



# BLUESPHERE CARBON

2022 Investor Relations Presentation



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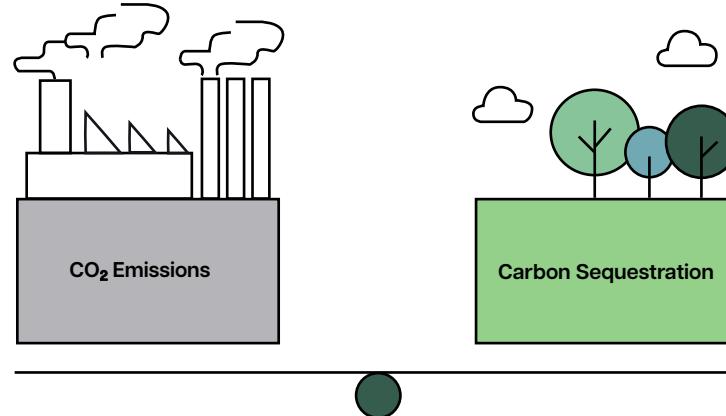


# The Greenwashing Problem

You've heard it before. The latest mega-corporation is committing to greener practices, promising to be net-zero by 2030, 2040, or 2050. As financial markets continue to consider environmental impact, green-focused companies are the frontrunners for new investments.

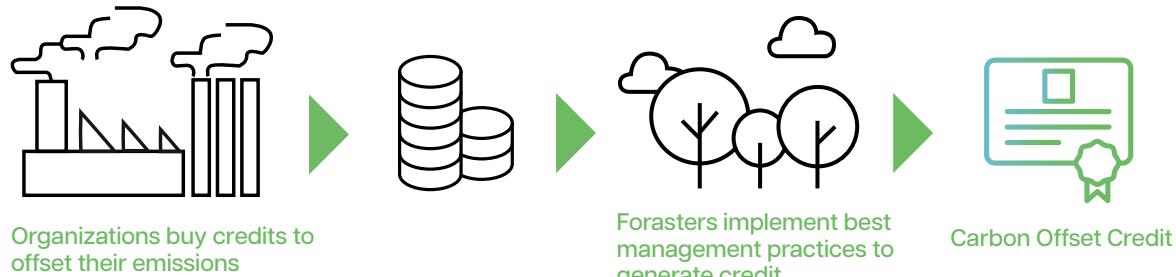
## What does net-zero mean?

Simply put, a company reaches "net-zero" when the amount of greenhouse gasses it emits is matched by the amount it removes - also referred to as carbon neutral.



Voluntary carbon markets enable businesses to offset their emissions.

## What is a Carbon Credit?



The way the vast majority of companies are reaching net-zero is through purchasing carbon credits.

A carbon credit is a permit signifying one ton of CO<sub>2</sub> that's been removed from the atmosphere.\*

Carbon credits have created a marketplace between companies or individuals emitting CO<sub>2</sub> and companies or individuals removing CO<sub>2</sub> from the atmosphere. These transactions are referred to as the voluntary market.

**The voluntary market has been unorganized and is a hotbed for bad actors in the energy space.** There has been no central exchange validating carbon credits or securing and authenticating these transactions - similar to how major stock exchanges like the New York Stock Exchange (NYSE) function... Until Now.

\*(According to the Environmental Defense Fund, that credit would offset what is equivalent to a 2,400-mile drive in terms of carbon dioxide emissions.)

