



Carbon Sustain

Streamline Emissions

AI Insights: Net Zero

Brand Elevation

AI TurboTax for CO₂ Emission Accounting



Carbon Accounting: An Expensive & Mandated Process

Climate Pledges



amazon



Legislations



100K+ US Companies

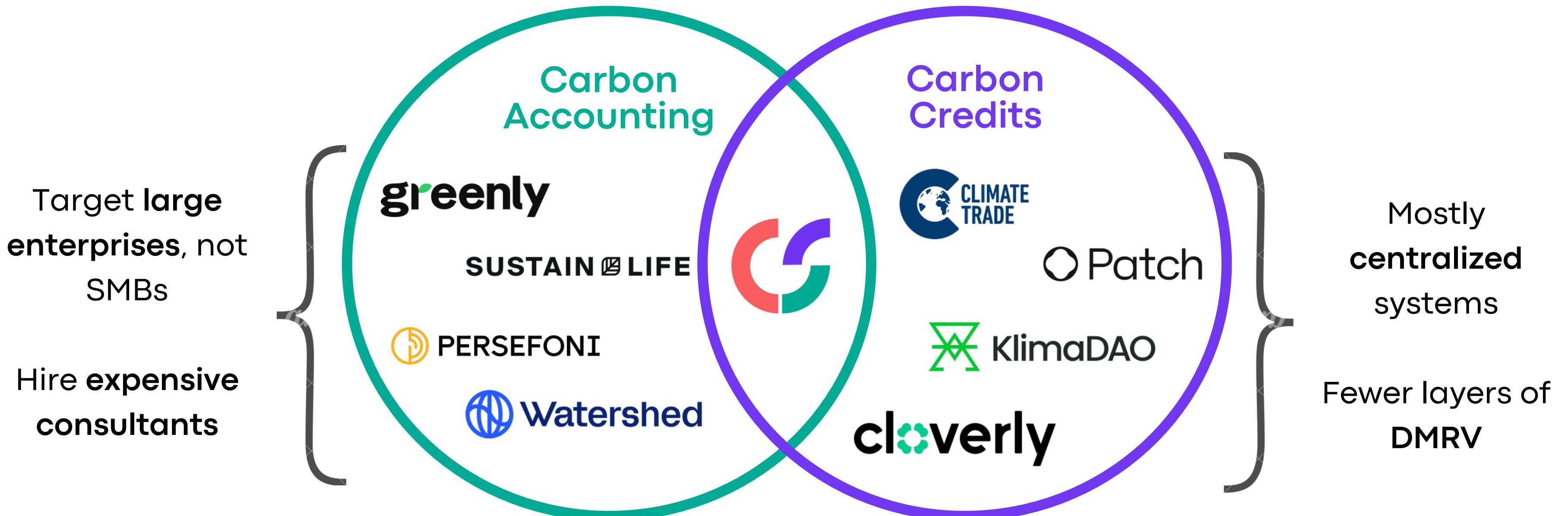
required to report Scopes 1-3 carbon emissions



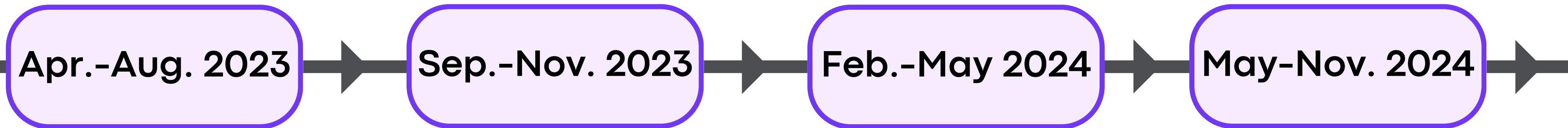
\$500K per company/Yr

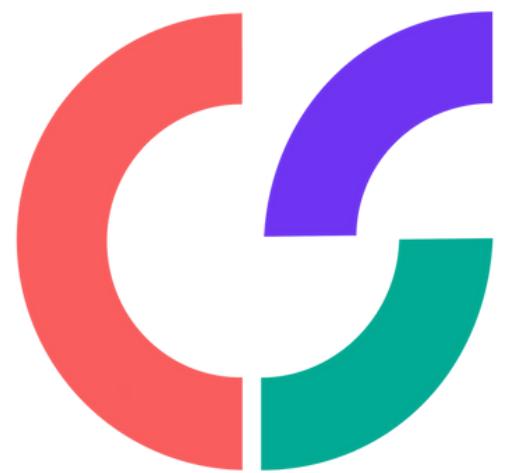
Estimated Costs (SEC)

