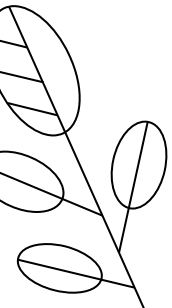




**NEW DEFINITION OF VALUE
ACCOUNTING FOR EXTERNALITIES**



PRE-RECORDED PITCH:

[HTTPS://YOUTU.BE/7SAIMQYTTO](https://youtu.be/7SAIMQYTTO)



EVEN BETTER, BOOK A 

[HTTPS://CALENDLY.COM/MARSXR/BASEX](https://calendly.com/marsxr/basex)

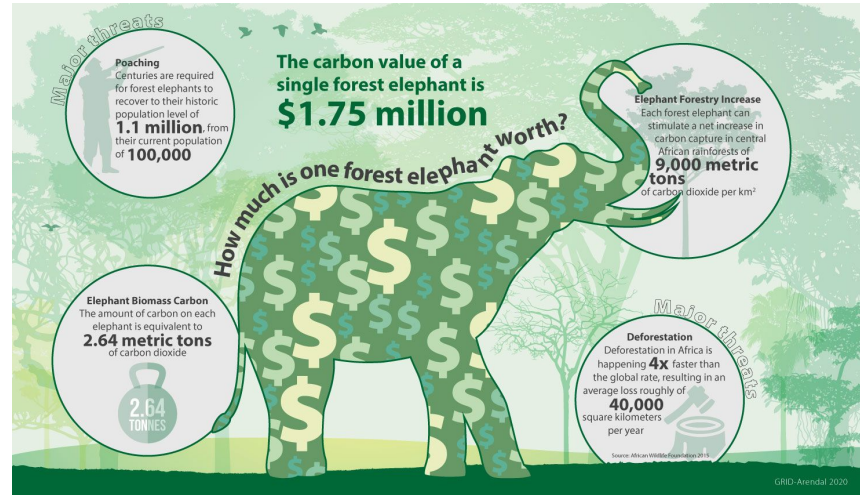
PROBLEM

FRESH AIR: no value

POLLUTED AIR: sickness illness disease, hospital bills, good for the economy

 **LIVING:** ecosystem services, carbon storage

 **DEAD:** ivory, meat, skin (around \$50k)





*“The removal of air pollution by woodland in the UK equated to a saving of **£938.0 million in health costs** in 2017.”*

*“Woodland in the UK removed 18.1 million tonnes of **carbon dioxide equivalent** in 2017, equating to a value of **£1.2 billion**; this is equivalent to 4% of total UK greenhouse gas emissions in 2017.”*

*“Urban woodlands cooled 11 city regions sufficiently on hot days to save **£229.2 million in labour productivity and avoided air conditioning** costs during 2018.”*



"Recent studies estimate that bats eat enough pests to save more than \$1 billion per year in crop damage and pesticide costs in the United States corn industry alone.