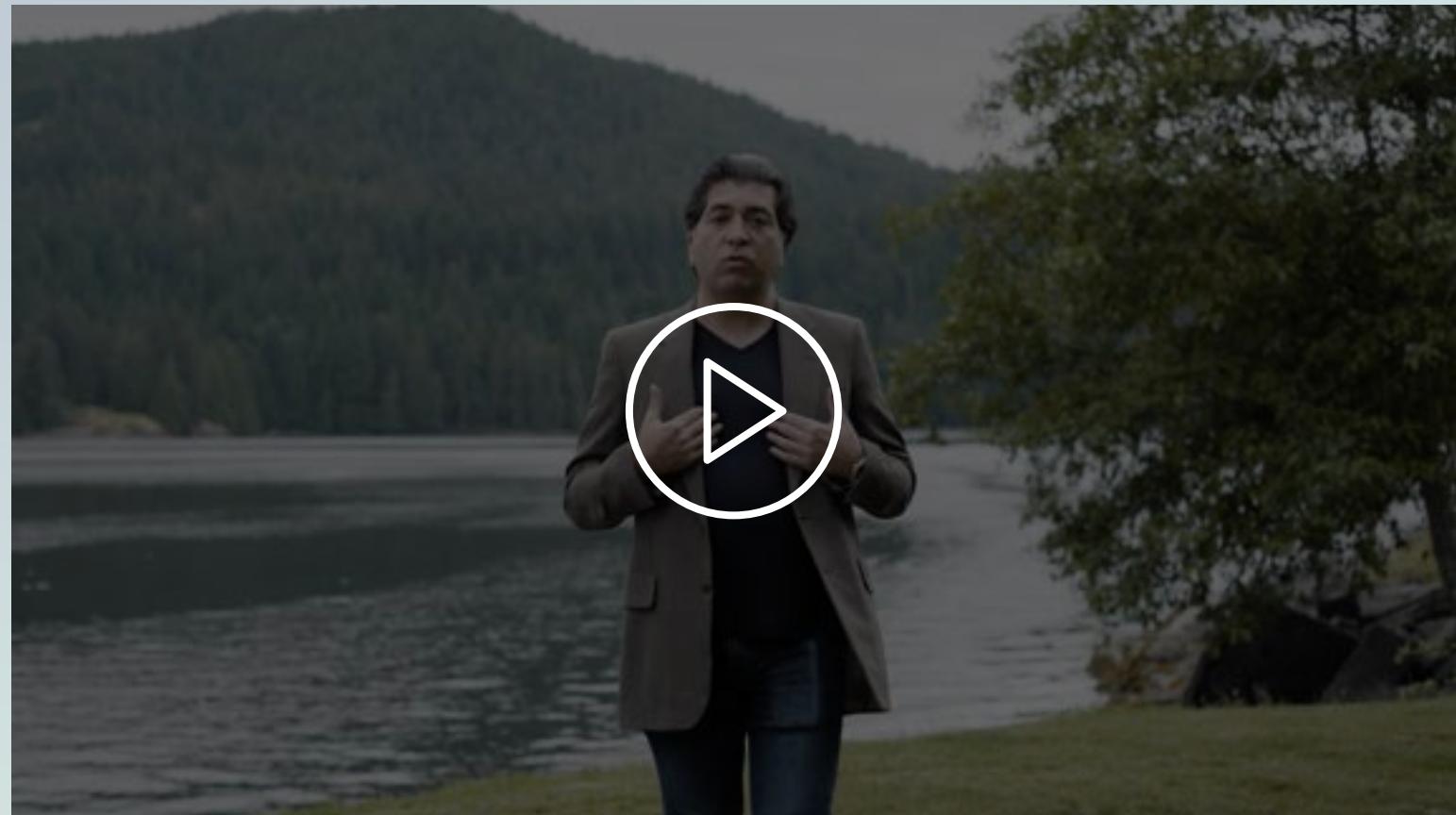


# Enter Bluesphere Carbon

**Bluesphere Carbon has developed an inclusive environmental credit economy and community - an accessible, efficient, and transparent global trading platform:**

## **THE BLUESPHERE CARBON EXCHANGE (BCE).**

The Bluesphere Carbon Exchange allows anyone - businesses, carbon credit suppliers, and even investors - to buy, hold, and sell carbon credits. It was founded on the belief that the best way to continue building the fight against climate change is to gain larger interest through investment opportunities. With that in mind, Bluesphere Carbon presents a revolutionary platform that is rich with opportunity.





# Multifaceted Revenue Generation

Bluesphere Carbon's agnostic approach allows any environmental credit to be listed on the exchange, welcoming various sub-sectors of the market. Each credit is then validated before listing, ensuring security for purchasing parties. This allows the exchange to connect businesses, credit suppliers, and investors across multiple markets and create a centralized platform for the sale and purchase of these assets.



## 1. PUBLIC SPOT MARKET

The BCE is agnostic to the type of environmental credit transacted and is thus able to receive transaction and listing fees for virtually all publicly available environmental credits on the market, subject to regulatory approval.



## 2. DIRECT PURCHASES

Bluesphere may acquire verified carbon credits directly from accredited sellers or from the voluntary carbon market. Revenue is generated when the credit is sold to an entity requiring carbon offset or when the credits appreciate.



## 3. CREDIT STREAMS

Bluesphere may enter streaming agreements with accredited project developers or owners of carbon offset projects for credits. This will support new carbon offset projects while generating returns for Bluesphere.



