



CO₂ TRUST

A Carbon-Action Marketplace

Connecting Climate-Smart Businesses
With Climate-Focused Customers



Vision

Our Vision is to lead the transformation towards a sustainable future by providing a reliable and scalable platform for earning, tracking and trading carbon offset credits. A transparent, accessible & immutable chain of action that ensures every contribution leads to global sustainability and environmental stewardship.

We must establish public TRUST that carbon credits have a net positive impact.

Introduction

Our Mission is to show how every credit purchased through CO₂TRUST directly contributes to verified environmental projects.

Our Offering is a robust but easy to use platform that handles the complexities of carbon credit transactions.

We market credits for Suppliers directly to consumer Businesses by engaging directly with the public and their Customers.





Emerging Biochar Market

The Biochar Market is growing fast and due to the ever-present need to effectively process countless tons of biomass for business and natural waste creation on a yearly basis, there is high hopes for

The need for soil remediation is becoming a global conversation when it comes to ensuring every country has the ability to produce abundant AND nutrient dense food for their populations and export.

In addition to the 10% - 30% output production boost for food crops, the increased ability to retain water is becoming a vital need for every place looking to conserve water.

We're seeing large growth in the sector to produce biochar and only beginning to see the adoption



Voluntary Carbon Market

The Voluntary Carbon Market (VCM) is a public/private partnership that allows businesses and individuals an officially recognized method to offset their emissions.

Recently outlined by the U.S. Department of the Treasury:

Each carbon credit represents one ton of CO₂ removed or reduced through certified projects like Biochar Production or Reforestation.

Businesses can gain tax incentives in some jurisdictions by purchasing carbon credits. Beyond potential tax benefits, the VCM enhances brand value by positioning companies as sustainability leaders, which can drive customer loyalty and investor interest.

The VCM allows the public to create a framework molded by market-forces and supported by governments rather than imposed by governments; a bottom-up approach.

Market Opportunities

Global Carbon Market Size:

The global carbon market was valued at approximately 272 billion in 2022 and is projected to grow to 2,407 billion by 2030, with a compound annual growth rate (CAGR) of 30.1%

Voluntary Carbon Market (VCM) Growth:

The VCM is expected to grow significantly from its market size of about 2 billion in 2022 to an estimated 50 billion by 2030, driven by increasing corporate commitments to net-zero emissions and regulatory pressures.

Federal Regulations:

We are building our platform while the industry is evolving, and regulations are being defined. If we can establish our brand at this time, we can work to shape the upcoming federal regulations and become a major player in what will be a huge emerging market.

Contracts to sell for Suppliers:

We have been contracted to sell tens of thousands of carbon credits per year for a Carbon Credit Producer. We are working to sign additional contracts with other Credit Producers. We're currently focused on the biochar production space but plan to expand from Puro.Earth to all major credit registries (Verra, Gold Standard, Cercarbono, American Carbon Registry).

Fixed-Price vs. Variable-Price Model:

CO2Trust leverages a custom payment solution that enables fixed-price transactions, providing greater cost predictability and scalability. In contrast, competitors relying on off-the-shelf solutions face variable transaction fees, resulting in significant eroding to their margins as they grow.

By securing a fixed cost structure, CO2Trust can save millions over time, delivering higher profitability and a more sustainable business model.

Key Features

The screenshot shows the CO2 TRUST website's homepage. At the top, there is a navigation bar with links: 'About Us', 'About CO2', 'About Biochar', 'About \$CORCS', and a green 'Contact Us' button. Below the navigation, the main heading 'End-To-End Carbon Credit Marketplace' is displayed. A sub-headline below it reads 'Streamlining the process and saving you time, effort and peace of mind.' To the right of the text is a cartoon illustration of a smiling farmer wearing a straw hat, holding a laptop, with a sack of grain and a pitchfork nearby. On the left side of the main content area, there is a list of features with checkmarks:

- Buy Puro.Earth Certified Carbon Credits (\$CORCs)
- Sell \$CORCS
- Send/Receive \$CORCS Privately
- Bridge \$CORCS back to Puro.Earth
- Retire \$CORCs directly via Puro Connect API

At the bottom left, there is a dark button with white text that says 'Learn More About Puro.Earth'.