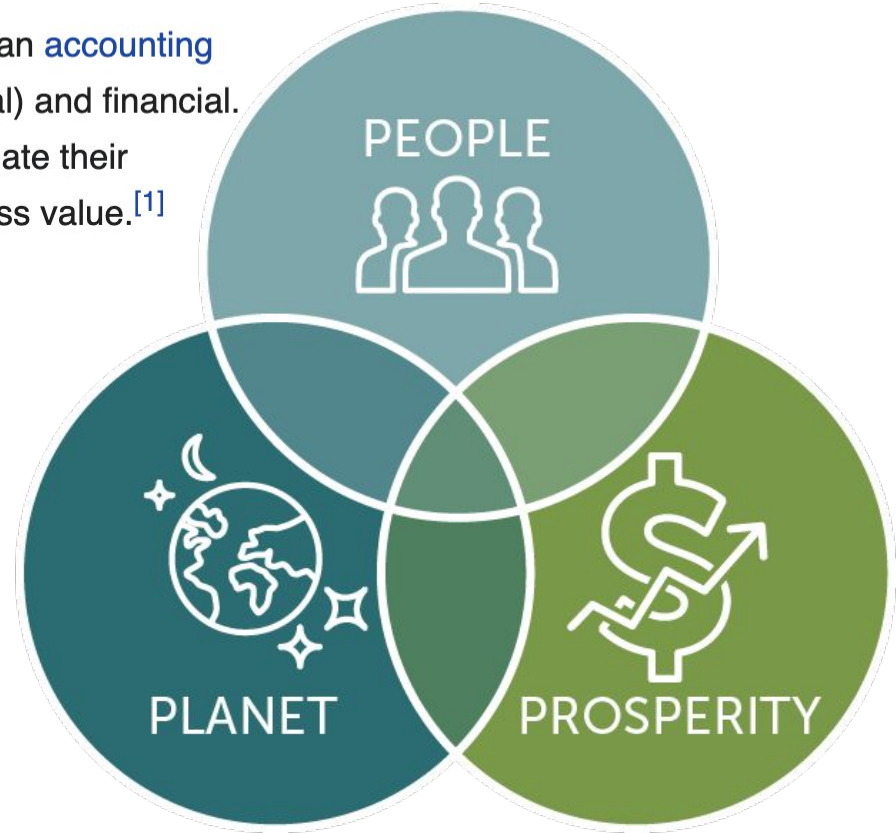
*Across all agricultural production, consumption of insect pests by bats results in a **savings of more than \$3 billion per year.**"*

Triple bottom line

From Wikipedia, the free encyclopedia

The **triple bottom line** (or otherwise noted as **TBL** or **3BL**) is an [accounting](#) framework with three parts: social, environmental (or ecological) and financial. Some organizations have adopted the TBL framework to evaluate their performance in a broader perspective to create greater business value.^[1]

“One problem with the triple bottom line is that the three separate accounts cannot easily be added up.”





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Transforming our world: the 2030 Agenda for Sustainable Development

People

We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

Planet

We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

Prosperity

We are determined to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.



PEOPLE
PLANET
PROSPERITY

ROMA SUMMIT 30-31 OCTOBER



Beyond GDP

Is our love-affair with GDP coming to an end? As the business landscape reinvents itself, demographics shift, inequality expands, climate change gets worse and technology continues to advance at breakneck speed, Gross Domestic Product is struggling to stay relevant. In order to keep up with the changes wrought by the Fourth Industrial Revolution, many are arguing that we need to find a new measure to assess the health of our economies and – more importantly – the people living in them.

Follow our series examining the past, present and future role of GDP – and the new economic models that could replace it.



Scalability → self-assessment and fact-checking



OLD

<https://vcs.earthobservatory.gov/verification/>
SYSTEM
Become a VCS VVB

The growth of the voluntary carbon market has fueled demand for new validation/verification bodies (VVBs). New VVBs may be located anywhere in the world and have two main pathways to receive VCS authorization:

- Approval under a VCS-approved GHG program such as the [United Nations Clean Development Mechanism \(CDM\)](#) as a Designated Operational Entity (DOE)
- Accreditation by an International Accreditation Forum (IAF) member body for ISO 14065 scope VCS. IAF member bodies with such accreditation programs currently include:
 - [ANSI National Accreditation Board \(ANAB\)](#)
 - [Entidad Mexicana de Acreditación \(EMA\)](#)
 - [National Accreditation Board for Certification Bodies \(NABCB\)](#)
 - [Organismo Nacional de Acreditación de Colombia \(ONAC\)](#)
 - [South African National Accreditation System \(SANAS\)](#)
 - [Sri Lanka Accreditation Board for Conformity Assessment \(SLAB\)](#)
 - [Standards Council of Canada \(SCC\)](#)



BASEX

- People doing the work on the ground have the best understanding of the impact
- Satellites, drones, IoT sensors, mobile phones providing data
- Verification and fact-checking coming from community of jurors

Blockchain and Web3 and Kleros

- **Community of jurors with practical fact-checking experience.**
- Brand. Reputation. Credibility. Network. Community.
- Incentives and game-theory designed by Nobel Prize in Economics laureate.



