

# H2 Connect Product Overview

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Office of the CIO



# Table of Contents

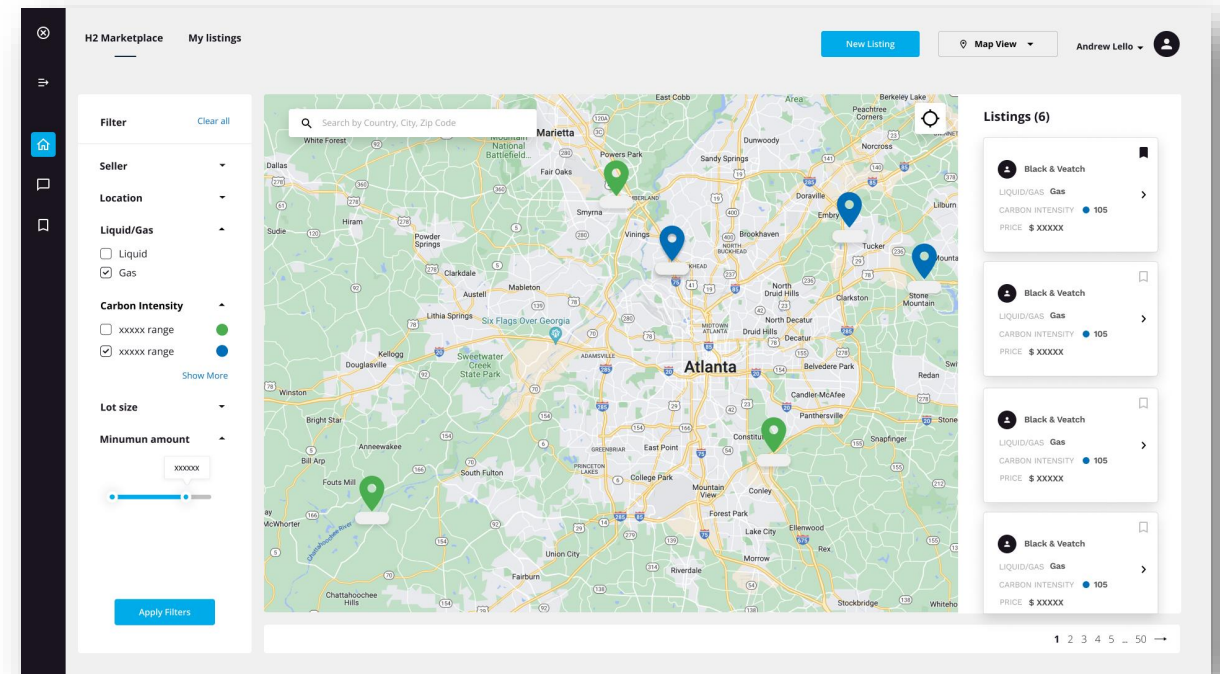
- **What it is and what it does?**
- **When will it do it?**
- **User Experiences**
  - Login/Account Creation
  - Browsing for Listings (Buyer)
  - Making a Listing (Seller)
  - Transaction For Buyer
  - Transaction for Seller
- **Monetization Opportunities**
- **Product Marketing**
  - SEO Assault
- **Business Development Work**
- **Salesforce Modifications**
- **Power Ups**

# H2 Connect – What is it?

- H2 Connect is a web3 based hydrogen trading platform built on blockchain
- It is the first in an exciting line of digital products from the CTO's Office
- In this early stage of development, it simply connects buyers and sellers together and facilitates a transaction
- In future revisions, H2Connect could track Hydrogen from moment of creation to the moment of final consumption all via the blockchain
- The first revision is scheduled for deployment to Google Cloud on **6/10/2022**
- Several Monetization Opportunities exist with H2 :
  - Sell a digital membership to use the app
  - Charge Sellers to List their Hydrogen
  - Charge Buyers a commission or finder's fee
  - Sell a Data Subscription about transactions on the marketplace
  - Sell a White Labeled implantation of the blockchain platform as a project
- It is up to us decide when any of these are executed

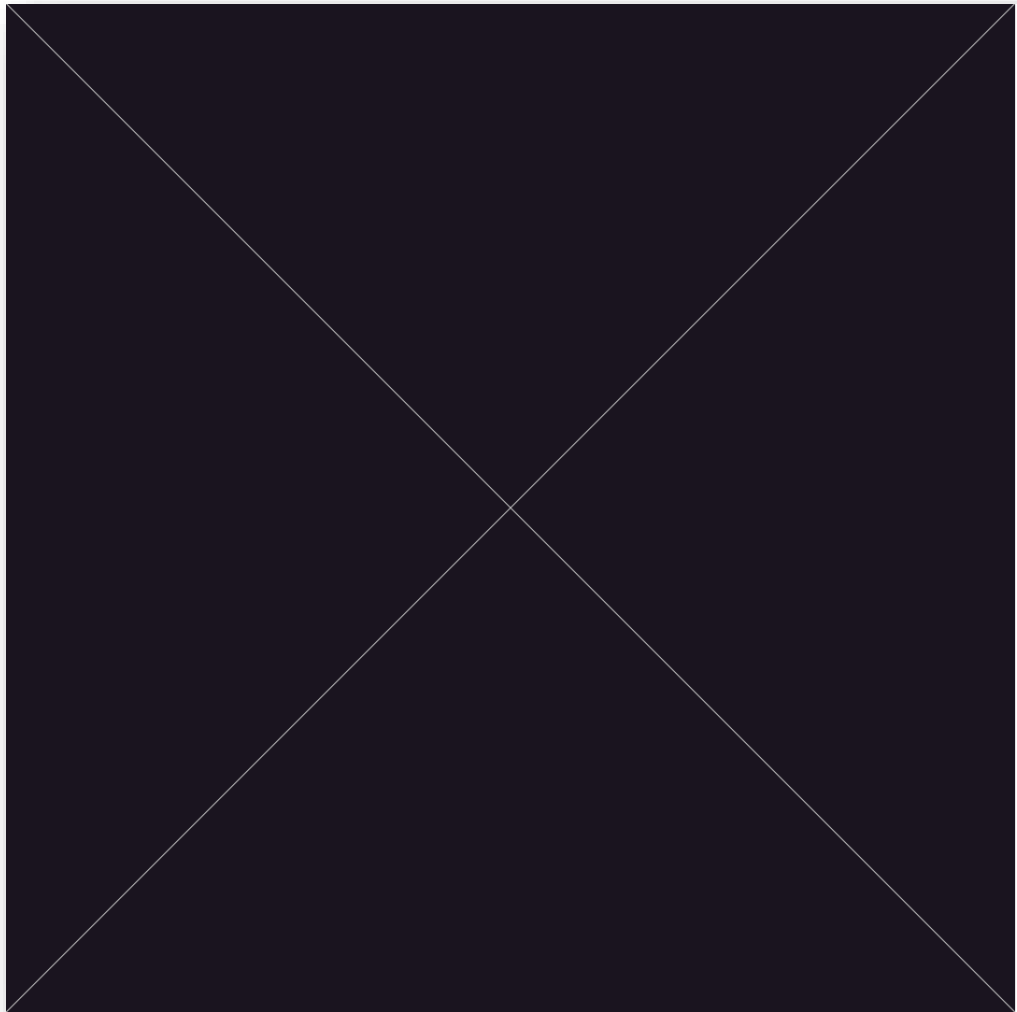
# H2 Connect – How does it work?

- H2Connect allows both buyers and sellers to post listings
- H2Connect allows both buyers and sellers multiple ways to search for buyers or sellers of Hydrogen
- Once a match is made, the platform allows the buyer and seller to connect to complete the transaction
- Transactions are stored on the blockchain
- Custom Interfaces can be built on the blockchain as well