## 4. DATA ANALYSIS

As an aggregator of voluntary environmental credits, Bluesphere will be able to compile and analyze a large amount of valuable data. Bluesphere will look to expand revenue streams through data connection fees and information distribution fees.



# The Bluesphere Advantage



## HIGHLY SCALABLE BUSINESS MODEL

- ✓ As a trading platform, BlueSphere generates returns from the large volume and value of environmental credit transactions.
- ✓ BlueSphere is agnostic to the type of environmental credit transacted. Currently, BCE offers access to a number of the major environmental credits in the world and will continue to provide access to more available environmental credits on the market.



## GROWTH DRIVEN BY INCREASING INTEREST IN IMPACT INVESTING

- ✓ BCE provides investors impact investing opportunities through climate action with associated co-benefits.
- ✓ Environmental credits have been one of the best performing assets in 2021.
- ✓ Low transaction fees lower the barriers for investors.



## FAVORABLE REGULATORY AND MARKET CONDITIONS

- ✓ To limit global warming to 1.5°C, participating countries need to cut current greenhouse-gas-emission levels in half by 2030 and reduce them to net zero by 2050.
- ✓ Canada has already contributed \$8 billion in support of innovative carbon reduction solutions and related projects.
- ✓ Carbon credits have become an essential tool for companies to offset their greenhouse gas emissions.



## EXPERIENCED FOUNDERS AND MANAGEMENT

- ✓ Company management has extensive backgrounds in environmental credits, financial technology, market operations, and traditional finance.



# What is a Voluntary Carbon Offset Market?

To understand the Carbon Offsets Industry, it's crucial to know the difference between the two markets that make it up - the regulated market and the voluntary market.

## 1 The Regulated Market

The regulated market consists of companies under "cap-and-trade" regulations determined at regional and state levels. These companies are mandated to operate at certain emissions levels and are issued a certain number of carbon credits each year.

## 2 The Voluntary Market

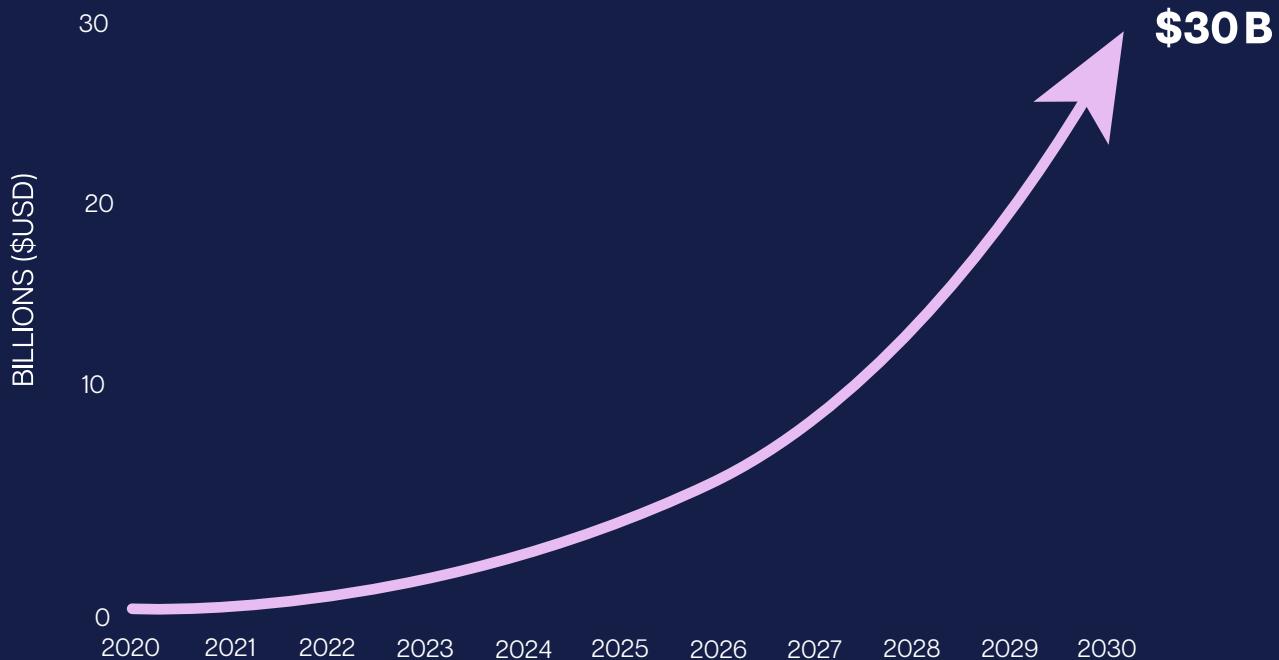
The voluntary market is made up of companies that are not regulated but choose to pursue carbon neutrality. Because this market is unregulated, there's no central authority overseeing the issuance of these voluntary carbon credits.