- **1-Click Account Creation**
- **Intuitive User-Friendly Platform**
- **Integrated Chat Platform**
- **AI Powered Chat Agents**
- **Co-Marketing for Businesses**
- **Co-Marketing for Suppliers**
- **High-integrity Carbon Credits**
- **Supports for Any Registry Credit**
- **Highly Secure Blockchain Backend**
- **Safe & Easy Banking Login**
- **Safe & Easy Credit Card Payments**
- **Safe & Easy Know Your Customer (KYC)**

Competitor Analysis

	1-Click Account Creation	Legal in all 50 states	Banking ID / KYC Log in	Open Access	Private Credit Ownership	Emissions Footprint Analysis	Payment Method Options	Integrated Chat
CO2Trust.earth	✓	✓	✓	✓	✓	✓	Crypto, Credit, Bank Transfer	Suppliers ✓ Sales ✓ AI ✓
Toucan.earth	✗	✗	✗	✓	✓	✗	Crypto Only	Suppliers ✗ Sales ✗ AI ✗
Patch.io	✗	✓	✗	✗	✗	✓	Credit, Bank Transfer	Suppliers ✗ Sales ✗ AI ✗
CarbonFuture.earth	✓	✓	✗	✓	✗	✓	Bank Transfer	Suppliers ✗ Sales ✗ AI ✗
Cloverly. com	✗	✓	✗	✗	✗	✓	Credit, Bank Transfer	Suppliers ✗ Sales ✗ AI ✗
Graphyte. com	✓	!?	✗	✓	✗	✗	Credit Only	Suppliers ✗ Sales ✗ AI ✗
GoSupercritical.com	✗	✓	✗	✗	✗	✓	!?	Suppliers ✗ Sales ✗ AI ✗

Not Available : !?

Yes: ✓

No: ✗

Business Objectives

USER FRIENDLY PLATFORM

Develop an intuitive and accessible platform for businesses and individuals

EDUCATION & ENGAGEMENT

Provide comprehensive educational resources to demystify carbon credits and the trading process

TRUST & TRANSPARENCY

Ensure all carbon credits are verified and adhere to high integrity standards

EMPOWERING CONSUMERS

Allow businesses to accept Carbon Credits directly from consumers, expanding market participants.

Major Customers

Major Fashion Brands

Patagonia, Stella McCartney, Allbirds, Levi's, H&M, Adidas, Nike, BurberryGucci (Kering Group), Zara (Inditex), Eileen Fisher, Everlane, Reformation, The North Face, Veja, LVMH Brands (Louis Vuitton, Dior), Outerknown, Amour Vert, Puma, Uniqlo and MANY MORE...

These major fashion brands are collectively investing significant resources into climate action and carbon offsets. A conservative estimate places the total combined investment in the range of \$5 billion to \$10 billion over the coming years.