# User Experience – Sign Up/Login

# User Experience – Sign Up



Welcome back

## Login to your account

Email

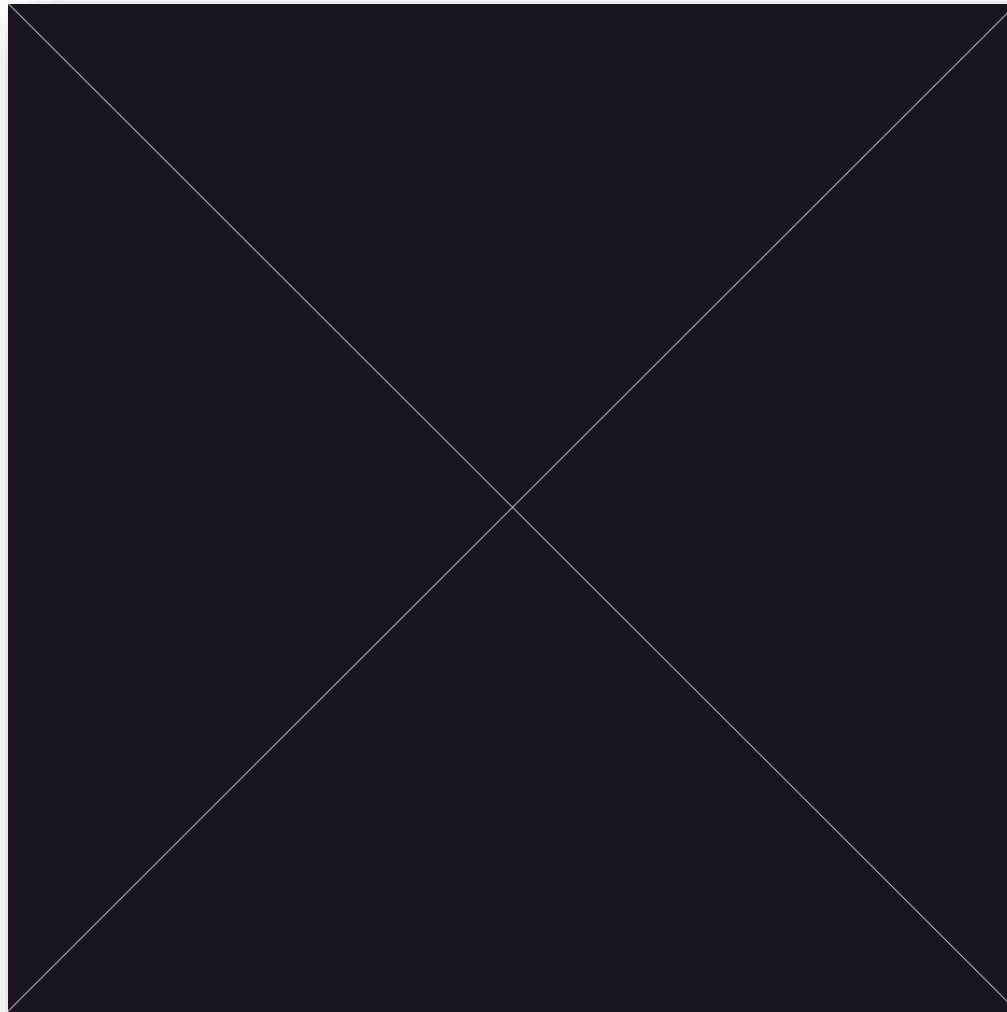
Password

☐ Remember me [Forgot password?](#)

[Sign In](#)

Dont have an account? [Sign Up](#)

# User Experience – Sign Up



Account

Company

## Create Account

Name

Last name

Email

Password

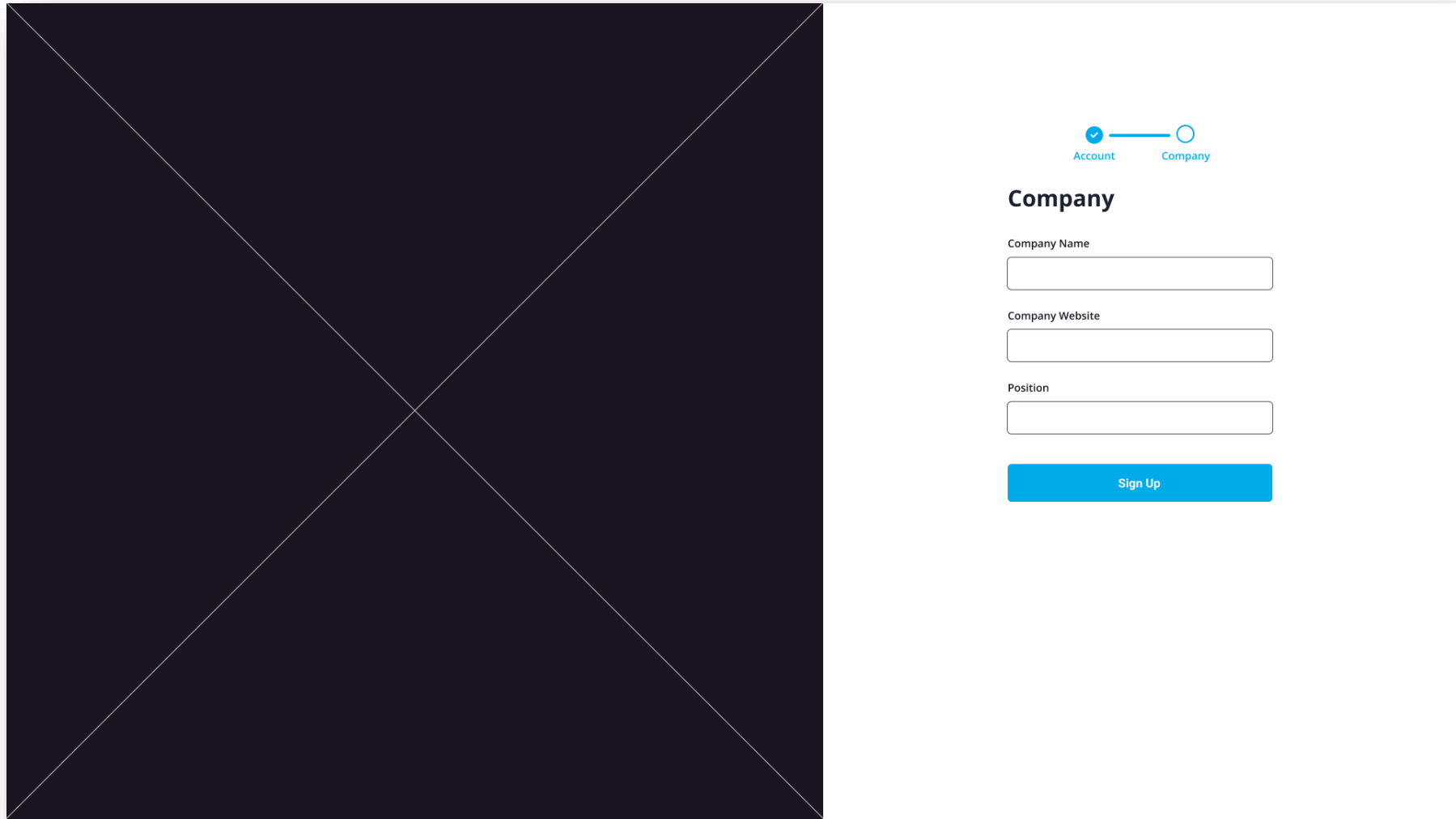
At least 8 characters

Confirm Password

☐ I agree with H2 Connect App [Privacy Policy](#) and [Terms of Service](#)