Carbon Sustain: The Only Comprehensive Solution for Carbon Management



\$50K Funding Boost from UC Berkeley





CarbonSustain



www.carbonsustain.io



pbryzek@mba.berkeley.edu



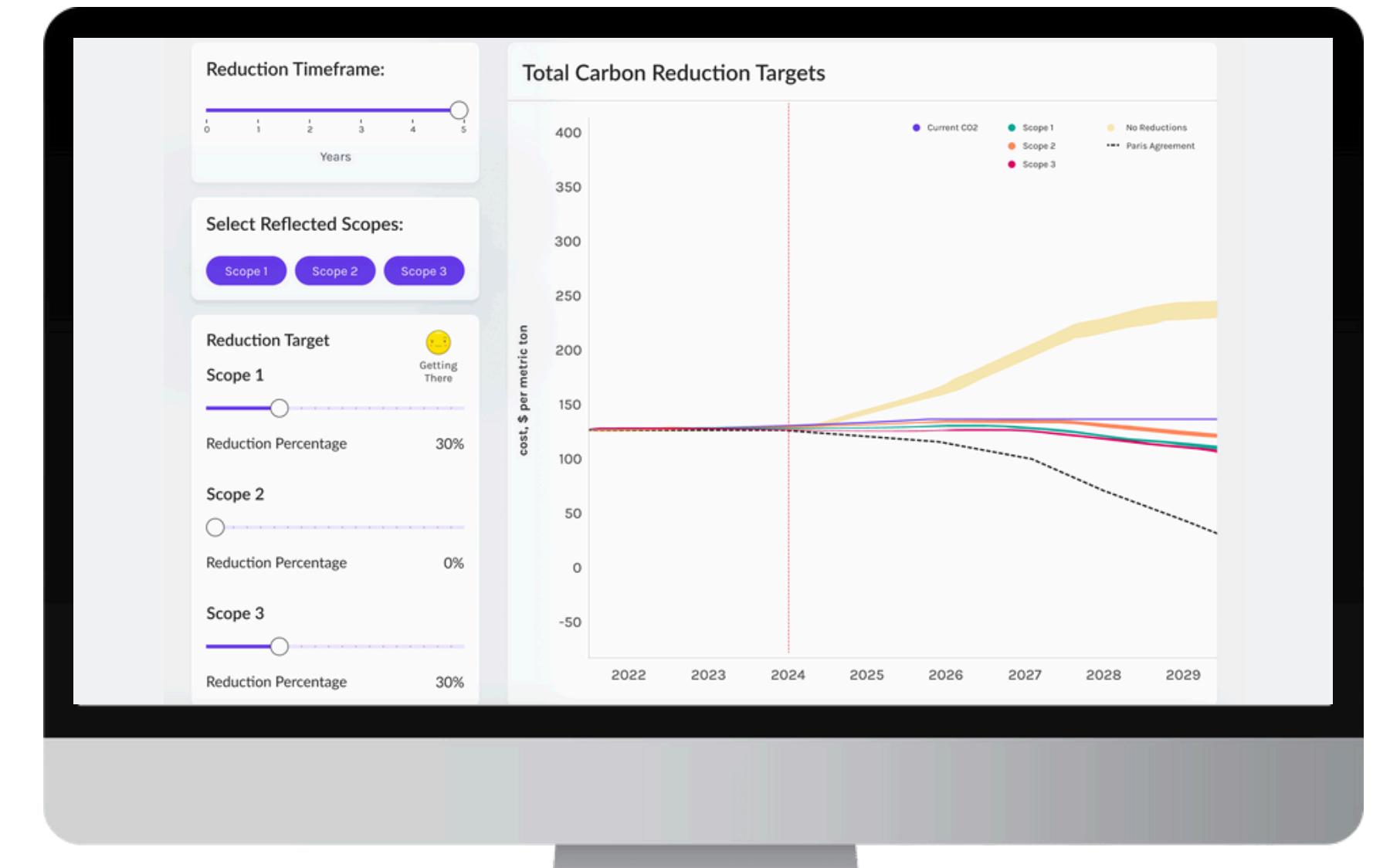
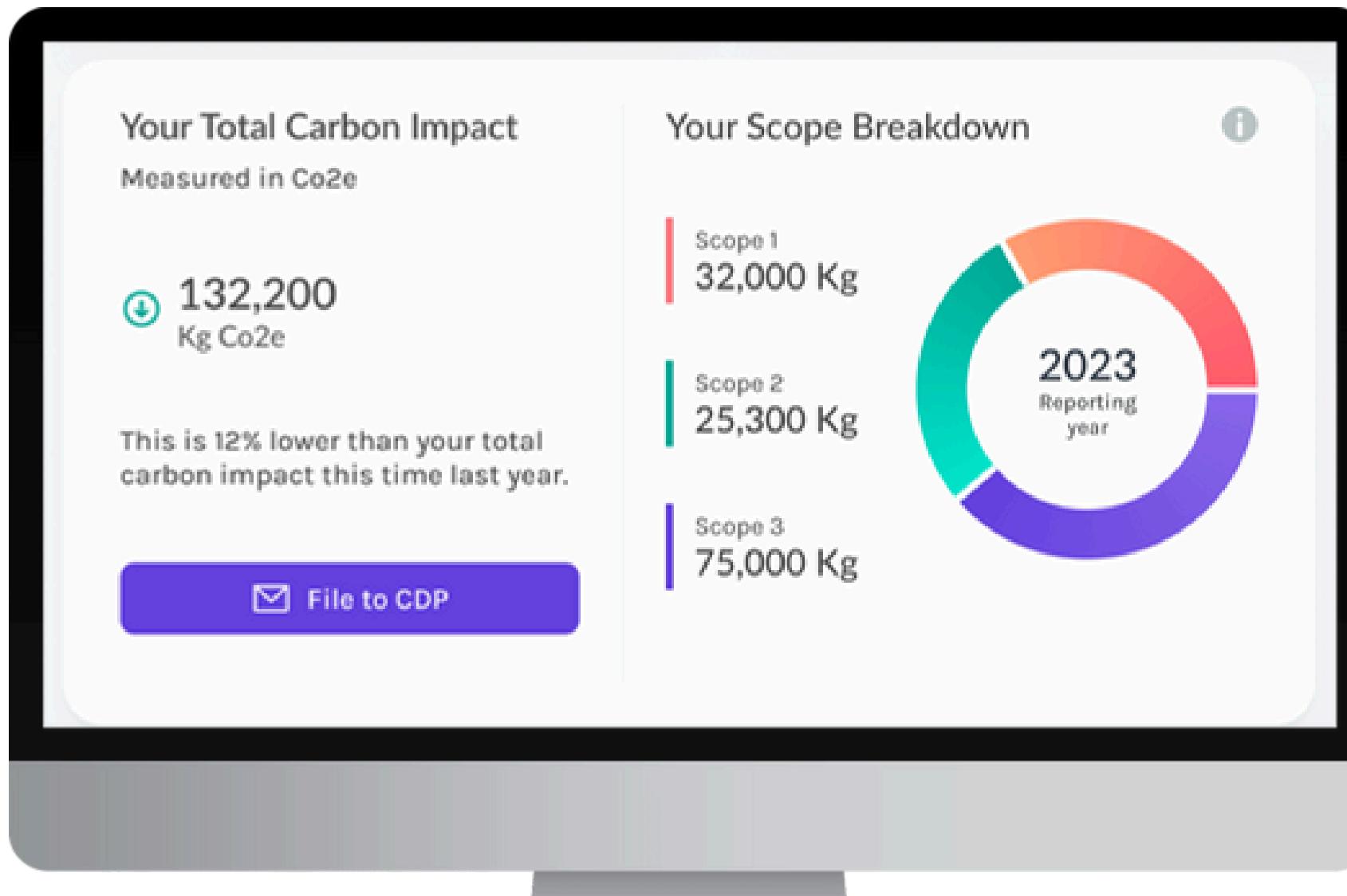
Sustainably helping companies
reduce carbon emissions