**The Bluesphere Carbon Exchange is a centralized platform for the Voluntary Market.**

- ✓ BCE provides a solution to the lack of price transparency and liquidity in the current voluntary environmental credit economy.
- ✓ Transparent forces of the economy will determine the most suitable pricing for environmental credits to prevent low-grade environmental credits being passed off as mainstream carbon credits used for compliance in the regulated markets.



# Market Opportunity



Global Voluntary Carbon Credit Market Size Forecast



## Compelling Global Community

**5,000+**  
**285%**

Global businesses have set voluntary climate targets.

Appreciation in voluntary carbon offset markets in 2021.

The voluntary carbon offsets market size was

**\$305.8M  
in 2020**

with analysts projecting rapid growth over the next several decades

Forecasts project the value of the industry to be between

**\$10-\$25B  
by 2030**



# Executive Leadership



**Shidan Gouran**  
Chairman,  
Co-Founder

Gouran was one of the earliest investors in blockchain technology, backing several key development companies in their early stages. In the past, he's co-founded several successful ventures across a number of sectors - most notably Nuovotal and Jazinga (telecommunications), Home Jinni (consumer electronics), and Gamesquare (esports). He studied Pure Mathematics and Theoretical Physics at the University of Western Ontario.

Gouran's marked history of successful ventures forecasts significant promise for Bluesphere Carbon. By creating a global exchange for a rising trend, Gouran aims to lever-age his cohesive background as a catalyst for Bluesphere Carbon's revolutionary technology and seamless integration.



**Eddie Soleymani**  
Chief Executive Officer,  
Co-Founder

Soleymani has served the last two decades as a Founding Partner at Lynx Capital Partners, a private software development firm specializing in providing infrastructure for automated trading platforms. He was also co-founder of Lucid Absinthe, the first legal Absinthe in the United States in 95 years. His wealth of experience lends itself to Bluesphere Carbon through industry-leading technology and a deep-rooted understanding of investment exchanges. His educational background includes a BBA in Finance from George Washington University and an MBA from Hofstra University.

Soleymani co-founded Bluesphere Carbon because he spotted a trend before the investment world caught up - much like he did with Lynx Capital. Through his leadership, Bluesphere Carbon demands excellence through all facets of the company, with the focus being advanced technology.



**Mike Koroshun**  
Chief Technology Officer

Koroshun is a seasoned software engineer with 10+ years of development experience in blockchain technologies, decentralized finance, and AI. He has lead software development projects at Home Jinni Inc., Skrumble, Global Blockchain Technologies Corp., GEAR Capital Inc., Flurbo, BotVentures, and NextGen Blockchain Technologies (SportX)



# Advisory Board

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**JASON SAWYER**

Mr. Sawyer is the Co-Founder of Caary Capital and a veteran of the alternative investment business. Currently, Jason is the General Manager of Access Alternative Group S.A., a Nassau, Bahamas-based venture investment and advisory firm.



**ARMITA JALOOLI**

Ms. Jalooli is experienced in technical research and data analysis in the cryptocurrency, blockchain and theoretical particle physics fields. She is now a CEO of a tech start-up and mentoring at the Entrepreneurship Hatchery at the University of Toronto.



**DEVON SONI**

Mr. Soni is an experienced executive and investor in the digital assets space. He spent several years as a technology-focused investor at Goldman Sachs and Highland Capital Partners where he helped fund several top technology firms.



# Advisory Board

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**JONATHAN BONCHICK**

Since 2002, Mr. Bonchick has held the positions of V.P./ Director of Buying & Merchandising for Duty Free Americas, Vice President for UETA Inc. of Panama, and Executive Vice President for Innovative Liquors LLC. From 1993 until he joined Duty Free Americas/UETA Inc., he held various positions within Brown-Forman Beverages Worldwide in the USA Domestic Market, Military & Transportation. In Mr. Bonchick's last position with Brown-Forman, he managed North America Duty Free and the Caribbean. He is also a founding partner who legalized Lucid Absinthe, the first legal Absinthe in the United States in 95 years. The company successfully sold Lucid to Hood River Distillers, Inc. in March 2013. Mr. Bonchick is the 3rd generation of his family in the spirits industry. He earned a B.S. in Finance from the University of Maryland (1991), as well as an MBA in International Business from the University of Miami (1992).