Next Step

# User Experience – Sign Up



☒ Account ☐ Company

## Company

Company Name

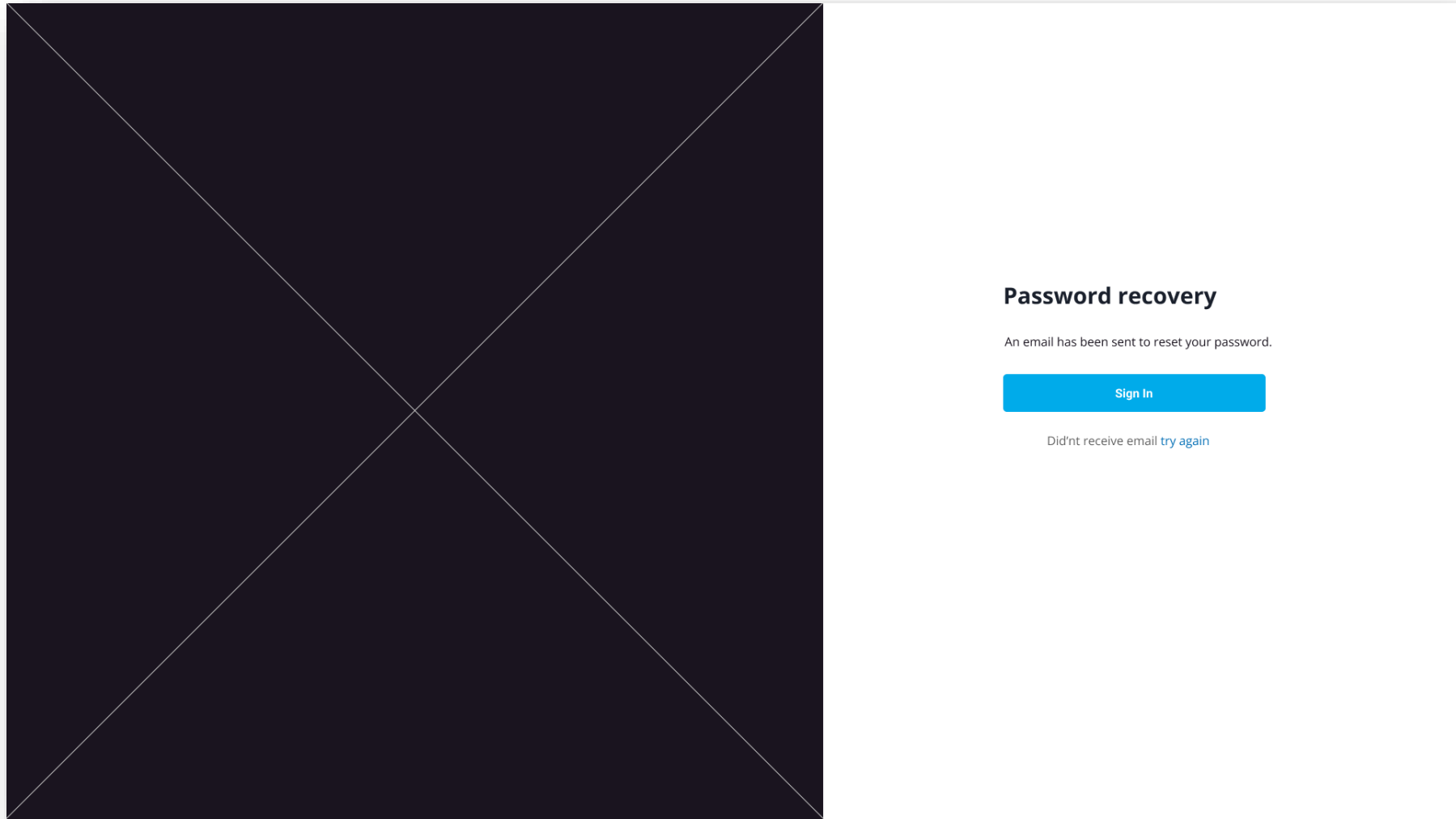
Company Website

Position

Sign Up



# User Experience – Password Recovery



# User Experience – Browsing Listings as a Buyer

# User Experience – Browsing for a Listing – Default View

H2 Marketplace

My listings

New Listing

Table View

Andrew Lello

Account Settings

Logout

Filter Clear all

Seller

Location

Liquid/Gas

Carbon Intensity

Lot size

Minumun amount

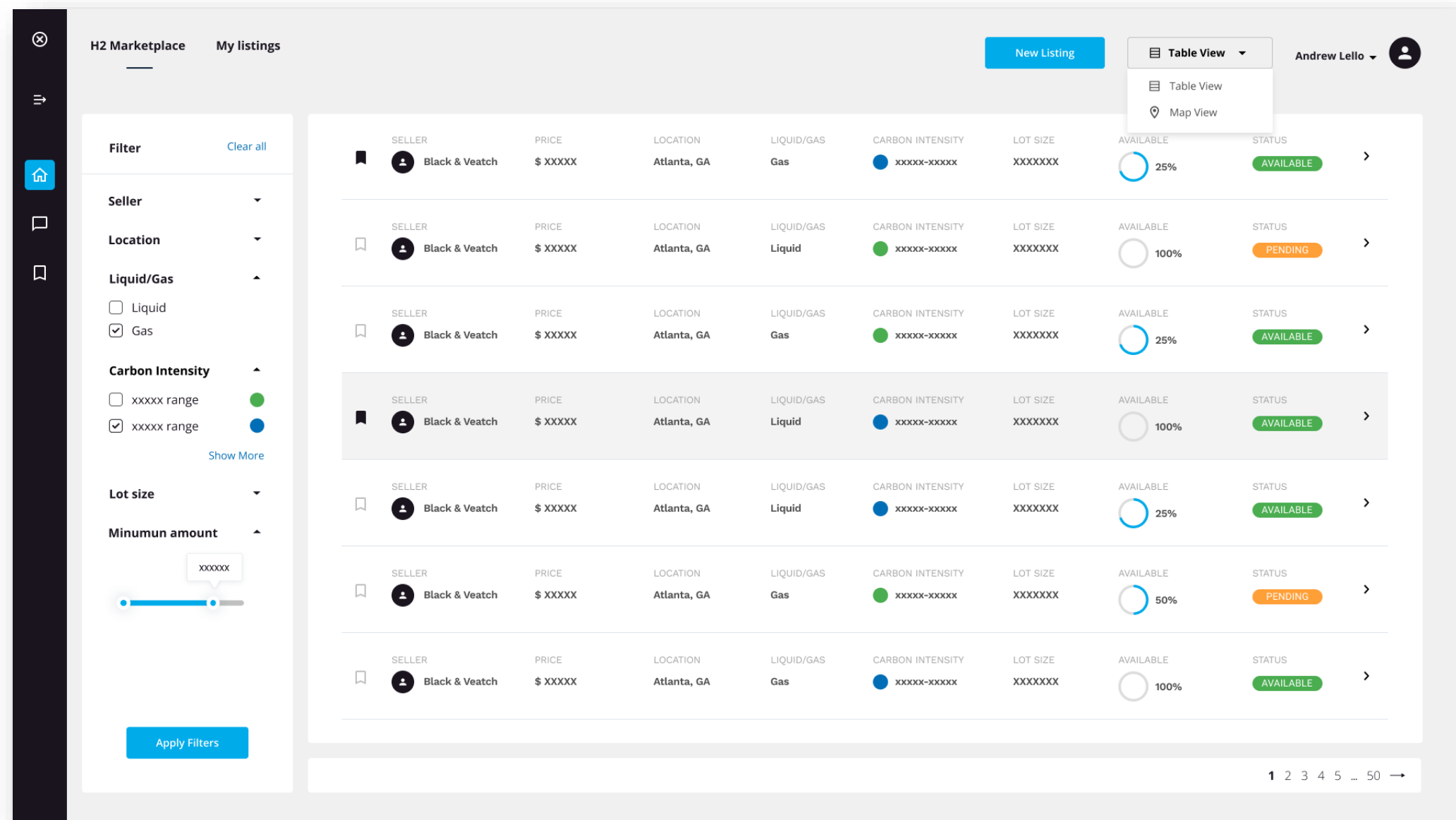
Show More

Apply Filters

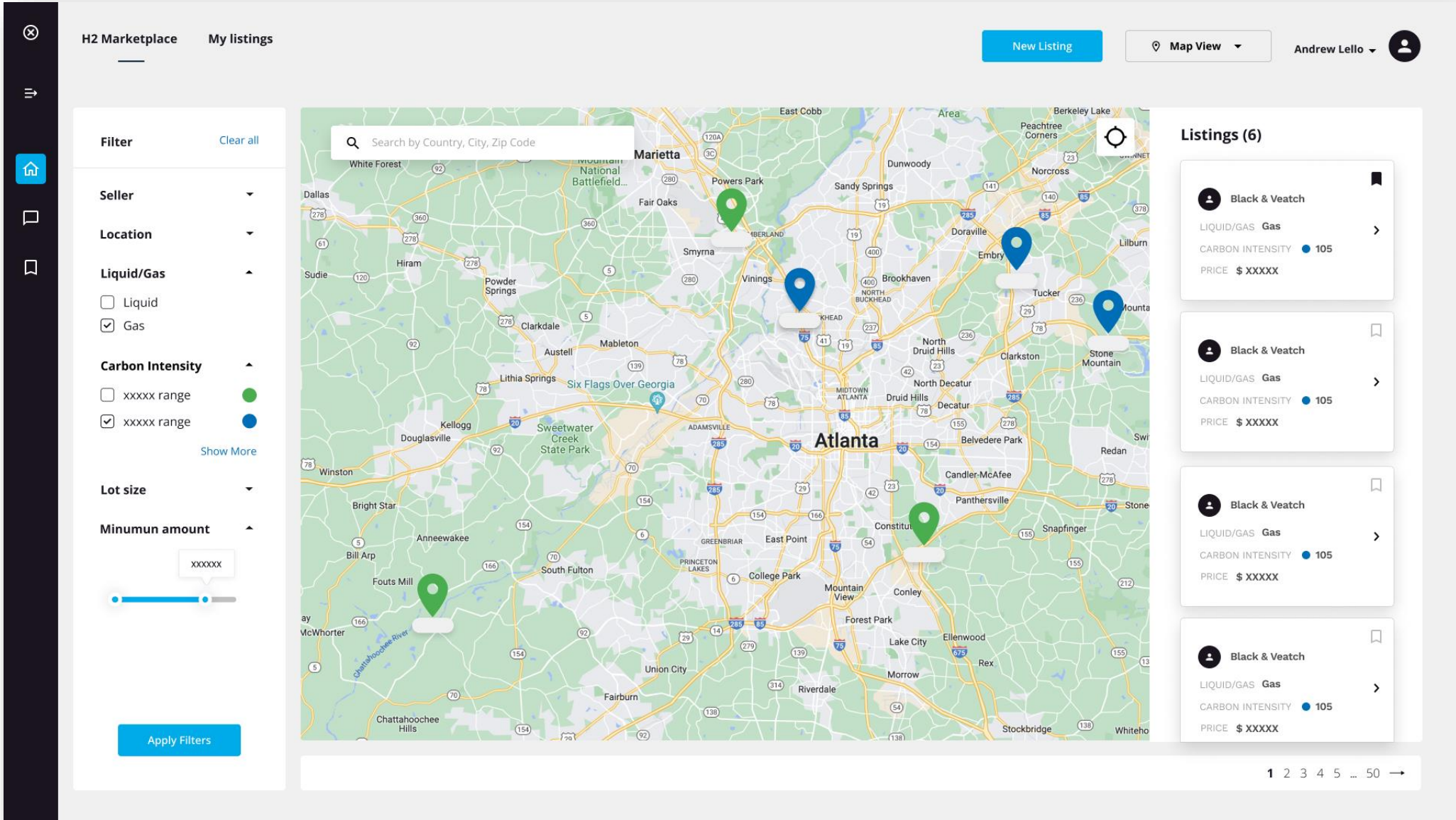
	SELLER Black & Veatch	PRICE \$ XXXXX	LOCATION Atlanta, GA	LIQUID/GAS Gas	CARBON INTENSITY xxxxx-xxxxx	LOT SIZE XXXXXXX	AVAILABLE 25%	STATUS <span>AVAILABLE</span>	>
	SELLER Black & Veatch	PRICE \$ XXXXX	LOCATION Atlanta, GA	LIQUID/GAS Liquid	CARBON INTENSITY xxxxx-xxxxx	LOT SIZE XXXXXXX	AVAILABLE 100%	STATUS <span>PENDING</span>	>
	SELLER Black & Veatch	PRICE \$ XXXXX	LOCATION Atlanta, GA	LIQUID/GAS Gas	CARBON INTENSITY xxxxx-xxxxx	LOT SIZE XXXXXXX	AVAILABLE 25%	STATUS <span>AVAILABLE</span>	>
	SELLER Black & Veatch	PRICE \$ XXXXX	LOCATION Atlanta, GA	LIQUID/GAS Liquid	CARBON INTENSITY xxxxx-xxxxx	LOT SIZE XXXXXXX	AVAILABLE 100%	STATUS <span>AVAILABLE</span>	>
	SELLER Black & Veatch	PRICE \$ XXXXX	LOCATION Atlanta, GA	LIQUID/GAS Liquid	CARBON INTENSITY xxxxx-xxxxx	LOT SIZE XXXXXXX	AVAILABLE 25%	STATUS <span>AVAILABLE</span>	>
	SELLER Black & Veatch	PRICE \$ XXXXX	LOCATION Atlanta, GA	LIQUID/GAS Gas	CARBON INTENSITY xxxxx-xxxxx	LOT SIZE XXXXXXX	AVAILABLE 50%	STATUS <span>PENDING</span>	>
	SELLER Black & Veatch	PRICE \$ XXXXX	LOCATION Atlanta, GA	LIQUID/GAS Gas	CARBON INTENSITY xxxxx-xxxxx	LOT SIZE XXXXXXX	AVAILABLE 100%	STATUS <span>AVAILABLE</span>	>

1 2 3 4 5 ... 50 →

# User Experience – Browsing for a Listing – Map View



# User Experience – Browsing for a Listing – Map View



# User Experience – Nav Overlay

×

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Home

Communications

Saved

Intensity

xx range

xx range

Show More

in amount

xxxxxx

Apply Filters

place

My listings

New Listing

Table View

Andrew Lello

	SELLER	PRICE	LOCATION	LIQUID/GAS	CARBON INTENSITY	LOT SIZE	AVAILABLE	STATUS	
🔖	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	● xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
🔖	Black & Veatch	\$ XXXXX	Atlanta, GA	Liquid	● xxxxx-xxxxx	XXXXXXX	100%	PENDING	>
🔖	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	● xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
