



# BlueSphere Carbon

## Investor Presentation

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May 2022



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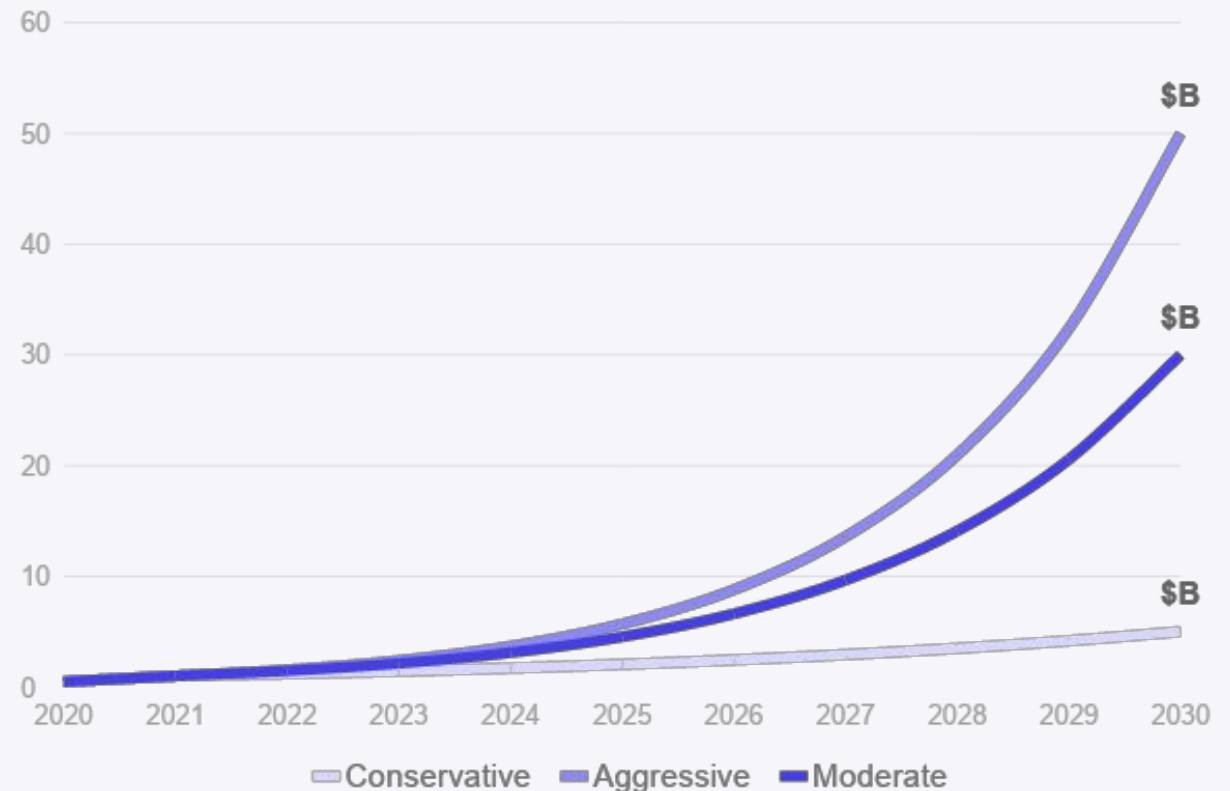
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# Compelling Global Opportunity

**5,000+**  
global businesses have set  
voluntary climate targets.<sup>1</sup>

**285%**  
appreciation in voluntary  
carbon offset markets in 2021.<sup>2</sup>

Global Voluntary Carbon Credit Market Size Forecast<sup>3</sup>



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1. [Trove Research](#)
2. [TradingView](#)
3. [Taskforce on Scaling Voluntary Carbon Markets](#)

# Overview

BlueSphere Carbon (“BlueSphere”, or the “Company”) has developed an inclusive environmental credit economy and community – an accessible, efficient and transparent global trading platform, **the BlueSphere Carbon Exchange (“BCE”)**, for anyone to buy, hold and sell environmental credits - connecting businesses, credit suppliers, and investors.

