

# CarbonCred

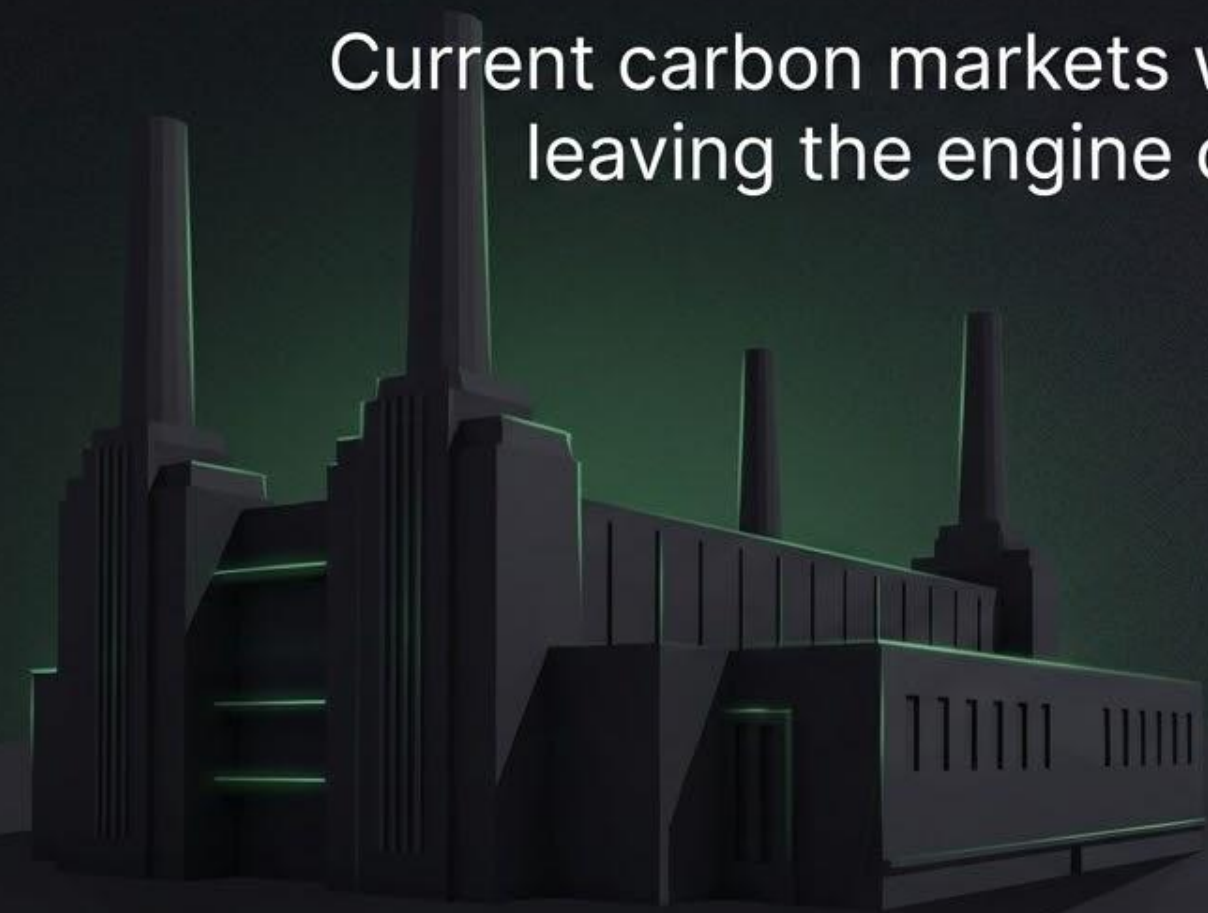
Micro Carbon Credits for the Silent 90%

Modern Investor-Grade Presentation | Team HackDaniels



# The Problem

Current carbon markets were built for conglomerates, leaving the engine of our economy behind.



# | The Invisible 90%

## Market Exclusive

90% of global businesses are SMEs, yet **less than 1%** participate in carbon markets today.

## Cost Prohibitive

Standard carbon audits cost more than the actual credits earned for small scale reductions.



# | The Barriers to Entry

**\$15K+**

Avg. Carbon Audit Cost

## The Complexity Debt

- ✗ Manual data collection takes weeks.
- ✗ Third-party verification is too slow.
- ✗ Minimum credit thresholds are too high (1 ton+).



# The Solution



Automated, granular, and accessible  
carbon wealth for everyone.

# Emissions into Revenue

CarbonCred enables SMEs to:

📈 **Track:** Automated data ingestion from utility bills & waste.

🌿 **Earn:** Convert kg of CO<sub>2</sub> reductions into tradeable credits.

↔️ **Trade:** Sell on our frictionless global marketplace.



# Micro-Carbon Innovation

Traditional markets trade in **metric tons**. We trade in **kilograms**.

By lowering granularity, we make every small action count—from switching to LED lights to optimizing local delivery routes.





# | End-to-End Lifecycle



## Minting

Submit Activity → AI  
Verification → Issue  
Credit → Certificate.



## Transfer

Input Recipient →  
Ledger Update →  
Confirmation.



## Purchase

Marketplace Selection  
→ Payment → Ledger  
Update.



## Retirement

AI Verification → Credits  
Marked Retired →  
Reporting.



# MVP Core Features



## Emission Tracker

Direct integration with utility APIs for automatic CO2 calculation.



## AI Verification

Scikit-learn models to detect data anomalies and prevent fraudulent claims.



## Minting Engine

Instant conversion of verified reductions into tradeable micro-assets.



## Hash-Chain

Immutable, blockchain-inspired audit trail for all transactions.

# Technical Architecture

Component	Technology Stack	Function
Frontend	React + Tailwind CSS	Seamless, Responsive Dashboard
Backend	Django REST API	Secure Data Processing
Database	PostgreSQL	Relational Data Persistence
Intelligence	Scikit-learn (ML)	Automated Verification Engine

# | Trust Without Friction

## Why Hybrid vs. Full Blockchain?

### Speed & UX

No wallet setup or gas fees.  
Transactions happen in  
milliseconds, not blocks.

### Scaling

Works offline and in batches. 10x  
lower infrastructure cost for our  
users.

### Trust

Hash-chain integrity provides the  
same immutability as public  
ledgers.

**"Speed of a Database + Trust of a Blockchain"**

# Strategy: SME-First



## "Shopify for Carbon Credits"

We provide the rails for every SME to launch their own climate asset store. We remove the need for expensive consultants, enabling **revenue from compliance**.

SMEs are desperate for new revenue streams.

CarbonCred provides one while solving climate goals.



# Business Model

Transaction Fee

2 - 5% Per Trade

SaaS Subscription

Compliance Dashboard

Enterprise Reporting

Premium ESG Tier

Scalable recurring revenue combined with marketplace liquidity.

# Roadmap to Impact