CarbonSustain: Slashes Cost & Time By 50%

Emissions Estimator For
50,000+ US Companies

Calculate Scopes 1-3
Emissions

AI Insights for
Decarbonization





Massive Markets for Carbon Emission Tech

32% Five-Year CAGR

Total Addressable Market

US & EU SMBs with 50+ Employees

\$19.8B

Serviceable Market

US & EU SMBs with 250+ Employees

\$5.8B

Target Market Share

US & CA SMBs (SB 253)

\$1B



Package Pricing Adapted to Your Business

Carbon Sustain Lite

\$10K / YR

Small Business Owners



Price

Client

Automated Reporting

Scope 1-3 Calculator

Customer Support

Customization

Carbon Sustain Pro

\$50K / YR

Medium ESG Managers



3 Customers, \$110K In Revenue



\$25k LOI from **Mr. Tortilla**



\$75k proposal for

\$10k in revenue from **Berkeley Haas**



30 Years In Tech & Sustainability

Grant Ligon



Sustainability
Haas MBA '23
11+ yrs in ESG

align



Paul Bryzek



CEO/CTO
Haas MBA '24
10+ yrs in full stack software

Berkeley
Haas



Kentaro Vadney



Head of Blockchain
Berkeley CS '22
5 yrs in Blockchain & AI

BERKELEY BLOCKCHAIN
XCELERATOR



Panos Patatoukas
Official Advisor
Haas Faculty



Balu Masti
SkyDeck Advisor
Partnerships



Michal Majerczak
Actaware ESG Data
Hedge fund ESG Data





We are seeking a

\$2M seed financing

to achieve positive cash flow

\$2M Investment

Seed SAFE

50 SMBs

Each Paying \$10K - \$50K/Yr

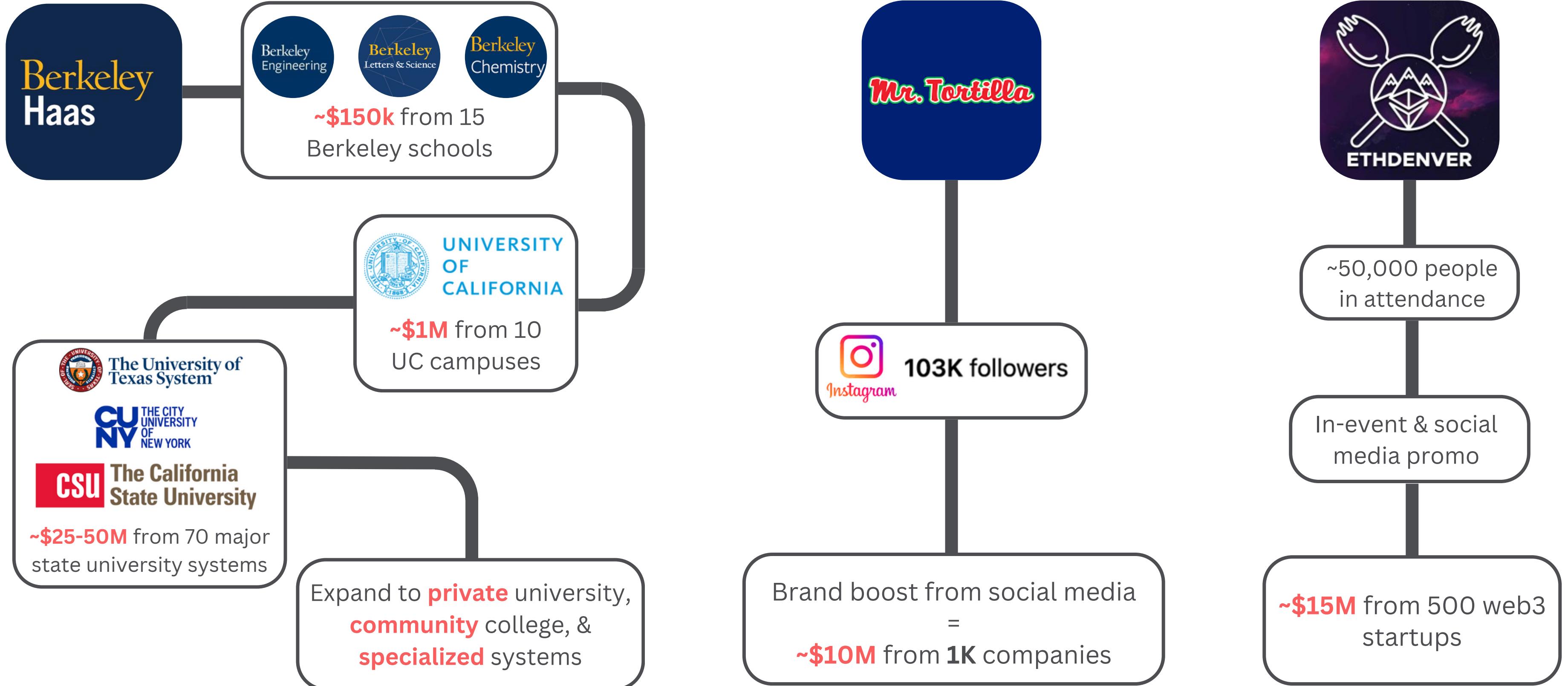
\$1M Revenue

Projected Revenue After 1 Yr

Appendix

GTM: From \$100k → \$50M

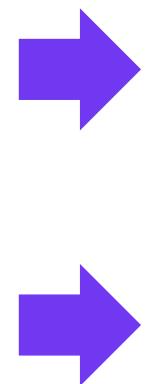
1K customers @ \$50k | 5k customers @ \$10k



Greenwashing → ESG Investors Pull \$10B



FRANKLIN
TEMPLETON



Carbon Capture: A \$1 Trillion Industry
\$51.2B to Ethical ESG Funds. Investors withdrew \$10.2B due to Greenwashing ”

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9/10 investors say that nonfinancial performance play a pivotal role in decision-making