Touring Artists & Festivals

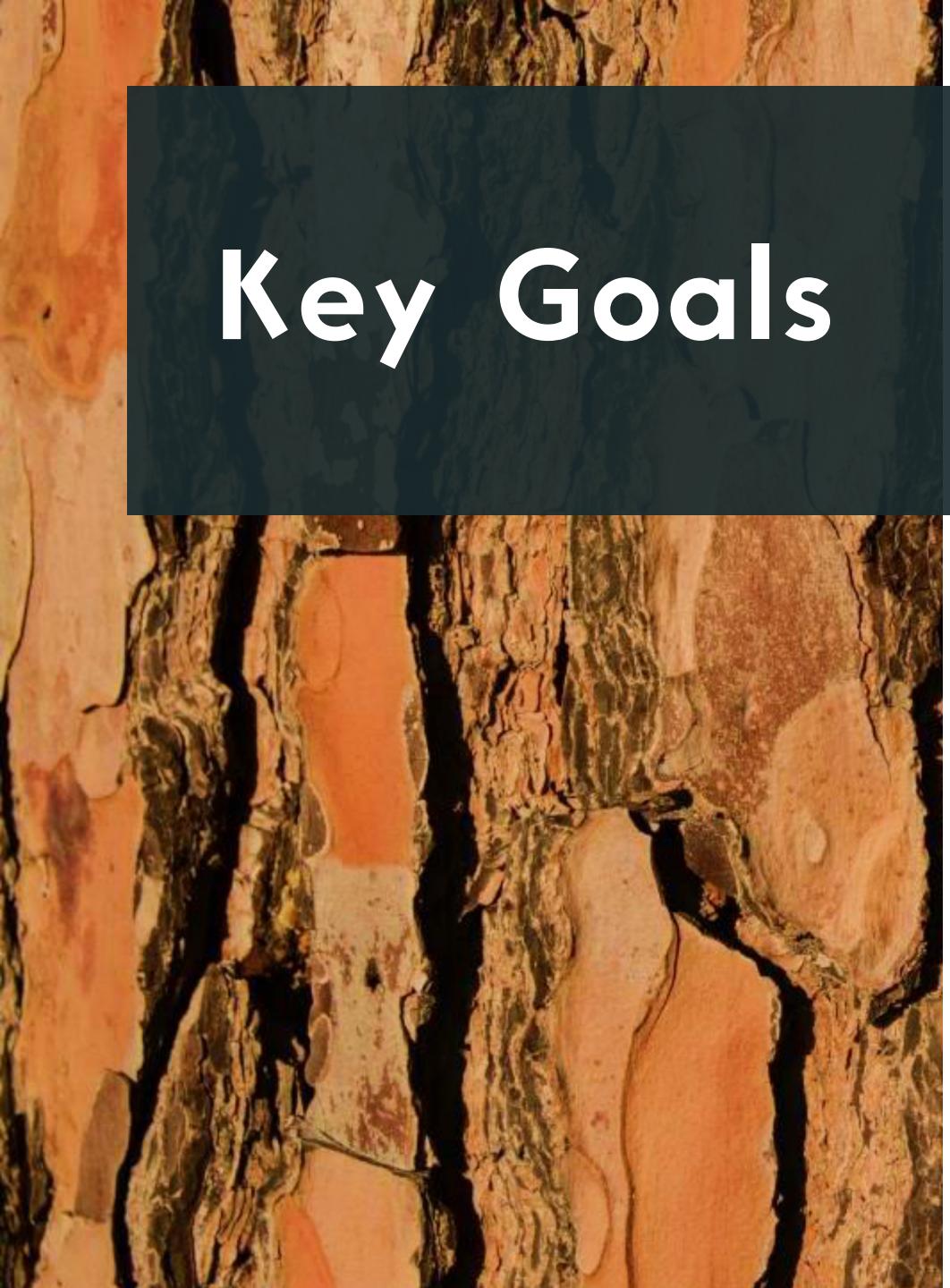
Glastonbury-Festival, Coachella, Lollapalooza, Tomorrowland, Burning Man, Bonnaroo, Reading and Leeds Festivals, Austin City Limits, SXSW, Cold Play, Billie Eilish, Shawn Mendes, Ed Sheeran, Taylor Swift, Imagine Dragons, Radiohead, Maroon 5, Adele, U2, Beyoncé, Foo Fighters and MANY MORE...

Touring artists, concerts, and festivals are increasingly investing in climate action and carbon offsets. Collectively, they are expected to invest tens of millions of dollars in environmental initiatives over the coming years.

Technology Businesses

Google, Apple, Microsoft, Amazon, Meta (Facebook), IBM, Intel, Cisco Systems, HP, Dell, Adobe, Salesforce, Samsung, Oracle, NVIDIA, Sony, Siemens, SAP, Lenovo, Tesla, Every Major Airline and MANY MORE...

