**To ChatGPT: Write out a brief outreach message and unique selling proposition for the company below.**

**Our mission**

To prevent the worst impacts of climate change, we must transition to a net-zero economy.

To get there, the private and financial sectors need robust, comprehensive and useful greenhouse gas (GHG) emissions data so they can clearly see their most significant impacts and risks and take effective action.

At CarbonChain, we help fill this gap, equipping companies and financial institutions with the tools and insights they need to manage their emissions and build lower-carbon supply chains.

**Our history**

Founded in 2019, CarbonChain was part of the Y Combinator Summer 2020 cohort and is supported by the UK government’s innovation arm (Innovate UK) and the London Business School Incubator. CarbonChain is a CDP accredited solutions provider, a TCFD supporter, and a proud member of ResponsibleSteel.

**CarbonChain is built on the world's most trusted carbon accounting frameworks and standards:**

- International Panel on Climate Change (IPCC)

- Greenhouse Gas Protocol

- United Nations Framework Convention on Climate Change (UNFCC)

- Task Force on Climate-Related Financial Disclosures (TCFD)

- CDP Accredited Provider 2023

**CarbonChain's methodology receives third-party verification**

**By Jessica Boekhoff**

**October 13, 2022. London, UK**

**CarbonChain is proud to have received third-party verification for its carbon accounting methodology.**

Two world leaders in testing, inspection and certification services (TIC), Bureau Veritas and SGS, have each independently reviewed our latest methodology (v0.94). Bureau Veritas has verified it, and SGS has validated it, as aligned with global carbon accounting standards (specifically, the GHG Protocol).

**Why is verification important?**

Companies and financial institutions who use CarbonChain's platform to measure and track their commodity trading carbon footprints need to know that their emissions are calculated using a third-party verified methodology and that CarbonChain's tool is grounded in best practice. This is an important marker of credibility for internal and external emissions reporting1.

**CarbonChain's commitment to accuracy**

At CarbonChain, we're committed to unbiased, credible carbon accounting that's highly accurate and auditable. That's why we're proud to receive third-party verification for the methodology that powers our automated carbon accounting platform.

Verification improves the transparency and consistency of our calculations, and therefore of customers' ongoing emissions tracking and decarbonization efforts.

In addition to verification, we're frequently reviewing and improving our methods. For example, our third-party verified methodology is also being reviewed independently by GHD to ensure it's as robust as possible.

Supply chain (scope 3) carbon accounting is renowned to be the most challenging. With this verification, customers can be confident that CarbonChain provides commodity supply chain carbon footprinting using a methodology that they and their stakeholders can trust, under increased scrutiny of poor carbon accounting and greenwashing.

**Who can use CarbonChain?**

CarbonChain provides the entire commodities value chain with carbon intelligence for the net-zero transition. Using machine learning, we automate our customers' supply chain carbon accounting, so they can tackle risks, reduce emissions, and accelerate the transition to the net-zero economy.

CarbonChain's platform is used by the likes of Societe Generale, Rabobank, Concord Resources, IXM and Gunvor (view our case studies here).

We use activity-based methodologies (instead of economy-based), and source-level data to provide accurate CO2e calculations at the asset level, and a precise carbon footprint for the whole commodity trade flow. **ChatGPT**

Subject: Empowering Your Net-Zero Journey: Introducing CarbonChain's Trusted Carbon Accounting Platform

Dear [Recipient],

At CarbonChain, we believe that the private and financial sectors play a pivotal role in combating climate change and transitioning to a net-zero economy. Our mission is to equip companies and financial institutions with robust, comprehensive, and trustworthy greenhouse gas (GHG) emissions data, empowering them to understand their environmental impacts and take effective action.

Our Unique Selling Proposition (USP): CarbonChain stands out as a leading carbon accounting platform due to the following key factors:

1. Trusted Methodology: CarbonChain is built on the world's most reliable carbon accounting frameworks and standards, including IPCC, GHG Protocol, UNFCC, TCFD, and we are proud to be a CDP Accredited Provider in 2023. Our methodology has been independently verified by two world-renowned testing, inspection, and certification services (TIC) - Bureau Veritas and SGS, ensuring that our emissions calculations meet global carbon accounting standards.
2. Commitment to Accuracy: We provide unbiased, credible, and highly accurate carbon accounting. Third-party verification enhances transparency and consistency in our calculations, assuring our customers that they can trust our platform for both internal and external emissions reporting.
3. Supply Chain Focus: We recognize that scope 3 (supply chain) carbon accounting is complex but crucial. With our verified methodology, customers gain confidence in CarbonChain's ability to provide commodity supply chain carbon footprinting, setting a credible marker against greenwashing and poor carbon accounting practices.
4. Cutting-Edge Technology: CarbonChain leverages advanced machine learning to automate supply chain carbon accounting. By utilizing activity-based methodologies and source-level data, we deliver precise CO2e calculations at the asset level, enabling a thorough carbon footprint assessment for the entire commodity trade flow.

