

Startup Timeline (PTC)

ChatGPT 4o [↗](#)

The \$8M Seed Round Execution Checklist [↗](#)

Goal: Build the real-time ops system for planetary cooling — and prove climate intervention coordination is a must-have.

PHASE 1: BUILD THE “HOLY SHIT” CLIMATE OPS DEMO [↗](#)

Backend Climate Engine

- Ingest satellite CO₂/temp data, biomass indices, and deployment logs
- Normalize into regional climate snapshots (PostGIS + temporal layers)
- Deploy v0 intervention simulator: “What happens if you inject 1,000 tonnes of DAC here?”

Frontend Operator Interface

- Region picker + intervention dropdown
- Output: projected cooling, cost, ROI, regulatory risk
- Demo mode: “Texas July Deployment” — run preloaded simulation

Stop Coding Trigger:

- When someone says: “Wait, that would have saved us \$300K last season — can I run my own data?”

PHASE 2: SECURE REAL PILOTS [↗](#)

Customer Outreach

- Target: Biochar ops, DAC deployers, climate NGOs
- Ask: “Want to test intervention planning with our real-time sim?”

Pilot Setup

- Get 3 operators to submit their actual project sites + planned interventions
- Customize simulations for each → deliver report + walk-through
- Charge \$500–\$1,000 per month — no free rides

Document Success:

- “This helped us move a project site 40 miles and cut logistics costs by 30%.”
- Record Zoom sessions, capture reactions, get quotes

PHASE 3: SCALE TO 10 PAYING USERS [↗](#)

Product Iteration

- Fix bugs, improve site selection filters
- Add most-requested features: scenario save, export to CSV, region comparison

Customer Acquisition

- Add waitlist page: “Find your best climate intervention zone”
- Build referral flow from existing users
- Target 10+ live projects using Bloom Command

PHASE 4: PREP FOR FUNDRAISE [🔗](#)

Metrics

- Simulations run, dollars saved, CO₂ removed, forecasted cooling impact
- Testimonials: “We deploy with 3x more confidence thanks to Bloom Command”
- Monthly revenue: \$10K+ ARR

Investor Materials

- Deck: Vision → product → traction → market → team → ask
- Demo video: "Input region → output cooling forecast"
- Competitive map: “Only tool for tactical planetary cooling coordination”

PHASE 5: RAISE SEED ROUND [🔗](#)

VC Outreach

- Target climate infrastructure funds, CDR syndicates, hard science investors
- Schedule 10+ meetings → iterate based on feedback

Close Process

- Move fast with interested VCs
- Target: \$8M round → 18 months runway to planetary-scale v2

The Real Aha Moment for PTC [🔗](#)

“You mean we’ve been deploying DAC without knowing the optimal site? You’re telling me I can move this 50 miles and double the cooling efficiency?”

When to Stop Coding:

When users say: “What happens if I try my own intervention plan?”

When to Start Selling:

When your tool gives answers no one else can simulate — before anything hits the ground.

Claude Sonnet 4 [🔗](#)

The \$10M Seed Round Execution Checklist [🔗](#)

Complete in order. No dates. Move as fast as humanly possible.

PHASE 1: BUILD THE "HOLY SHIT" MOMENT [🔗](#)

Backend Climate Intelligence Engine [🔗](#)

- **Multi-intervention coordination logic** - Join all climate intervention data by location/type/operator/effectiveness
- **Synergy detection** - Flag coordination opportunities between nearby interventions
- **Gap analysis** - Identify under-served high-CO₂ regions needing intervention coverage
- **Optimization engine** - Calculate cooling-per-dollar, efficiency metrics, planetary impact
- **Insight generator** - Output 3-5 actionable planetary cooling recommendations as JSON

Frontend Climate Command Delivery [🔗](#)

- **Unified intervention map** - Global view showing all intervention types with filtering

- **Optimization dashboard** - Display the 3-5 key coordination recommendations prominently
- **Demo mode** - "Try with sample climate data" for no-login demos
- **Real-time satellite overlay** - Show current CO₂ levels and temperature data

Stop Coding Trigger [🔗](#)

- **60-second coordination demo** - Upload intervention data → Optimization recommendations works perfectly
- **When someone says:** *"Can I coordinate my real intervention deployment right now?"*

PHASE 2: GET PAYING CLIMATE OPERATORS [🔗](#)

Climate Operator Outreach [🔗](#)

- **Email top 10 climate intervention contacts** - "Built the coordination system you asked for, 10-min demo?"
- **Target deployment-heavy operators** - Charm Industrial, Heirloom, Running Tide, biochar operators, others
- **Schedule 5+ demos this week**
- **Record every demo** - Capture reactions and coordination feedback

Pilot Conversion [🔗](#)

- **Get 3 operators to upload real deployment data**
- **Charge \$2,000/month immediately** - No free pilots (climate intervention budgets are larger)
- **Document their "coordination aha moments"**
- **Get written testimonials about cooling optimization**