These companies are collectively investing significant resources into climate action and carbon offsets. Based on available information, a conservative estimate places the total combined investment in the range of \$10 billion to \$15 billion over the coming years



Key Goals

KEY PERFORMANCE INDICATORS

- Reach 10million via public events annually
- Onboard 1,000 users in year one (1)
 - Expand to 100,000 users by year three (3)
- Onboard 200 businesses in year one (1)
 - Expand to 2,000 businesses by year three (3)
- Establish partnerships with all major :
 - Rating Agencies
 - Carbon Credit Registries
 - Auditing/Monitoring Agencies
- Transact 25,000 tons of CO₂ Offsets in year one (1)
 - Expand to 100,000 tons by year three (3)

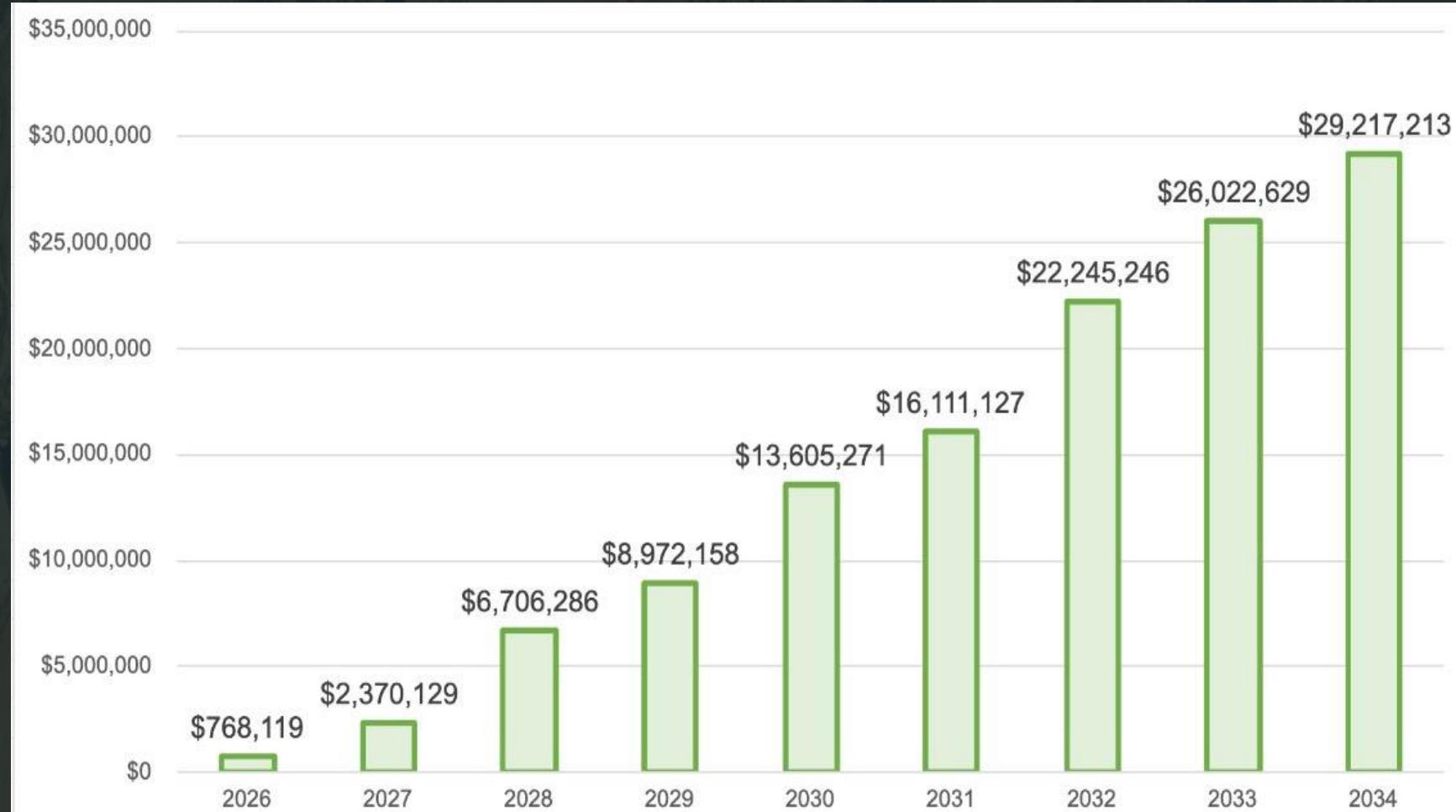
Financial Projections

INVESTMENTS

Founder Investments	---\$300,000
Launch Marketing	---\$300,000
Operational Costs	---\$200,000
Inventory Costs	---\$200,000
Required Investments	---\$1,000,000

REVENUE FORECAST

YEAR 2	----- \$768,000
YEAR 3	----- \$2.3 MILLION
YEAR 4	----- \$6.7 MILLION
YEAR 5	----- \$8.9 MILLION
BREAK-EVEN	---- 10-24 MONTHS



Revenue Models

	Transaction Fees	Collectable Marketing Campaigns	Brand Partner Campaigns	Carbon Footprint Analysis	Carbon Offset Prepurchase Agreements