The Justice Protocol

Kleros is a decentralized arbitration service for the disputes of the new economy.

Try Kleros Court

Integrate Your Product



148M

PNK staked on courts

399

Ether paid to jurors

3.15M

PNK redistributed

756

Active jurors

1594

Disputes

Multiple lines of defence to eliminate fraud

1. Human honesty, taking pictures
2. Google Maps, satellite photos (similar to GainForest)
3. Kleros jurors approving the submission to the list
4. Even after a report is added, it can be removed
5. I will not fly to Kenya but happy to pay \$5 for someone local to "don't trust verify"
6. It pays off to be fair, if you are a fraud, that's not good for business, you scammed us for \$100 but bye bye forever

Economic incentives and sustainability

PVT: positive value token

NVT: negative value token



Polluters causing **NVT** - pressure to compensate for damage by purchasing **PVT**



Communities creating **PVT** - ability to make use of the impact generated



Businesses accepting **PVT** (*offering discount*)



Entities buying **PVT** directly or from a pool (*philanthropic impact*)



Kleros jurors earning fees

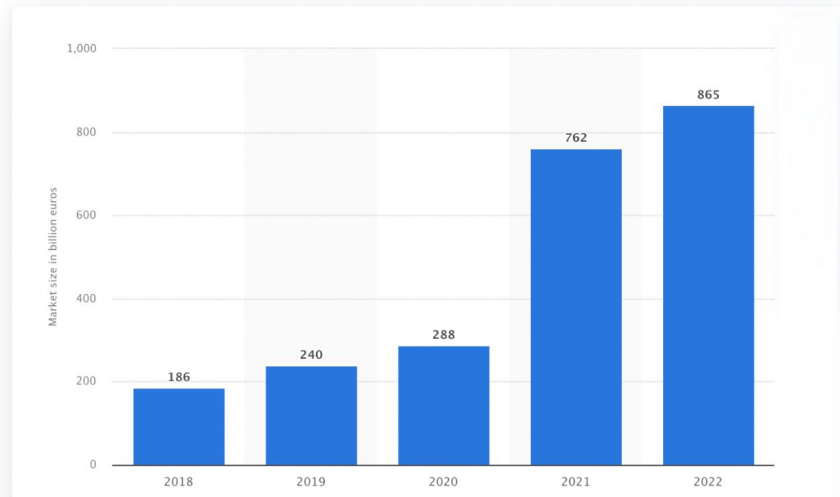


Fact-checkers on the ground (*I will not fly to Kenya, will pay \$10 to someone local*)

Market size

Value of the carbon market worldwide from 2018 to 2022

(in billion euros)



Morgan Stanley

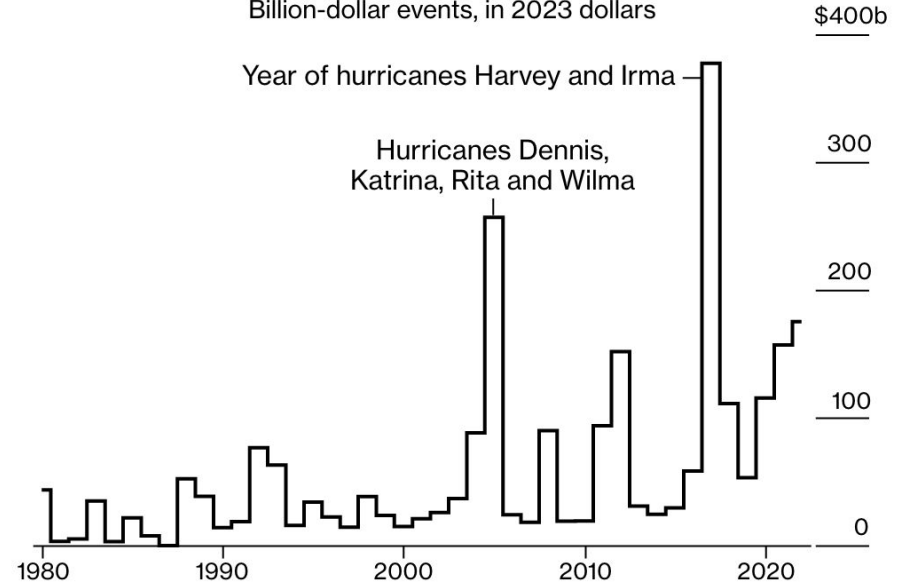
<https://www.morganstanley.com/ideas/carbon-offs...>

