

CoolCreditEngine Business Plan - Version 1

CoolCreditEngine Business Plan - Version 1

Executive Summary:

CoolCreditEngine is a next-gen platform built to simplify the buying, selling, and tracking of carbon credits, focusing first on sectors with heavy emissions like data centers, HVAC-heavy manufacturing, and public utilities. Our goal: clear, verified, real-time insights in a space too often murky and complex.

Why Romania?

Romania presents a unique opportunity as a rapidly digitizing EU member with proactive climate policies and strong fiscal sponsorship options. Its emerging data center market and utilities sector are under increasing ESG pressure but remain underserved by existing carbon credit platforms. This makes Romania an ideal testing ground to validate CoolCreditEngine's technology and establish early market traction before scaling across the broader EU.

Market Opportunity:

By 2030, the global carbon credit market is expected to surpass \$24 billion, fueled by stricter regulations, corporate sustainability demands, and an explosion in ESG investments. CoolCreditEngine is designed to unlock this market for smaller operators who have been left out so far.

Product Overview:

Our platform offers pre-verified carbon credits, real-time pricing, ESG-compliant export tools, and intuitive dashboards built for mid-sized operators. We're initially targeting the EU where regulations and incentives line up best.

Competitive Landscape:

Major Players:

- Xpansiv: The heavyweight voluntary carbon exchange handling massive institutional trades. Great for big players, but not user-friendly for smaller firms or regional utilities.
- Watershed: A \$1.8B+ climate strategy platform for Fortune 500s with deep sustainability teams.

Emerging Players:

- Pathzero: Australian SME-focused calculator and reporting, but no credit purchasing.
- Dodo + Patch: Automates credit buying from accounting data but lacks real-time pricing and compliance tools.
- Nori: US-based blockchain-verified carbon removal marketplace. Transparent but not tied to compliance.

US Comparables:

- TerraPass: Subscription-based credit bundles for small business offsets.
- Cloverly: API-driven carbon sourcing infrastructure.
- Nori: Validates demand for verifiable removals in the US SMB market.

The Gap:

These platforms prove the market exists but leave a huge service hole for SMEs and mid-market ops

- User-friendly pre-verified credit access
- Real-time pricing and procurement dashboards
- Export tools aligned with EU regulations like CSRD and Fit for 55

Revenue Model:

We generate revenue via transaction fees on trades, subscriptions for analytics, and future white-label offerings for consultants and municipalities.

Go-to-Market Strategy:

Starting with pilots in Romanian utilities and data centers, we'll target procurement managers, ESG

leads, and operational decision-makers through direct outreach and partnerships.

Exit Strategy:

CoolCreditEngine plans multiple exit paths: acquisition by ESG platforms, private equity consolidation, partnership buyouts, or IPO if market conditions align. Early investors will have preferential liquidity and conversion terms.

Contact:

Gunther

Email: gunther@coolcreditengine.com

Tagline: LET'S MAKE IT RAIN