Franklin Templeton estimates ESG at \$1T

The Times: Investors pull \$10.2B due to Greenwashing

20 Interns from Skydeck Pad 13 with Panos



Revenue Model for CRU

\$20

Price of 1 CRU for
SMBs

\$10

Canvas

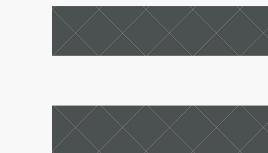
\$3

\$2

Tree growers &
Land Owners



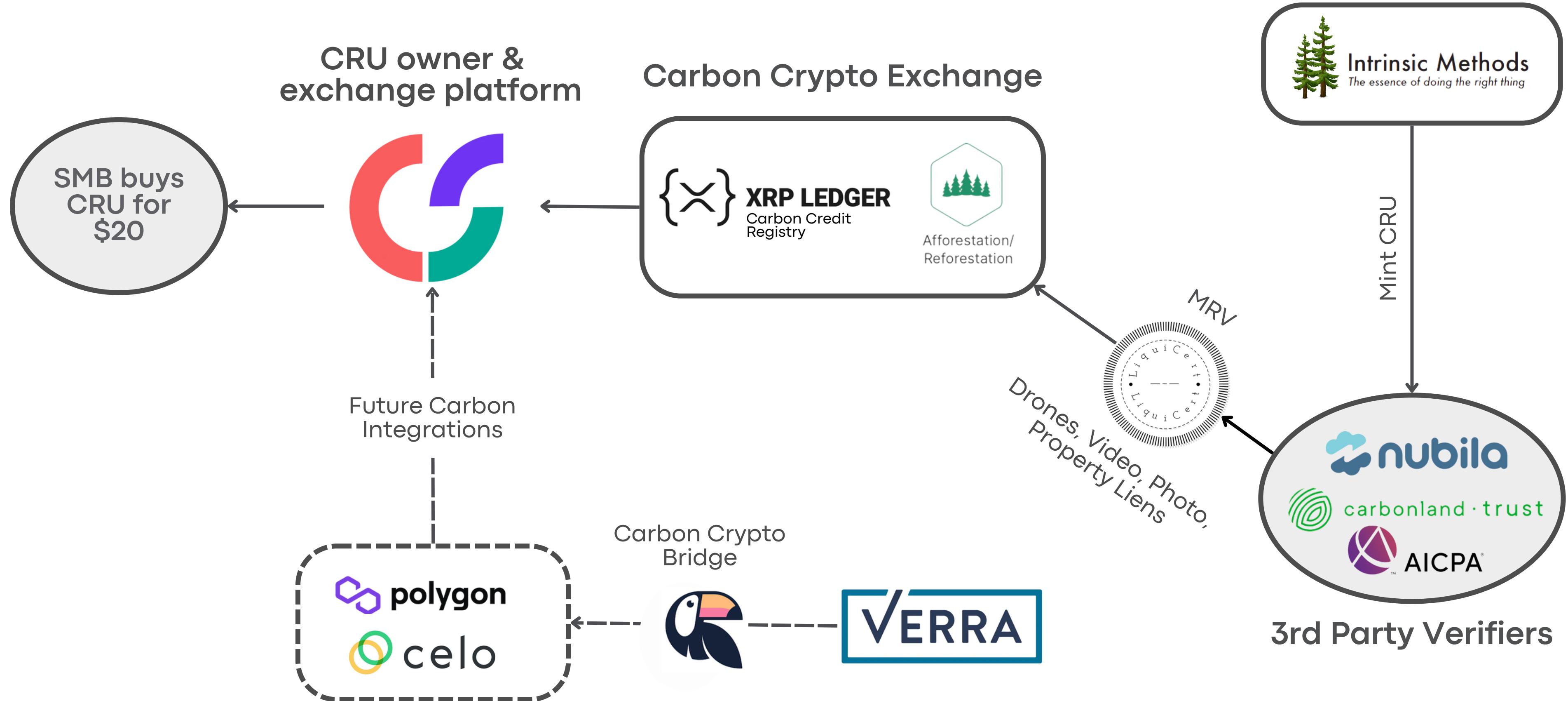
Tech Infrastructure



\$5

Profit/CRU for
Carbon Sustain
+ 25% transaction fee

Carbon Crypto Integration



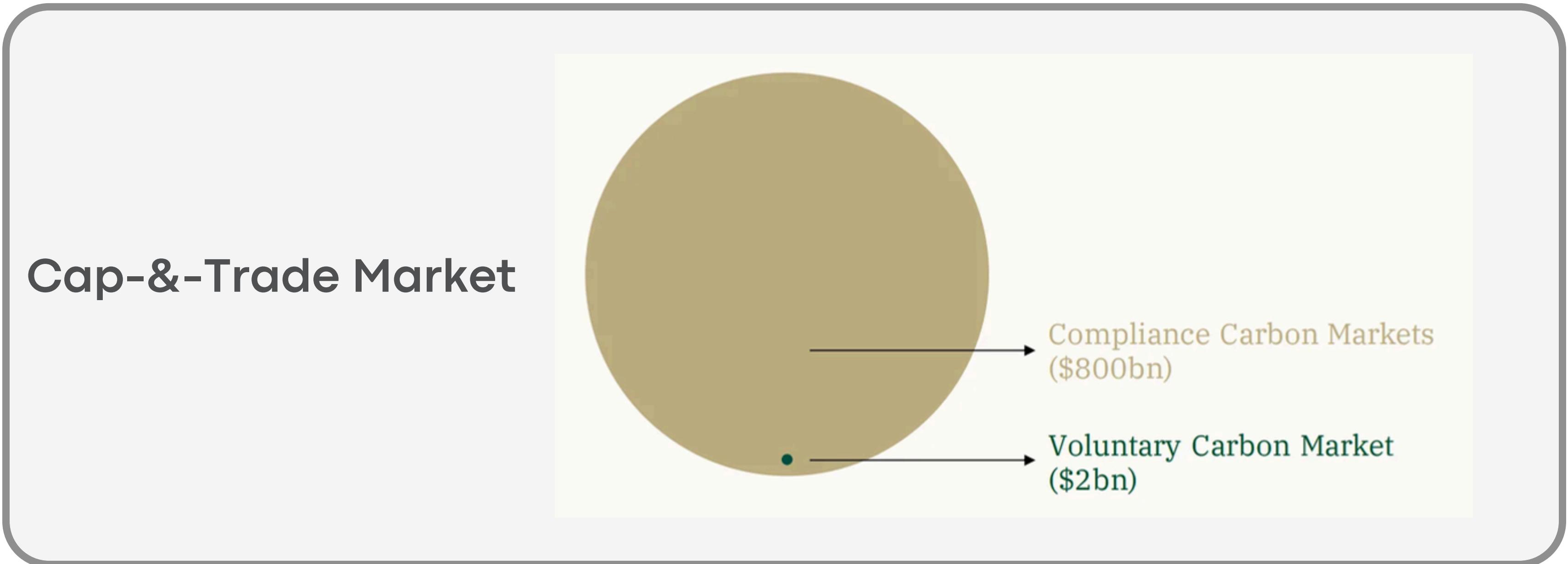
Conservative Financial Projections

	H1-24'	H2-24'	H1-25'	H2-25'	H1-26'	H2-26'
Revenue	\$10,000	\$77,500	\$190,000	\$410,000	\$765,000	\$1,375,000
Cost	\$69,000	\$170,000	\$282,000	\$476,500	\$718,500	\$1,144,000
Profit	-\$59,000	-\$92,500	-\$92,000	-\$66,500	\$46,500	\$231,000
# of FTE users	2	5	6	9	14	18
# of Lite users	3	10	21	36	60	110
# of Pro users	0	2	5	12	23	41