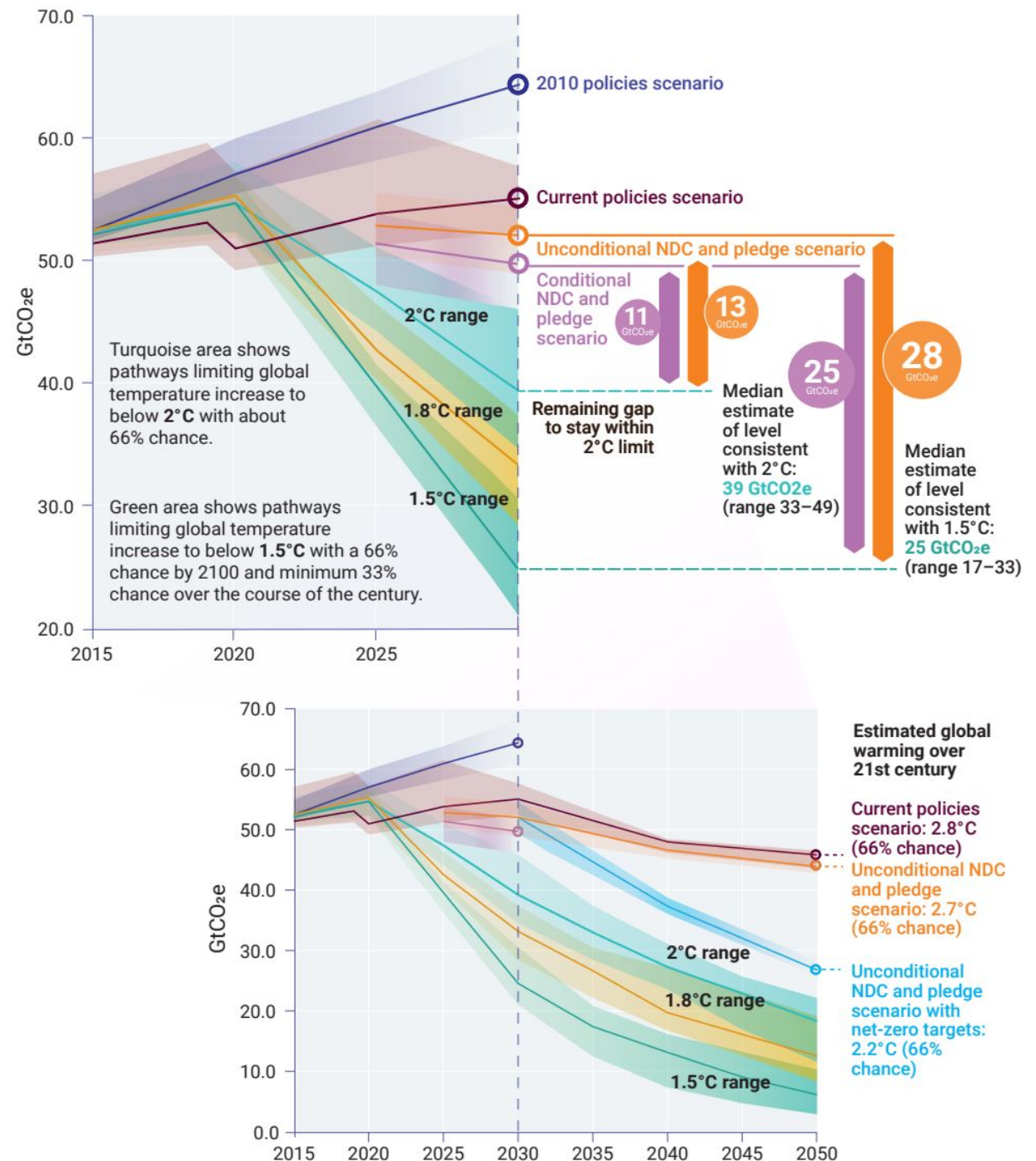
BCE was created to provide a solution to the lack of price transparency and liquidity in the current voluntary environmental credit economy. Founders of BlueSphere believe that the global environmental crisis is best tackled when it is tied to investor interest and their financial risks. Transparent 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.





The United Nations Environment Programme estimates that the global greenhouse gas emissions under neither the current climate control policies and efforts nor the latest Nationally Determined Contributions (“NDCs”) are consistent with limiting global warming to the goal of 1.5°C by 2050.<sup>1</sup> If no change is made, this will lead to catastrophic changes in the Earth’s climate.

# Climate Crisis Requires Action NOW



# Multifaceted Revenue Generation

# 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.

# Management Team



**Eddie Soleymani**

**Cofounder | Director  
Chief Executive Officer**

Mr. Soleymani is a serial entrepreneur who founded the quant proprietary trading firm Lynx Capital Partners. He has over 20 years experience leading major technology providers in the electronic and trading brokerage industries.



**Shidan Gouran**

**Co-Founder | Chairman**

Mr. Gouran is one of the earliest investors in the blockchain sector. He is also a serial entrepreneur who co-founded ventures in telecommunications, consumer electronics and esports industries.