CO2Trust.earth	✓	✓	✓	✓	✓
Toucan.earth	✓	✓	✓	✗	✗
Patch.io	✗	✗	✗	✓	✗
CarbonFuture.earth	✗	✗	✓	✗	✓
Cloverly. com	✗	✗	✗	✓	✓
Graphyte. com	✗	✗	✓	✗	✓
GoSupercritical.com	✗	✗	✗	✗	✓

Not Available : ✗

Yes: ✓

No: ✗

TRANSACTION FEES

CO₂Trust will generate most of its revenue from transaction fees, launching with a 22% total fee :

- 15% from suppliers and 7% from buyers.

As the market matures, we'll be able to support as low as 4% to 7% in total fees.

Our custom payment system ensures long-term profitability and global scale.

MULTIPLE REVENUE STREAMS

- Carbon Footprint Analysis Fees
- Platform Sales Fee (from buyer)
- Brand Partner Campaign Fee
- Platform Listing Fee (from seller)
- CORC Prepurchase Profit
- Platform Retirement Fee
- Collectable Mint Fee

LEADERSHIP

Our Experience ensures we'll deliver a next generation solution for managing assets for all Climate-Action Credits, in the most secure and initiative way possible.



MISTY BURRIS

Chief Executive Officer
(CEO)

Managed Millions via Non-Profit; Biochar Production Founder



EDD NORRIS

Chief Operations Officer
(COO)

10 Years+ Software & Product MGMT working w/ Adidas, Google, Dell, Nintendo...



JOHN ASHURST

Chief Tech Officer
(CTO)

Highly Experienced Security Expert; Specializing in blockchain.