🔖	Black & Veatch	\$ XXXXX	Atlanta, GA	Liquid	● xxxxx-xxxxx	XXXXXXX	100%	AVAILABLE	>
🔖	Black & Veatch	\$ XXXXX	Atlanta, GA	Liquid	● xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
🔖	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	● xxxxx-xxxxx	XXXXXXX	50%	PENDING	>
🔖	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	● xxxxx-xxxxx	XXXXXXX	100%	AVAILABLE	>

1 2 3 4 5 ... 50 →

# User Experience – Filter Listings

H2 Marketplace

My listings

New Listing

Table View

Andrew Lello

Filter

Clear all

Seller

Location

Liquid/Gas

Carbon Intensity

Lot size

Minumun amount

Black & Veatch

\$ XXXXX

Atlanta, GA

Gas

XXXXX-XXXXX

XXXXXXX

25%

AVAILABLE

Black & Veatch

\$ XXXXX

Atlanta, GA

Gas

XXXXX-XXXXX

XXXXXXX

100%

PENDING

Black & Veatch

\$ XXXXX

Atlanta, GA

Gas

XXXXX-XXXXX

XXXXXXX

25%

AVAILABLE

Black & Veatch

\$ XXXXX

Atlanta, GA

Gas

XXXXX-XXXXX

XXXXXXX

100%

AVAILABLE

Black & Veatch

\$ XXXXX

Atlanta, GA

Gas

XXXXX-XXXXX

XXXXXXX

25%

AVAILABLE

Black & Veatch

\$ XXXXX

Atlanta, GA

Gas

XXXXX-XXXXX

XXXXXXX

50%

PENDING

Black & Veatch

\$ XXXXX

Atlanta, GA

Gas

XXXXX-XXXXX

XXXXXXX

100%

AVAILABLE

Apply Filters

1 2 3 4 5 ... 50 →

Black & Veatch

15

# User Experience – Listing Tags

H2 Marketplace

My listings

New Listing

Table View

Andrew Lello

Gas

Blue

Filter

Clear all

Seller

Location

Liquid/Gas

Carbon Intensity

Lot size

Minumun amount

Show More

Apply Filters

	SELLER	PRICE	LOCATION	LIQUID/GAS	CARBON INTENSITY	LOT SIZE	AVAILABLE	STATUS	
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	100%	PENDING	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	100%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	50%	PENDING	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	100%	AVAILABLE	>

1 2 3 4 5 ... 50 →




# User Experience – Account Settings

← Account Settings

**Personal Info**

Name  
Andrew

Last Name  
Lello

Profile Picture  
 [UPDATE PROFILE PICTURE](#)

Phone Number  
4608764478

City  
Atlanta

State  
Georgia

State  
United States of America

**Account**

Email  
andrew.llelo@bv.com

# User Experience – Account Settings

United States of America

Account

Email

andrew.ilelo@bv.com

Password

••••••••

Company

View Company List

Company Name

Black & Veatch

Company Website

bv.com

Description

Position

Logo

UPDATE LOGO

Privacy

Deactivate my account

This will shut down your account, but retain your information. You won't be able to sign in again until your account is reactivated.