2 Types of Carbon Markets: CCM & VCM

Compliance market soared to a value of **\$850B** in 2021 (**2.5x** 2020 value)

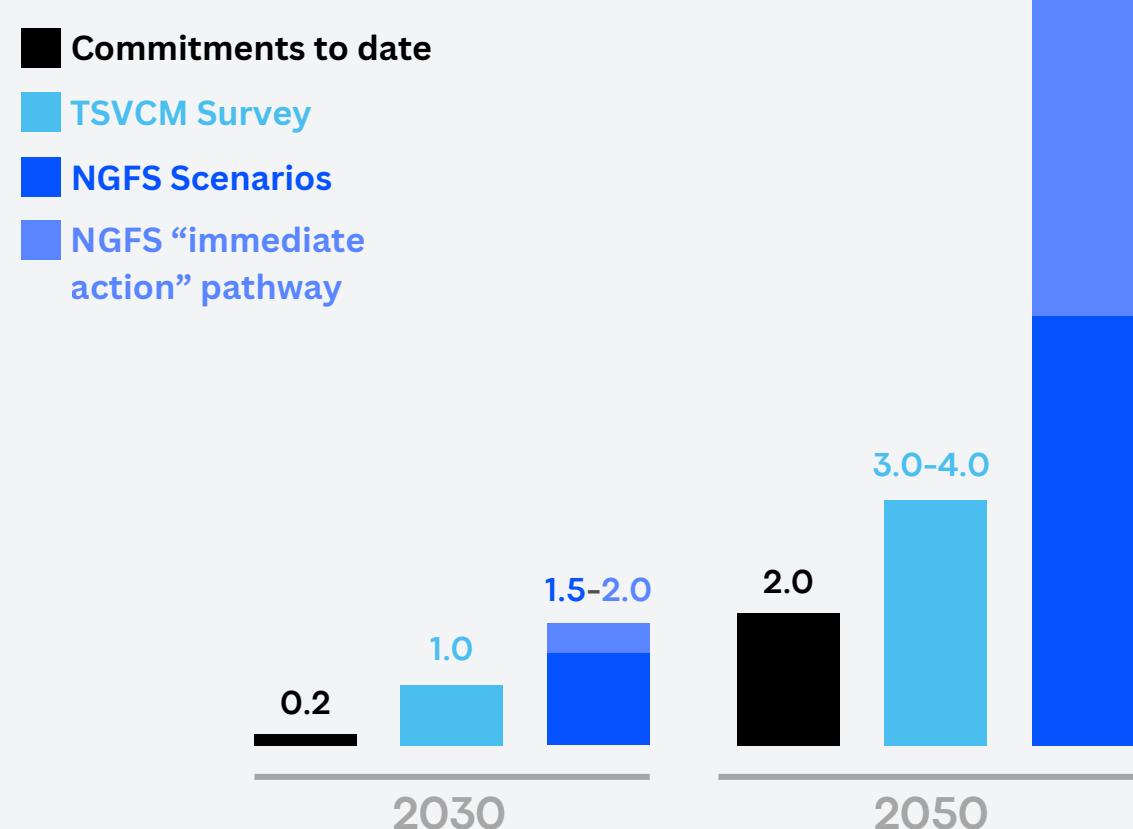
Voluntary Carbon Market value **quadrupled** to **\$2B** (2021-2021)