SUBHI SALMON

Director of Research & Development

Scientific Researcher, MVR specialist, PhD



SEAN BURRIS

Lead Sales Agent

Navigated Millions in Government Grants

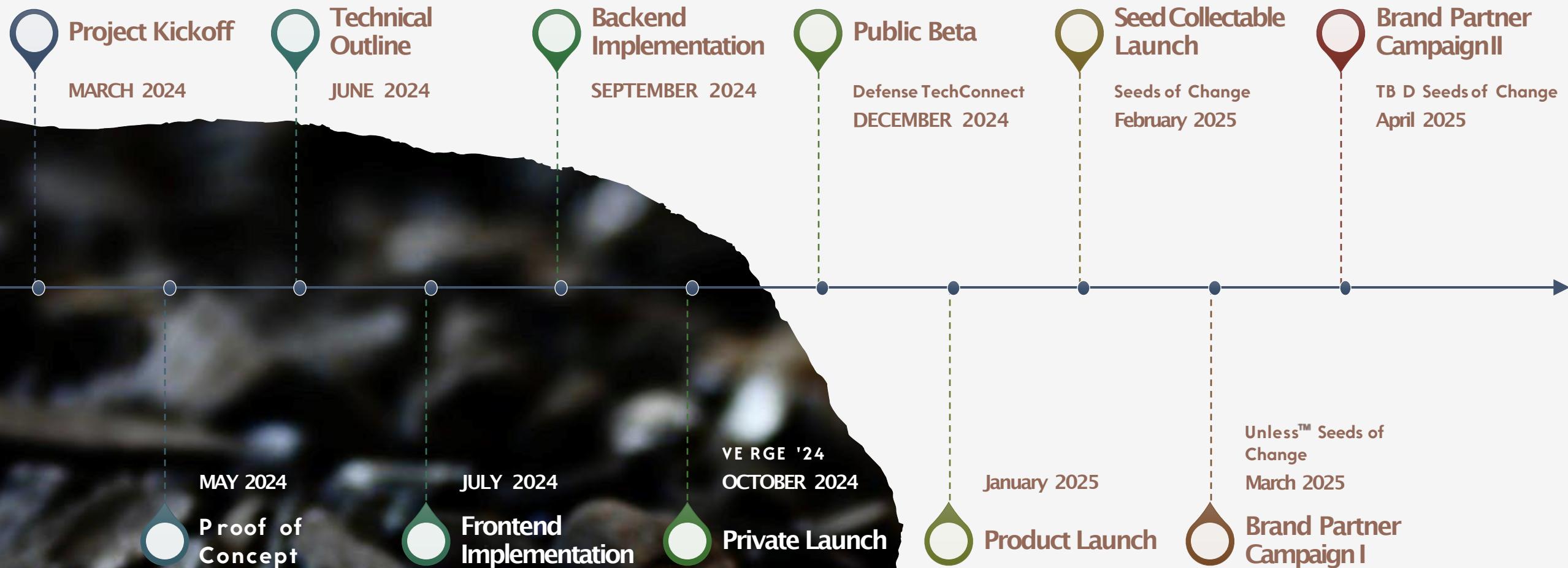


**JOHN HAYDEN
(QUANTUM LEX)**

Outside General Counsel

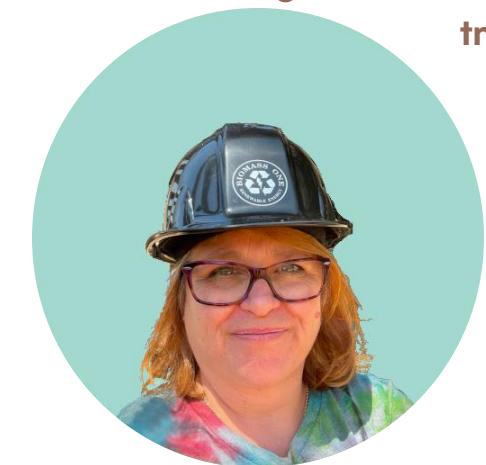
Specializes in Digital Asset, Securities & Blockchain law

Timeline



Let's Talk!

As we finalize the development of our platform, we are thrilled about the significant impact our business will have on the planet and the outstanding success we anticipate in facilitating trade.



MISTY BURRIS
Cofounder
CEO

Misty@CO2Trust.earth
(541) 530 - 3613



EDD NORRIS
Cofounder
COO

Edd@CO2Trust.earth
(541) 603 - 8563

To ensure an impactful launch and maximize our global reach, we are now seeking additional funding. All investments will enable us to enhance our platform's features, execute effective marketing strategies, and drive strong user engagement from day one.

Having self-funded our venture thus far, we offer multiple avenues for investment. Through our established relationships with leading Biochar Carbon Credit Producers, we can arrange pre-purchase agreements for substantial quantities of credits for your business.

We are actively engaging with key partners and potential board members in the climate-action space and are confident that, together, we will achieve extraordinary success.

Puro.Earth Partners