Carbon Offset Market Trends and Growth: 2050

11 Apr 2023 — The voluntary **carbon-offset market** is expected to grow from \$2 billion in 2020 to around \$250 billion by 2050. Three shifts now underway will ...

Cost of US Disasters

Billion-dollar events, in 2023 dollars



Chevron

<https://www.chevron.com/ecuador>

Ecuador Lawsuit - Chevron.com

In February 2011, an \$18 billion **judgment**—later reduced to \$9.5 billion—was rendered against **Chevron** by a court in Lago Agrio, **Ecuador**, for alleged ...

Exxon to Pay Record One Billion Dollars in Criminal Fines and Civil Damages in Connection with Alaskan Oil Spill

[EPA press release - March 13, 1991]

Attached is the Justice Department press release issued today on the Exxon Valdez settlement.

Department of Justice

March 13, 1991

Hinkley groundwater contamination

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From Wikipedia, the free encyclopedia

Coordinates:  34.903°N 117.160°W


Not to be confused with [Hinkley Point C nuclear power station](#).

From 1952 to 1966, [Pacific Gas and Electric Company](#) (PG&E) dumped about 370 million [gallons](#) (1,400 million [litres](#)) of [chromium](#)-tainted wastewater into unlined wastewater spreading ponds around the town of [Hinkley, California](#), located in the [Mojave Desert](#) about 120 miles north-northeast of [Los Angeles](#).^{[1][2]}

PG&E used chromium 6, or [hexavalent chromium](#) (a cheap and efficient rust suppressor), in its [compressor station](#) for natural-gas transmission pipelines.^{[1][3]} Hexavalent-chromium compounds are [genotoxic carcinogens](#).

In 1993, legal clerk [Erin Brockovich](#) began an investigation into the health impacts of the contamination. A class-action lawsuit about the contamination was settled in 1996 for \$333 million (around \$621 million in 2023). In 2008, PG&E settled the last of the cases involved with the Hinkley claims. Since then, the town's population has dwindled to the point that in 2016 *[The New York Times](#)* described Hinkley as having slowly become a [ghost town](#).^{[4][5]}



Satellite image of Hinkley, Barstow and Harper Lake, California 

Partnerships / Community / Competitors



MRV Foundation



Traditional MRV approaches are prohibitively expensive!

Even for large projects more than tens of thousands of hectares, these upfront costs often constitute 30%-40% of the project value. For projects less than 1200 hectares, sadly there is no hope in current scenario to participate in voluntary carbon market.



Reward impact with hypercerts

To solve the challenges we face this century, we need scalable and sustainable financing models for public goods that reward contributors for the positive impact they create.

Global carbon ratings and risk analytics

[Search project ratings](#)

Greenwashing and ESG reports



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Press Release

SEC Proposes to Enhance Disclosures
by Certain Investment Advisers and
Investment Companies About ESG
Investment Practices



Elon Musk
@elonmusk

Exxon is rated top ten best in world for environment, social & governance (ESG) by S&P 500, while Tesla didn't make the list!

ESG is a scam. It has been weaponized by phony social justice warriors.

5:09 PM · May 18, 2022 · Twitter for iPhone

41.5K Retweets 4,996 Quote Tweets 302K Likes



Cathie Wood
@CathieDWood

Ridiculous. Not worthy of any other response.