Deactivate Account

Privacy and cookies

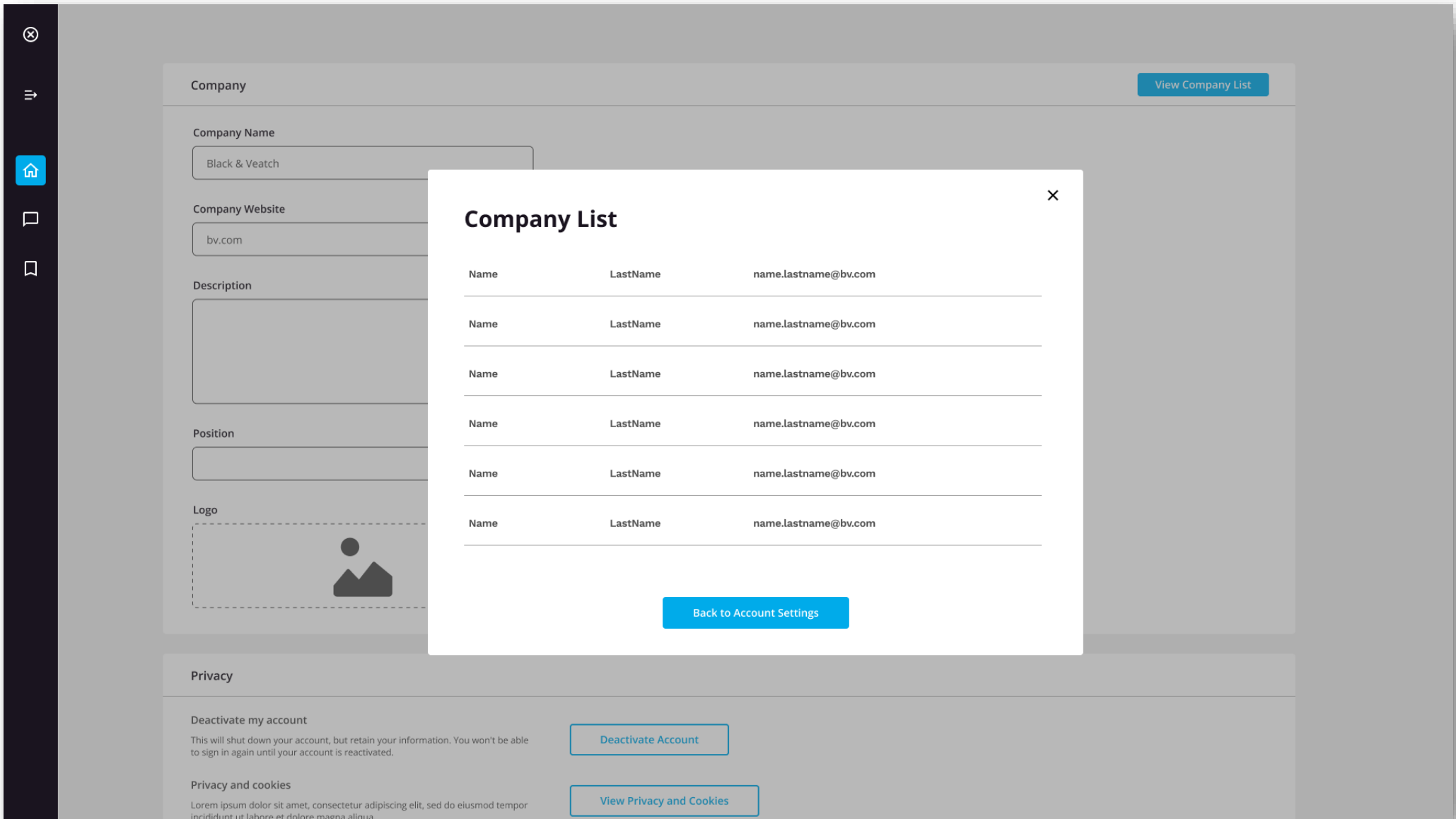
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