**Mike Koroshun**

**Chief Technology Officer**

Mr. Koroshun is a seasoned software engineer with 10+ years of experience leading development project in blockchain technologies, De-Fi, and AI fields.

# Advisory Board



**Jason Sawyer**

**Advisor**

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**

**Advisor**

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.



**Deven Soni**

**Advisor**

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.



# Corporate Milestones



## Trading Engine

BlueSphere has completed the development of the trading engine underlying the BCE.



## Cybersecurity

BlueSphere has completed the development of the cybersecurity measures underlying the BCE.



## Domain and Trademarks

BlueSphere has secured website domain and trademarks for the BCE.



## First Asset 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.

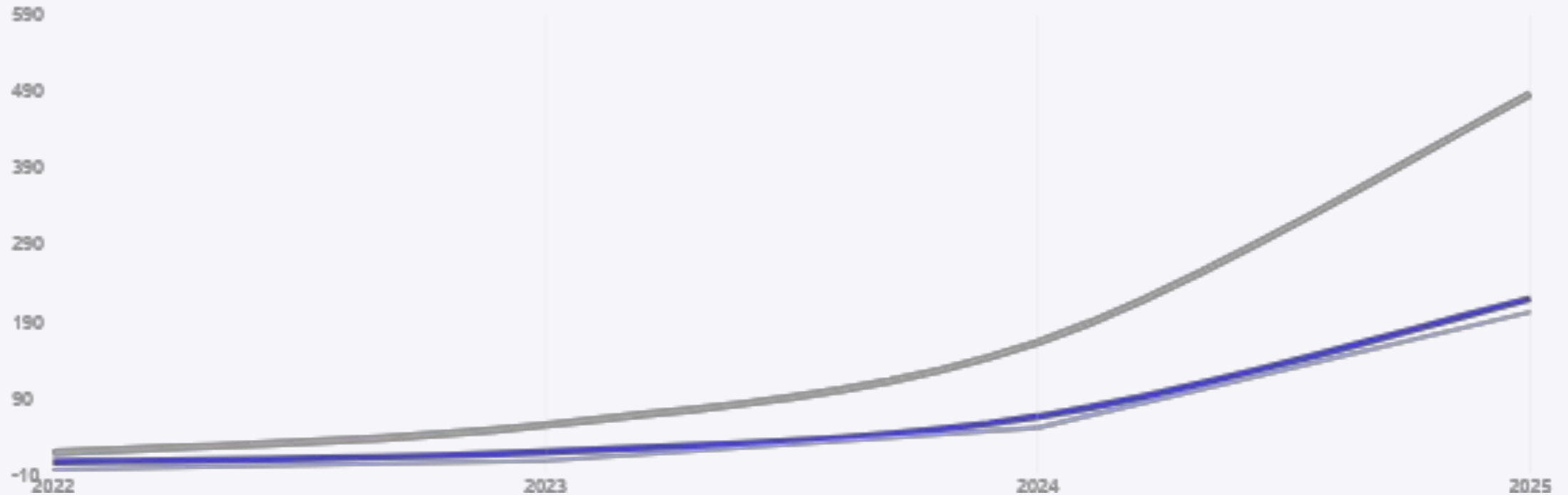
# Financing

The Company is in the process of seeking up to **\$10.0 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	\$1,000,000
Carbon Credit Acquisition	\$4,000,000
Marketing	\$3,000,000
Payroll	\$300,000
Professional Fees	\$400,000
General & Administrative	\$300,000
Unallocated Working Capital	\$1,000,000
<b>TOTAL</b>	<b>\$10,000,000</b>

# Financial Forecast



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

Detailed financials and forecast may be provided upon request.

# Investment Highlights

<b>Highly Scalable Business Model</b>	<ul style="list-style-type: none"><li>• As a trading platform, BlueSphere generates returns from the large volume and value of environmental credit transactions.</li><li>• 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.</li></ul>
<b>Growth Driven by Increasing Interest in Impact Investing</b>	<ul style="list-style-type: none"><li>• BCE provides investors impact investing opportunities through climate action with associated co-benefits.</li><li>• Environmental credits have been one of the best performing assets in 2021.</li><li>• Low transaction fees lower the barriers for investors.</li></ul>
<b>Favorable Regulatory and Market Conditions</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• Canada has already contributed \$8 billion in support of innovative carbon reduction solutions and related projects.</li><li>• Carbon credits have become an essential tool for companies to offset their greenhouse gas emissions.</li></ul>
<b>Experienced Founders and Management Team</b>	<ul style="list-style-type: none"><li>• Company management has extensive backgrounds in environmental credits, financial technology, market operations, and traditional finance.</li></ul>



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