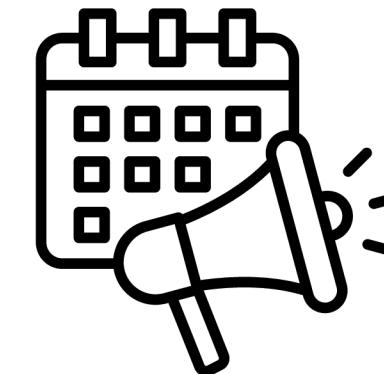
# Customer Acquastion Strategy



Build relationships with renewable energy, reforestation, and carbon capture projects. Offer split financing and monitoring tools.



Target e-commerce companies, offering the carbon-neutral checkout API to meet sustainability goals.



Attend sustainability and carbon market events to network and showcase the platform to potential buyers and generators.



Collaborate with sustainability consultants to recommend Carbon Connect to companies for carbon credit management.

**THANK YOU**