View Privacy and Cookies

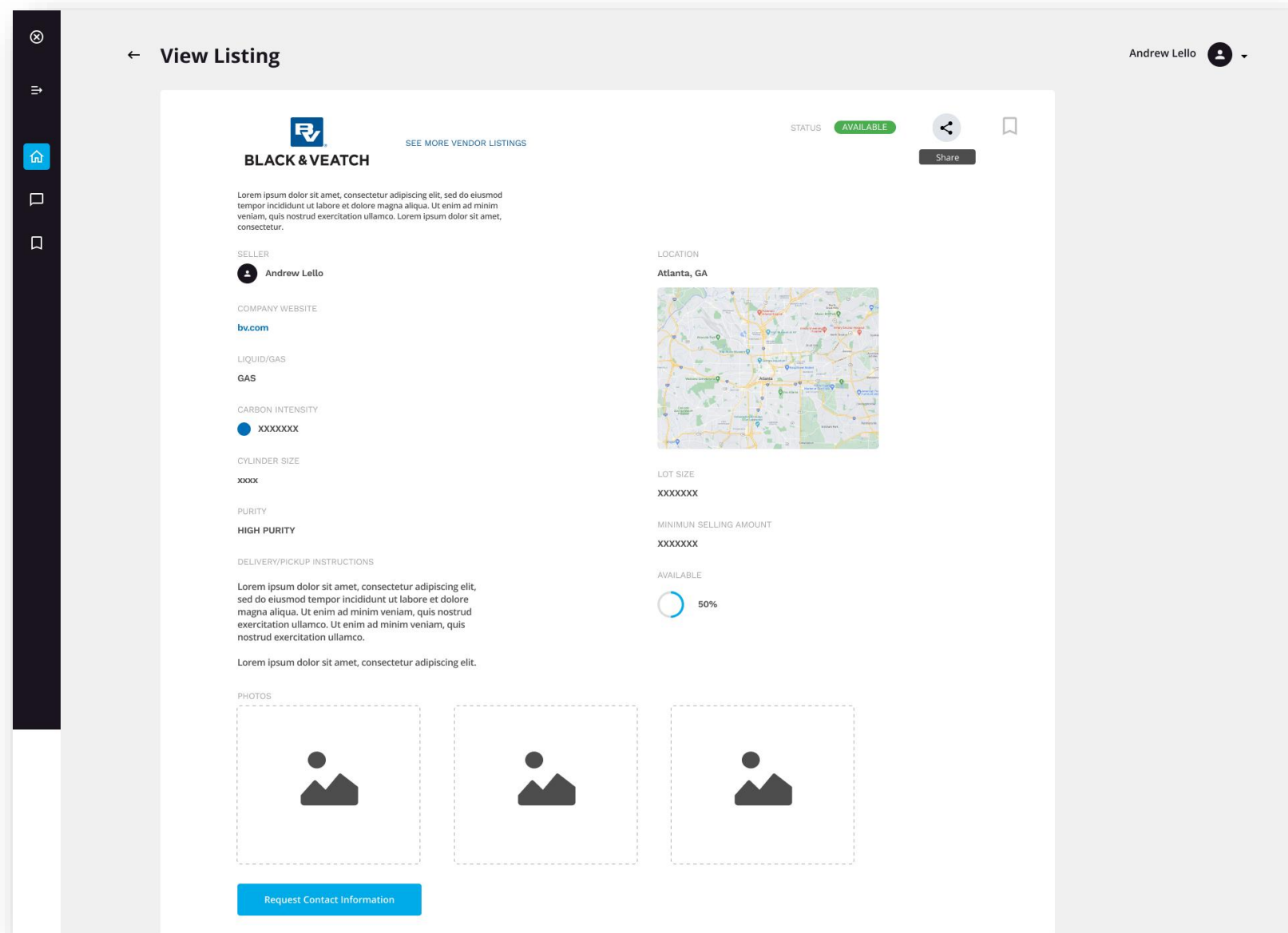
Black &amp; Veatch

18

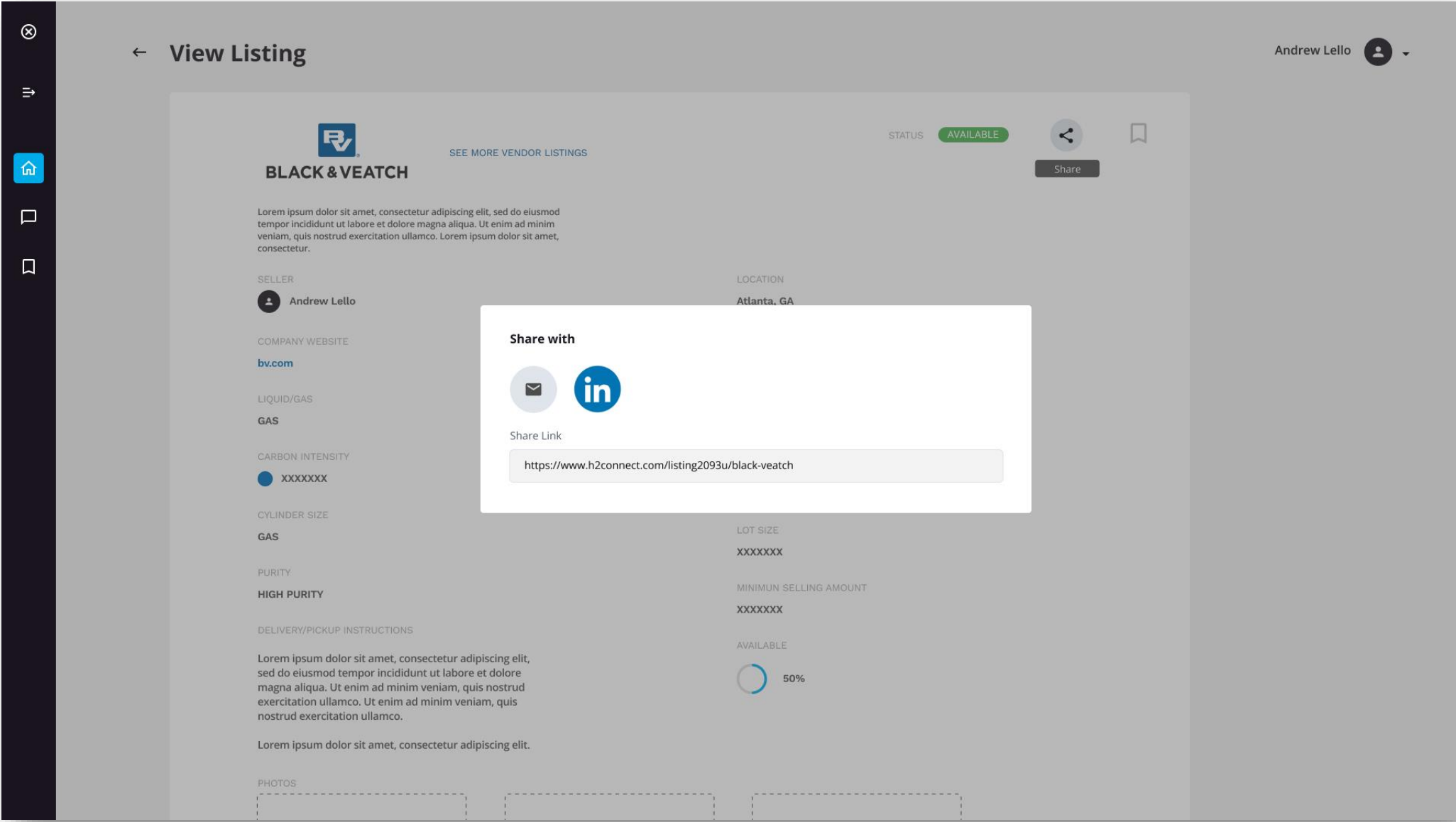
# User Experience – Company List



# User Experience – Listing Detail - Browsing



# User Experience – Listing Detail - Sharing



# User Experience – Listing Detail – Transacting

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← Request Contact Information

Andrew Lello 

Offer

Buying Amount

xxxx

Lot Size #

Geographic Location \*

Offer \*

Communication preference

☐ Phone Number

☐ Text Message

☐ Email

Message to Seller

Request Contact Information

Black & Veatch

22

## User Experience – Listing Detail – Post Transaction

H2 Marketplace

My listings

New Listing

Table View

Andrew Lello

Account Settings

Logout

Filter Clear all

Seller

Location

Liquid/Gas

☐ Liquid

☒ Gas

Carbon Intensity

☐ xxxxx range

☒ xxxxx range

Show More

Lot size

Minumun amount

xxxxxx

Apply Filters

	SELLER	PRICE	LOCATION	LIQUID/GAS	CARBON INTENSITY	LOT SIZE	AVAILABLE	STATUS	
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Liquid	xxxxx-xxxxx	XXXXXXX	100%	PENDING	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Liquid	xxxxx-xxxxx	XXXXXXX	100%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Liquid	xxxxx-xxxxx	XXXXXXX	25%	AVAILABLE	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	50%	PENDING	>
	Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	xxxxx-xxxxx	XXXXXXX	100%	AVAILABLE	>

Contact Information Requested

1 2 3 4 5 ... 50 →

# User Experience – Buyer Dashboard

[illegible]



## User Experience – Saved Listings

New Listing
Table View
Andrew Lello

## Saved Listings

**Filter** Clear all

---

**Seller** ▼

**Location** ▼

**Liquid/Gas** ▲

☐ Liquid

☒ Gas

**Carbon Intensity** ▲

☐ xxxxx range ●

☒ xxxxx range ●

[Show More](#)

**Lot size** ▼

**Minimun amount** ▲

xxxxxx

Apply Filters

SELLER	PRICE	LOCATION	LIQUID/GAS	CARBON INTENSITY	LOT SIZE	AVAILABLE	STATUS	>
Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	<span style="color: blue;">●</span> xxxxx-xxxxx	XXXXXXX	<div><div style="width: 25%;"></div></div> 25%	<span style="background-color: green; color: white; padding: 2px 5px;">AVAILABLE</span>	>
Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	<span style="color: blue;">●</span> xxxxx-xxxxx	XXXXXXX	<div><div style="width: 100%;"></div></div> 100%	<span style="background-color: orange; color: white; padding: 2px 5px;">PENDING</span>	>
Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	<span style="color: blue;">●</span> xxxxx-xxxxx	XXXXXXX	<div><div style="width: 25%;"></div></div> 25%	<span style="background-color: green; color: white; padding: 2px 5px;">AVAILABLE</span>	>
Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	<span style="color: blue;">●</span> xxxxx-xxxxx	XXXXXXX	<div><div style="width: 100%;"></div></div> 100%	<span style="background-color: green; color: white; padding: 2px 5px;">AVAILABLE</span>	>
Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	<span style="color: blue;">●</span> xxxxx-xxxxx	XXXXXXX	<div><div style="width: 25%;"></div></div> 25%	<span style="background-color: green; color: white; padding: 2px 5px;">AVAILABLE</span>	>
Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	<span style="color: blue;">●</span> xxxxx-xxxxx	XXXXXXX	<div><div style="width: 50%;"></div></div> 50%	<span style="background-color: orange; color: white; padding: 2px 5px;">PENDING</span>	>
Black & Veatch	\$ XXXXX	Atlanta, GA	Gas	<span style="color: blue;">●</span> xxxxx-xxxxx	XXXXXXX	<div><div style="width: 100%;"></div></div> 100%	<span style="background-color: green; color: white; padding: 2px 5px;">AVAILABLE</span>	>

1 2 3 4 5 ... 50 →

# User Experience – Creating a Listing

# User Experience – My Listings

H2 Marketplace

My listings

New Listing

Table View

Andrew Lello

Filter

Clear all

Seller

Location

Liquid/Gas

Carbon Intensity

Lot size

Minimun amount

Show More

Apply Filters

	LOCATION	PRICE	LOT SIZE	CARBON INTENSITY	LIQUID/GAS	AVAILABLE	STATUS
	Atlanta, GA	\$ XXXXX	XXXXXXX	<div></div> xxxxx-xxxxx	Gas	<div></div> 100%	AVAILABLE
	Atlanta, GA	\$ XXXXX	XXXXXXX	<div></div> xxxxx-xxxxx	Gas	<div></div> 75%	Pending
	Atlanta, GA	\$ XXXXX	XXXXXXX	<div></div> xxxxx-xxxxx	Gas	<div></div> 100%	PENDING
<div></div>	Atlanta, GA	\$ XXXXX	XXXXXXX	<div></div> xxxxx-xxxxx	Gas	<div></div> 75%	ON PAUSE
	Atlanta, GA	\$ XXXXX	XXXXXXX	<div></div> xxxxx-xxxxx	Gas	<div></div> 0%	SOLD

# User Experience – Creating a Listing

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← New Listing

Andrew Lello ▾

Seller

Seller

Andrew Lello (Default)