**PETER BOOCKVAR**

Mr. Bookvar is the Chief Investment Officer at Bleakley Financial Group, a NJ based wealth management firm. He is also the Editor of The Boock Report, a macro market newsletter. Prior to joining Bleakley, he was the Chief Market Analyst at The Lindsey Group, a macro economic and market research firm founded by former Federal Reserve Governor Larry Lindsey. Before this, Mr. Boockvar worked as a macro analyst and portfolio manager for a brief time at Omega Advisors and had previously been a partner at Miller Tabak + Company where he was the equity strategist and a portfolio manager. He graduated magna cum laude from The George Washington University with a BBA in finance.



# Advisory Board

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**NATASHA INGRAM**

Ms. Ingram is the Founder of Transparency, a Vancouver-based marketing agency founded in 2013. She is a seasoned consultant on launch, brand development, marketing strategies, acquisition, fundraising and growth. Industry experience includes tech, cannabis, mining and financial services. Ms. Ingram is also the Founder of BIA Skin, a D2C e-commerce brand doing 7 figures annually with distribution across North America.



**JORGE A. SIMMONDS**

Founder of Analytics Band, Mr. Simmonds leads a team of analysts, developers, and data scientists offering business intelligence and full stack engineering solutions to clients spanning industries from digital advertising to space tourism. Having worked with industry leaders such as ESPN, Turner Broadcasting and Home Depot, he has developed a wide array of knowledge and experience in business strategy and analytics.



**WILLIAM MIKULA**

Mr. Mikula has been a force in the crypto currency, investing, and financial publishing industry for close to a decade. He's written and published seven books and his writings on crypto, stocks, options, the ESG movement, and real estate have been published in some of the largest newsletter publications in the world.



# Corporate Milestones



**TRADING ENGINE**  
Development of the trading engine underlying the BCE.



**CYBERSECURITY**  
Underlying cybersecurity measures for the BCE complete.



**TRADEMARKS**  
Bluesphere has secured trademarks for the BCE.



**FIRST ASSETS OFFERINGS**  
Bluesphere has integrated the initial portfolio of publicly available environmental credit offerings on the BCE.



**FIRST TRANSACTION COMPLETED**  
Bluesphere has acquired five million verified carbon credits and fulfilled the first order of 1.04 million carbon credits from an accredited business.



**OFFICIAL LAUNCH OF THE BCE**  
Bluesphere anticipates the official launch of the BCE to be in early Q3 2022.



# Financing

The Company is in the process of seeking up to:

**\$1 million**

in private placement to advance its business.

The primary use of funds will be to fund technology development, acquiring carbon credits and marketing.

## Allocation of Capital

Technology Development Expenses	\$100,000
Carbon Credit Acquisition	\$400,000
Marketing	\$300,000
Payroll	\$130,000
Professional Fees	\$40,000
General & Administrative	\$30,000
<b>TOTAL</b>	<b>\$1,000,000</b>



# Financial Forecast

Bluesphere is projecting significant revenue growth post the launch of the BCE platform in early Q3 2022.

	Targeted Revenue	Targeted Gross Profit	Targeted Net Profit
2022	\$18,000,000	\$5,400,000	(\$4,600,000)
2023	\$54,000,000	\$18,900,000	\$6,900,000
2024	\$162,000,000	\$64,800,000	\$50,400,000
2025	\$486,000,000	\$218,700,000	\$201,400,000



## **Bluesphere is at the epicenter of an emerging megatrend...**

Carbon Credits are on fire. According to leading research firm IHS Markit, as of December 31, 2021, the global price of carbon was \$51.45 per ton of CO<sub>2</sub>. In order to meet a global warming limit of 1.5 degrees Celsius, carbon allowance prices would need to hit \$147 per ton.

This trend is in the early stages and Bluesphere is making the move to position itself at the nexus of this movement as the carbon credits platform of choice.

This is your chance to attach yourself to this megatrend for only \$25 per share. Don't miss it.



# BLUESPHERE CARBON

## Corporate Contact

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