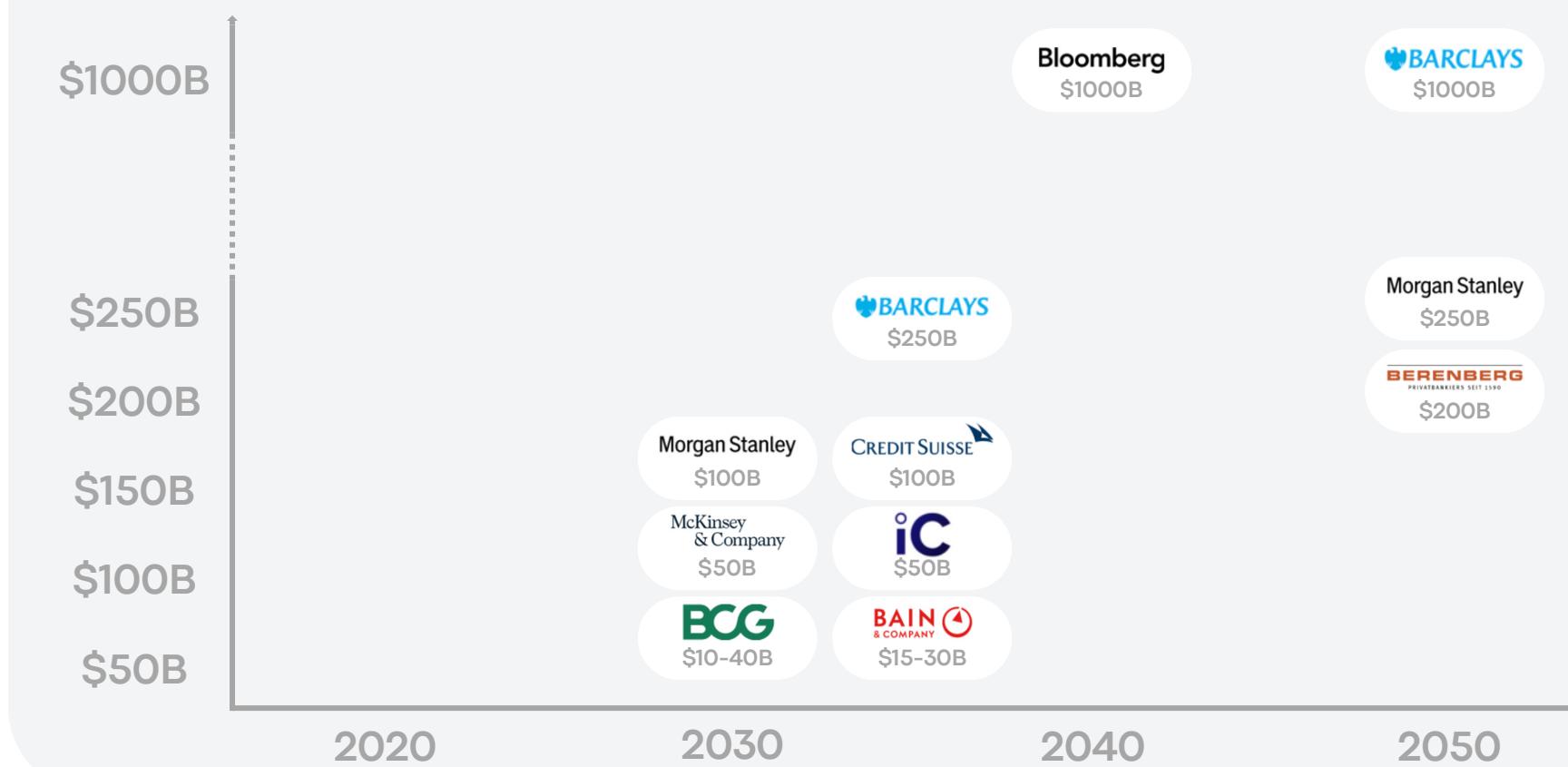
Exponential Demand for Carbon Credits

By 2050, the demand for VCM could **grow 65x** & the value of carbon offset markets could **top \$1T**