Company Name


Black & Veatch

Company Website

bx.com

Description

Logo



UPDATE LOGO

Listing Details

Geographic Location \*

Search by Country, City, Zip Code ▾

Liquid/Gas \*

▾

Carbon Intensity \*

75 ⓘ

☐ I don't know

Price \*

\$

Lot Size \*

Minimum Selling Amount

xxxx

Lot Size #

Cylinder Size


▾

Purity

▾

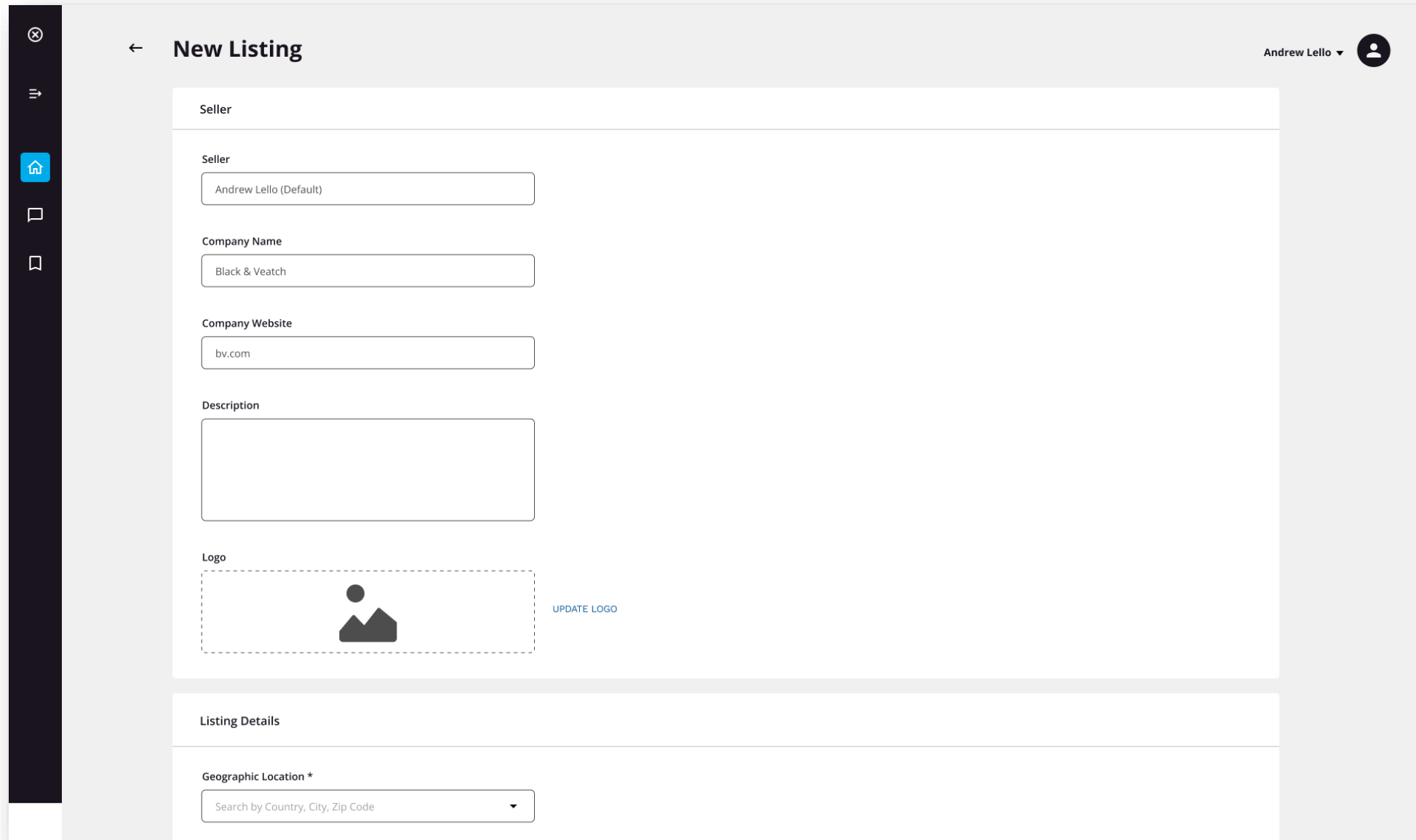
Shipping/ Pick Up details

Images



Drag & Drop Image here  
or  
[Choose File](#)

# User Experience – Creating a Listing



The screenshot shows a web application interface for creating a new listing. On the left is a dark sidebar with navigation icons: a close button (X), a list icon, a home icon (highlighted in blue), a document icon, and a bookmark icon. The main content area has a light gray header with a back arrow, the title 'New Listing', and a user profile 'Andrew Lello' with a dropdown arrow and a user icon. The form is divided into two main sections: 'Seller' and 'Listing Details'. The 'Seller' section contains four input fields: 'Seller' (pre-filled with 'Andrew Lello (Default)'), 'Company Name' (pre-filled with 'Black & Veatch'), 'Company Website' (pre-filled with 'bv.com'), and 'Description' (an empty text area). Below these is a 'Logo' section with a dashed border containing a person icon and a blue 'UPDATE LOGO' link. The 'Listing Details' section contains a 'Geographic Location \*' field with a dropdown menu showing 'Search by Country, City, Zip Code'.

← New Listing

Andrew Lello ▾

**Seller**

Seller

Andrew Lello (Default)

Company Name

Black & Veatch

Company Website

bv.com

Description

Logo

UPDATE LOGO

**Listing Details**

Geographic Location \*

Search by Country, City, Zip Code ▾

# User Experience – Creating a Listing

Listing Details

Geographic Location \*

Search by Country, City, Zip Code

Liquid/Gas \*

Carbon Intensity \*

75

☐ I don't know

Price \*

\$

Lot Size \*

Minimum Selling Amount

xxxx


Lot Size #

Cylinder Size

Purity

Shipping/ Pick Up details

Images



Drag & Drop image here

or

Choose File

Supported formats: PNG, TIFF, JPG,  
up to X MB

Create Listing

# User Experience – Creating a Listing – IDK Carbon Intensity

Liquid/Gas \*

Carbon Intensity \*

100 - 200

☒ I don't know

Select Carbon Intensity Color Range

☐ 50 - 100

☒ 100 - 200

Price \*

Lot Size \*

Minimum Selling Amount

xxxx

Lot Size #

Cylinder Size

Purity

Shipping/ Pick Up details

# User Experience – Creating a Listing – DropDowns

The image shows a user interface for creating a listing. It features several input fields and a slider, all within a light gray container. The fields are labeled with asterisks to indicate they are required.

- Geographic Location \***: A dropdown menu with the placeholder text "Search by Country, City, Zip Code".
- Liquid/Gas \***: A dropdown menu with "Liquid" and "Gas" as options. A blue information icon (i) is located to the right of the dropdown.
- ☐ I don't know
- Price \***: A text input field with a dollar sign (\$) as a placeholder.
- Lot Size \***: A text input field.
- Minimun Selling Amount**: A slider control. The slider has a blue track and a white handle. A tooltip above the handle displays "XXXX". To the right of the slider is a button labeled "Lot Size #".



# User Experience – Creating a Listing – Error Messages

The screenshot shows a web form for creating a listing. It includes several input fields with labels and asterisks indicating they are required. The 'Carbon Intensity' field contains the text 'xxxxxxx' and is highlighted with a red border, with a red error message below it. An information icon is to the right of this field. The 'Price' field has a '\$' symbol inside. The 'Lot Size' field is empty. At the bottom, there is a label 'Minimun Selling Amount' (note the typo) above a small input field. The form is set against a light gray background with a white central area.

Liquid/Gas \*

Carbon Intensity \*

xxxxxxx ⓘ

● Value not valid, try again or select the 'I don't know' box.

☐ I don't know

Price \*

\$

Lot Size \*

Minimun Selling Amount

# User Experience – Editing a Listing - Top

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← Edit Listing

Andrew Lello ▾ 

Seller

Seller

Andrew Lello (Default)