Eric Balchunas
@EricBalchunas · May 18

Tesla has been kicked out of the S&P 500 ESG Index
[bloomberg.com/news/articles/...](https://www.bloomberg.com/news/articles/...) via @business
[Show this thread](#)

3:48 AM · May 19, 2022 · Twitter for iPhone

2,124 Retweets 214 Quote Tweets 25.5K Likes

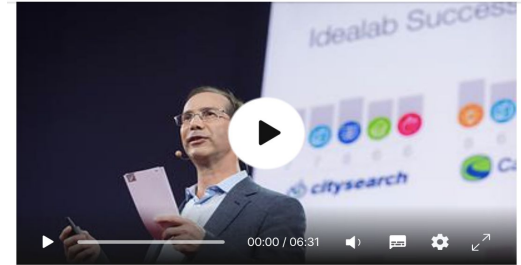
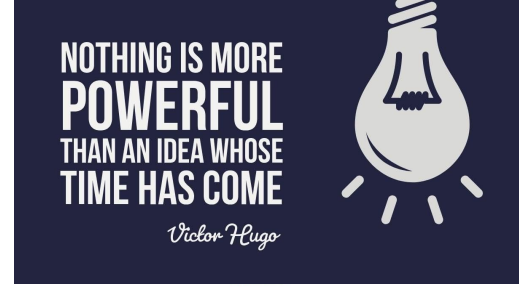
Universal evaluation engine. Multiple use cases:

- Externalities and cobenefits
- ESG ratings
- Carbon credits
- Environmental projects
- Climate change adaptation and mitigation
- 100 Charitable, philanthropic, impact funding: reporting and verification

Common theme: value that is not obviously quantifiable in the current system

Convergence of exponential technologies

- Urgency and awareness of the climate change: **timing**
- Data: **satellites, drones, IoT sensors**
- Ability to process it: **machine learning, AI**
- Trust, transparency, immutability: **blockchain**
- Community, crowdsourcing, incentives: **token engineering**
- Business model and availability of funding: **impact investment**



TED2015

March 2015 | 9.8M views

The single biggest reason why start-ups succeed

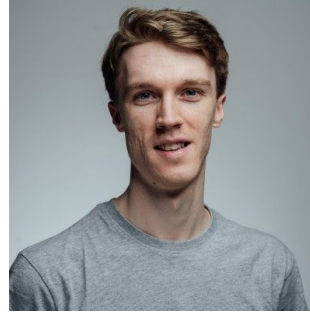
Team



Mars:

- From Poland 🇵🇱
- MSc in Computer Science
- Moved to the UK 2011
- Been to COP23 24 26
- Been to Davos in May 2022
(*saw the market gap,
validated the idea*)

linkedin.com/in/marsrobertson



Cameron:

- From UK 🇬🇧
- Maximum Impact
Entrepreneur and Animal
Advocate

linkedin.com/in/cameron-king-199646137



Greg:

- From Romania 🇷🇴
- Recipient of Filecoin grant
- Multiple hackathon winner

linkedin.com/in/grigore-trifan-666biyz

Angel / seed / investment / grant / SAFE

- At the moment: completely self-funded (*crypto down, cost of living up*)
- “Bootstrapping” estimate: \$200k to cover cost of living and grow the team
- Exact terms TBD TBC with the interested parties
- Aiming to become self-sufficient through generated **PVT**

	A	B	C	D	E	F
1				Monthly		
2	Mars, London (high cost of living)			4500		
3	Greg, Romania			3000		
4	NEW HIRE: Graphic designer, social media, content			3000		
5	NEW HIRE: Biz dev, partnerships, outreach			3000		
6	NEW HIRE: Report creator, evaluation, data input			2000		
7				15500	186000	per year
8						
9	One-off expenditures:					
10	NYC Climate week			5000		
11	Davos			5000		
12	Other important events			10000		
13				20000		

Mars Robertson

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calendly.com/marsxr/basex

[X @basexHQ](#)

[X @marsXrobertson](#)