Voluntary demand for carbon credits (Gtons/year), by scenario

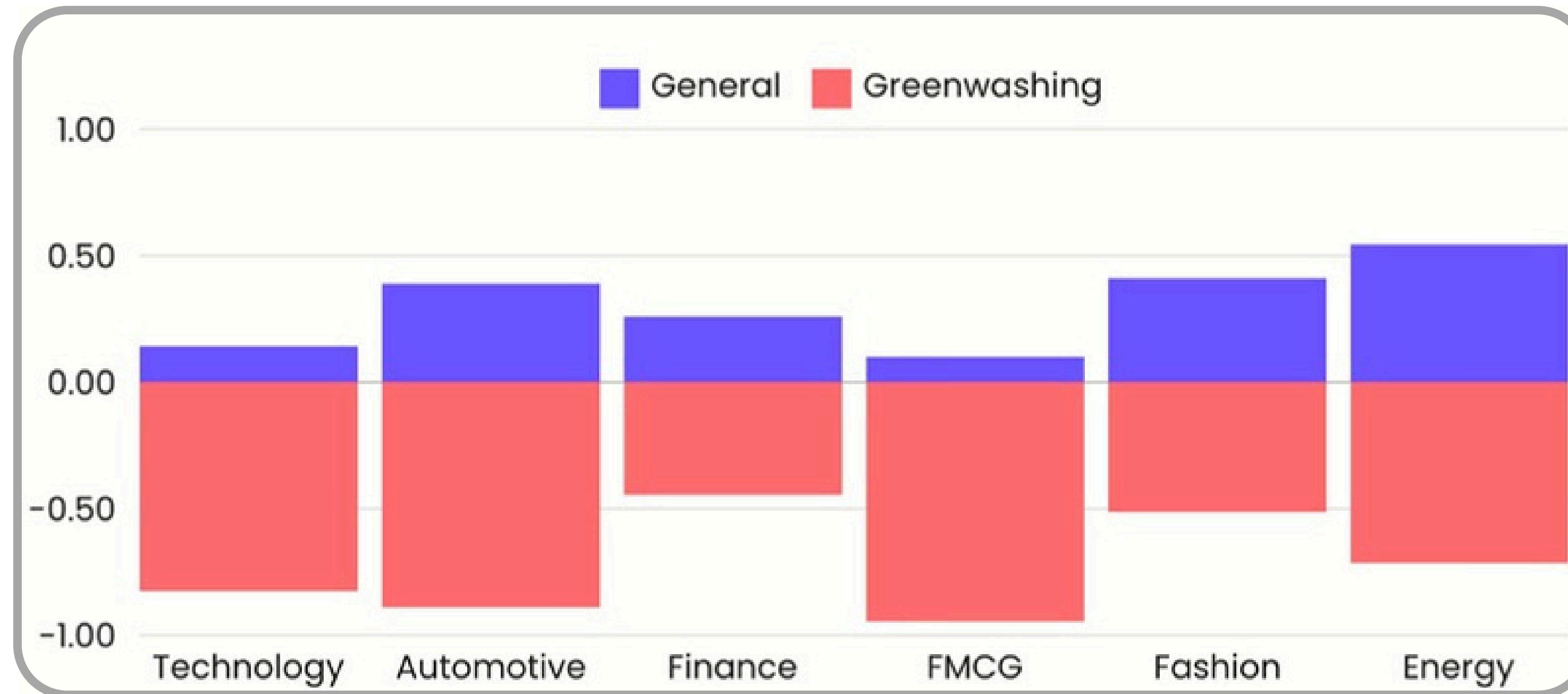


Significant growth of carbon markets by 2050



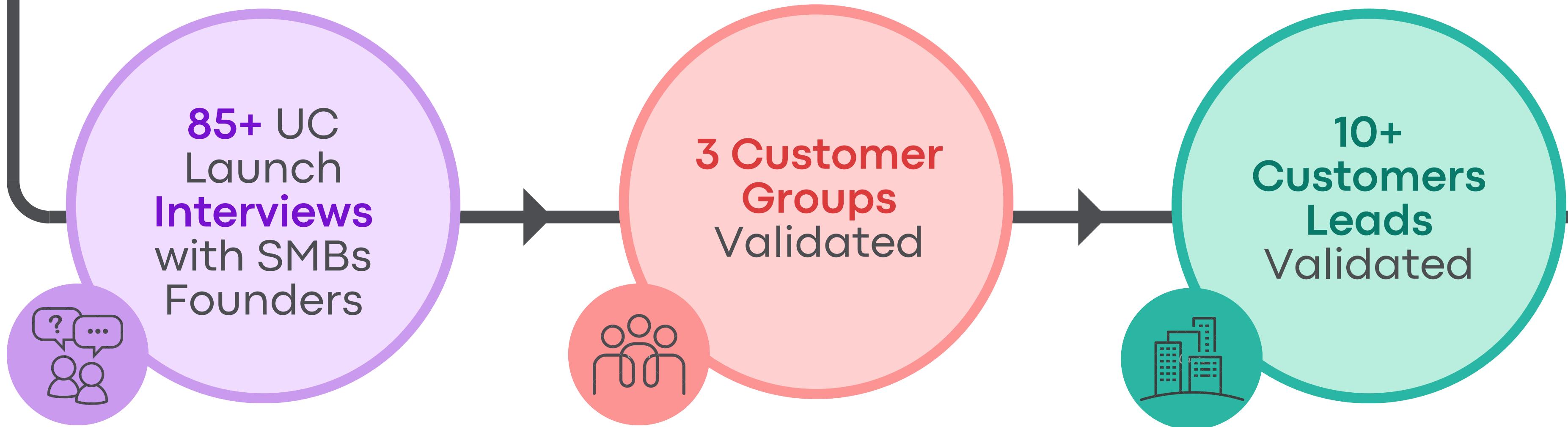
Mckinsey: Global VCM Demand 15x by 2030 and 100x by 2050

Greenwashing Decreases Sentiment by 250%, Reducing Brand Value



Signal AI: Why Greenwashing Why ESG Remains a Key Reputation & Regulatory Risk

Our Successful Customer Discovery Journey



Challenges & Motivations

for SMBs in Climate Action

- “ Small businesses are prioritizing climate action to enhance the reputation of their brand (73%); differentiate their business from competitors (61%); and meet customer expectations (42%).
- “ At 96%, SMBs overwhelmingly cited “the right thing to do” as a key motivation for taking climate action.
- “ The most commonly-cited barrier to action is a lack of skills and knowledge, denoted by 63% of surveyed businesses.

Source:



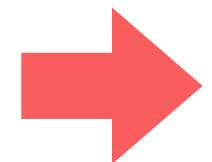
Current Carbon Offsets Turmoil



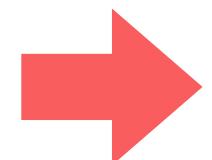
Leading certifier in
global carbon market

Issued 1B carbon
credits

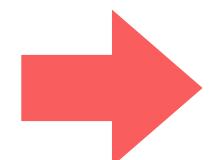
Price went from \$13 to
\$1.5 (less demand)



94% of its offsets are worthless
= “phantom credits”



35% increased claims of
Greenwashing



58% of companies are
Greenhushing