Company Name


Black & Veatch

Company Website

bv.com

Description

Logo



UPDATE LOGO

Listing Details


Geographic Location \*

Search by Country, City, Zip Code ▾

Liquid/Gas \*

▾

Carbon Intensity \*

xxxxxxxxx 

☐ I don't know

# User Experience – Editing a Listing - Bottom

Listing Details

Geographic Location \*

Search by Country, City, Zip Code

Liquid/Gas \*

Carbon Intensity \*

xxxxxxx

☐ I don't know

Price \*

\$

Lot Size \*

Minimum Selling Amount

xxxx


Lot Size #

Cylinder Size

Purity

Shipping/ Pick Up details

Images



Drag & Drop image here

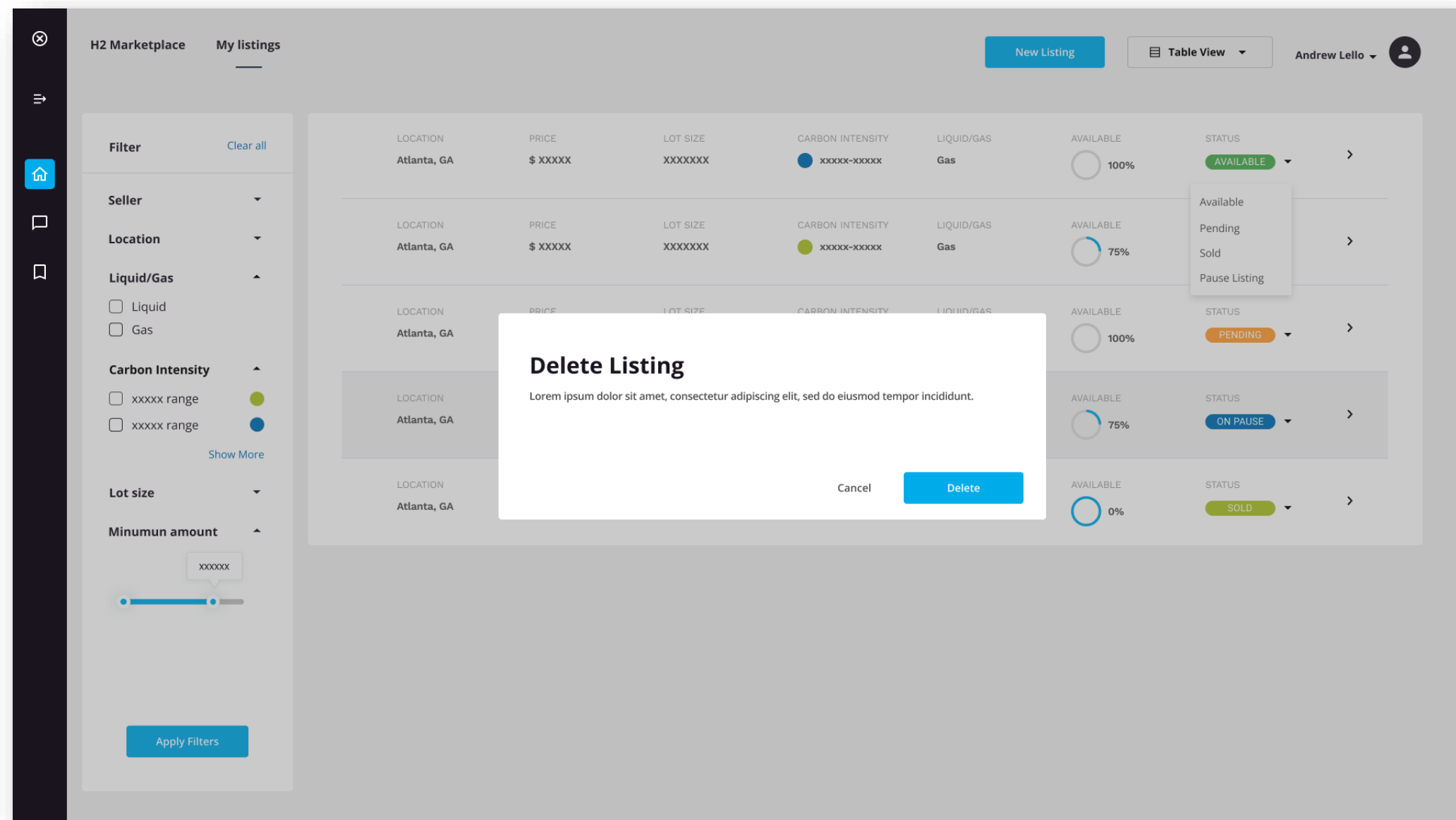
or

Choose File

Supported formats: PNG, TIFF, JPG,  
up to X MB

Create Listing

# User Experience – Deleting a Listing



# User Experience – The Transaction

# User Experience – Seller Dashboard

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← Communications

Andrew Lello ▾ 

Buyer 4 Seller 4

Pending Approvals

	BUYER	LOCATION	AMOUNT REQUESTED	LIQUID/GAS	CARBON INTENSITY	AVAILABLE			
02/03/22	 Black & Veatch	Atlanta, GA	XXXXXXX	Gas	 xxxx	 25%	APPROVE	DENY	⋮
02/03/22	 Black & Veatch	Atlanta, GA	XXXXXXX	Gas	 xxxx	 25%	APPROVE	DENY	⋮
02/03/22	 Black & Veatch	Atlanta, GA	XXXXXXX	Gas	 xxxx	 25%	APPROVE	DENY	⋮

View Offer

Email Buyer

# User Experience – View Offer

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Andrew Lello 

Offer

Email Buyer

Buying Amount

xxxx

Lot Size #

Geographic Location \*

Atlanta

Offer \*

\$1,000

Communication preference

☒ Phone Number

☐ Text Message

☐ Email

Message to Seller

APPROVE

DENY

# End of User Experience Screens



# Monetization Opportunities

Opportunity	Requires Salesforce Mods	Requires New Sales Kit
Sell a digital membership to use the app	Yes	No
Charge Sellers to List their Hydrogen	Yes	No
Charge Buyers a commission or finder's fee	Yes	No
Sell a Data Subscription about transactions on the marketplace	Yes	Yes
Sell a White Labeled implantation of the blockchain platform as a project	No	Yes

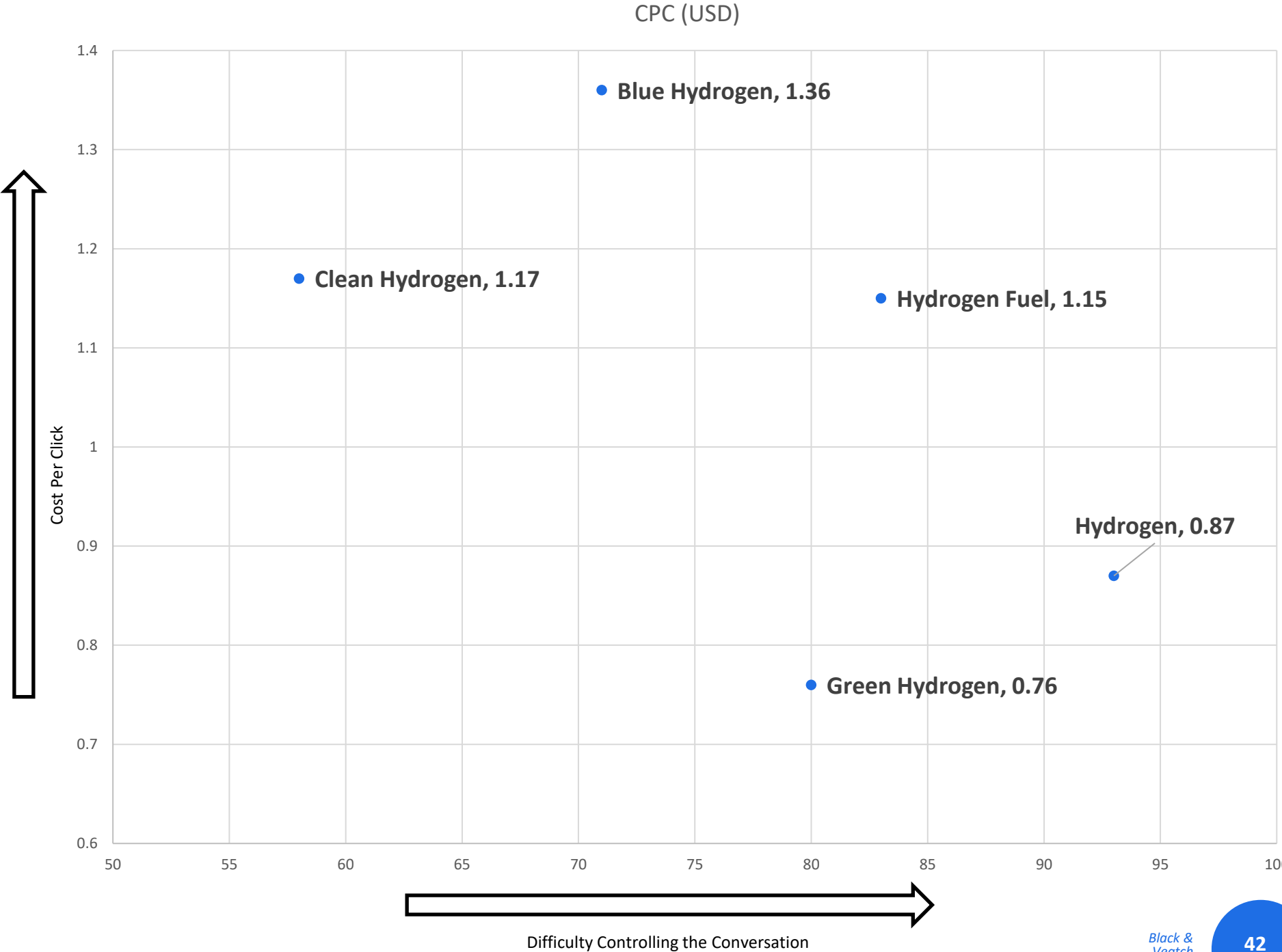
# GTM - SEO Assault

SEO Analysis reveals  
opportunity to control  
the conversation around  
Hydrogen

CPC values are ~\$1.5

We pay a \$4 CPC on  
Linkedin today

Well Placed Content and  
Retagging our Existing  
Hydrogen Content could  
control the conversation



# Power Ups

Power Up	Cost	Time
<b>Brand</b> – The product and app need a brand mark. Bluefletch has proposed a cost of 8K to create branding kit for the product	\$8k	1 Week
<b>Content</b> – Seeding content up to and post launch can help drive traffic to the site.	TBD	TBD
<b>SEO Budget</b> – CPC values for hydrogen are very low. Budgeting some SEO dollars will have a huge impact. Should be combined with a content push for maximum impact	25K	60 Days
<b>Launch Partner</b> – Partnering with a big name drives big traffic. Google has expressed interest in being a launch partner.	0	1 Year
<b>Sales Training + Collateral</b> – Training on the value proposition of the platform and a slick introductory video can get the attention of our existing clients	TBD	TBD
<b>Operational Team</b> – A dedicated team starting at launch to help with any issues. Bluefletch will warranty the product construction, but their SOW doesn't include operating the platform on day one.	TBD	TBD

The Project is Currently \$10K under budget

# Questions from Development

ID	Question/Request
Q1	For carbon intensity, are we using just blue and green? any other type?
Q2	What is the value or value range for each carbon intensity type?
Q3	What information/copy can we give the user to explain carbon intensity values/types?
Q4	Example of price ranges, lot sizes, purity, cylinder sizes
Q5	Evaluate with the team the flow of approving and denying an offer
Q6	Privacy policy and Terms of Service copy
Q7	5 Complete Sample Listings for Buyers
Q8	5 Complete Sample Listings for Sellers