**Who Benefits from CarbonChain?** Our platform serves the entire commodities value chain, assisting companies like Societe Generale, Rabobank, Concord Resources, IXM, and Gunvor in their net-zero transition. Whether you're a corporation or a financial institution, CarbonChain empowers you to tackle risks, reduce emissions, and accelerate your journey to a net-zero future.

Join the leading names in the industry who trust CarbonChain for accurate carbon intelligence and gain a competitive edge in the net-zero economy.

Let's work together to create a sustainable future.

Best regards,   
Triston Ho  
Business Development Director - APAC  
[www.carbonchain.com](http://www.carbonchain.com)

**To UOB Eric Lim:**  
Subject: Empowering UOB's Net-Zero Journey: Introducing CarbonChain's Trusted Carbon Accounting Platform

Dear Mr. Lim,

I hope this email finds you well. As the Chief Sustainability Officer at UOB bank, your commitment to environmental stewardship and sustainability is truly inspiring.

At CarbonChain, we share your vision of a net-zero future, and we believe that the private and financial sectors play a pivotal role in combating climate change. Our mission is to equip companies and financial institutions with robust, comprehensive, and trustworthy greenhouse gas (GHG) emissions data, empowering them to understand their environmental impacts and take effective action.

I am thrilled to introduce you to CarbonChain's Trusted Carbon Accounting Platform, and I believe it could be a valuable addition to UOB's sustainability initiatives. Our platform offers a Unique Selling Proposition (USP) that sets us apart in the industry:

1. Trusted Methodology: CarbonChain is built on the world's most reliable carbon accounting frameworks and standards, including IPCC, GHG Protocol, UNFCCC, TCFD, and we are proud to be a CDP Accredited Provider in 2023. Our methodology undergoes independent verification by industry-renowned testing, inspection, and certification services (TIC), ensuring adherence to global carbon accounting standards.
2. Commitment to Accuracy: We provide unbiased, credible, and highly accurate carbon accounting. Third-party verification enhances transparency and consistency in our calculations, instilling confidence in our platform for internal and external emissions reporting.
3. Supply Chain Focus: Recognizing the importance of scope 3 (supply chain) carbon accounting, we provide commodity supply chain carbon footprinting using our verified methodology. This sets a credible benchmark against greenwashing and subpar carbon accounting practices.
4. Cutting-Edge Technology: Leveraging advanced machine learning, we automate supply chain carbon accounting. Our activity-based methodologies and source-level data enable precise CO2e calculations at the asset level, facilitating comprehensive carbon footprint assessments.

With UOB's leadership in the financial sector, we believe that CarbonChain's platform can be a powerful tool in accelerating your net-zero journey. Many esteemed companies in the commodities value chain, including Societe Generale, Rabobank, Concord Resources, IXM, and Gunvor, have already benefited from our solutions.

I invite you to join them in leveraging CarbonChain's accurate carbon intelligence, gaining a competitive edge in the net-zero economy.

Let's work together to create a sustainable future for UOB and the broader community.

Looking forward to the opportunity of collaborating with UOB.

Best regards,

Triston Ho Business Development Director - APAC

[www.carbonchain.com](http://www.carbonchain.com)

**Reply to Nicholas:**

Hi Nicholas,

I hope you're doing well. I'm excited to let you know that I have completed the assigned take-home test, and I'm ready to submit my work. I have researched and compiled the lead template sheet for up to 20 potential leads in the banking sector, with a focus on major banks in the region (Primarily SG local banks and foreign banks that have an entity here) that offer commodity trade financing.

Additionally, I have drafted a personalized outreach message for one lead from the list. I have taken into consideration CarbonChain's unique selling proposition and the needs of our customers while crafting the message.

To ensure timely delivery and to avoid any delays, I'm planning to submit the completed materials today. This will allow ample time for review and any further discussions if needed.

Regarding our future campaigns, I have some exciting ideas in mind. While the current exercise has focused on the banking sector, I believe there are excellent opportunities to explore other interesting corporates outside the financial sector as well. These potential targets could include companies involved in logistics, supply chain management, and industries with significant carbon footprints. By expanding our outreach to such enterprises, we can diversify our client base and maximize our impact in the market.

Moreover, we could consider running campaigns based on specific regions to target top banks and corporates within those areas. By tailoring our approach to regional markets, we can address localized challenges and capitalize on region-specific opportunities.

I believe that with a multifaceted approach, we can effectively position CarbonChain as a vital solution provider in the carbon emissions management space.

Once again, thank you for this opportunity. I'm eager to contribute my skills and expertise to CarbonChain's success. I'm looking forward to your feedback on my submitted work and to discussing our approach to future campaigns in detail.

Best regards, Triston