PHASE 3: SCALE TO 10 CLIMATE OPERATORS [🔗](#)

Product Iteration [🔗](#)

- **Fix whatever breaks during climate operator pilots**
- **Build the ONE coordination feature all pilots request**
- **Add operator role management** (if needed for multi-operator coordination)

Climate Operator Acquisition [🔗](#)

- **Get referrals from happy pilot operators**
- **Launch climate-focused landing page** - "Planetary-scale intervention coordination in 60 seconds"
- **Add operator waitlist capture**
- **Scale to 10 paying climate operators total**

PHASE 4: SEED ROUND PREP [🔗](#)

Traction Documentation [🔗](#)

- **Climate operator success metrics** - Cooling optimization achieved, deployment efficiency gains, etc.
- **Usage analytics** - Interventions coordinated, optimization recommendations generated
- **Revenue numbers** - \$X ARR, Y% growth rate
- **Operator quotes** - "Essential for optimal deployment" testimonials

Fundraising Materials [🔗](#)

- **10-slide deck** - Problem, solution, traction, team, ask
- **Demo video** - 2-minute "intervention data to planetary optimization" flow

- **Financial projections** - Based on real climate operator usage data
- **Competitive positioning** - "Climate intervention coordination infrastructure"

PHASE 5: RAISE THE ROUND [🔗](#)

Investor Outreach [🔗](#)

- **Warm intro list** - Climate operators, advisors, network
- **Target climate tech/infrastructure VCs**
- **Schedule 10+ first meetings**
- **Track meeting feedback** - Iterate deck/demo as needed

Close Process [🔗](#)

- **Follow-up meetings with interested VCs**
- **Negotiate term sheets**
- **Close \$10M seed round**

THE DEMO THAT GETS \$2,000/MONTH [🔗](#)

"Watch this. I upload data from three DAC facilities... biochar project locations... and current atmospheric CO₂ levels."

"Bloom Command instantly shows me that if I coordinate my Texas biochar project with the Louisiana DAC facility, I can increase combined cooling effectiveness by 35%. That's optimization I never would have seen operating in isolation."

"It's also flagging that there's a high-CO₂ region in Arkansas with no intervention coverage. That's a deployment opportunity worth \$2M in climate impact we're missing."

"Want to see this with your intervention data?"

CRITICAL SUCCESS METRICS [🔗](#)

Stop Coding When: [🔗](#)

- Upload → Coordination recommendations works in 40 seconds
- Climate operators say "Can I coordinate my deployments right now?"

Start Fundraising When: [🔗](#)

- 10 paying climate operators at \$2,000/month (\$240K ARR)
- Clear month-over-month growth in coordination usage
- Operators saying "essential for optimal deployment"

Close Round When: [🔗](#)

- Multiple term sheets
- Clear path to \$100M+ climate coordination market validated

YOU'RE 3 DAYS OF CODING AWAY FROM CLIMATE OPERATOR PILOTS. THEN IT'S 100% SALES.

BRUTAL HONESTY: The Real Climate Coordination Value [🔗](#)

The True Value Prop (Cut Through All The Noise) [🔗](#)

Primary Value: *"My climate interventions finally work together and show me planetary cooling opportunities I couldn't see before"*

Secondary Value: *"I can trust this coordination data is optimized for maximum cooling impact"*

That's it. Everything else is feature creep.

The Real "Stop Coding" Moment [🔗](#)

Not: Upload → Recommendations → Export

Actually: Upload → *"Holy shit, I never knew coordinating these interventions could have 3x more cooling impact"* → *"Can you optimize more of my deployments?"*

What Climate Operators Actually Want After The Aha Moment [🔗](#)

They don't want a coordination report.

They want:

1. **To optimize more** - "What other coordination opportunities can you show me?"
2. **To trust it** - "How do I know this cooling optimization is accurate?"
3. **To deploy it** - "How do I get these coordination recommendations into my deployment process?"

The Minimum Viable Planetary Control Product [🔗](#)

Backend Intelligence (Yes, Build This) [🔗](#)

- **Multi-intervention coordination algorithms**
- **Cooling synergy detection**
- **Planetary optimization insights**

Frontend (Yes, Build This) [🔗](#)

- **Unified climate intervention map**
- **Coordination insight cards showing optimization opportunities**
- **Drill-down capability** - click to see the intervention source data

What You DON'T Need [🔗](#)

- **✗** PDF coordination reports
- **✗** CSV intervention downloads
- **✗** "Deployment packages"
- **✗** Email sharing
- **✗** Pretty formatting

The True Stop Coding Moment [🔗](#)

When a climate operator uploads intervention data and says: *"Wait, how did you know coordinating these could triple our cooling impact? Show me more of my deployment options."*

Not when they download something. When they want to coordinate MORE interventions.

Is This Stepping On Toes? [🔗](#)

No, because:

- **Climeworks deploys DAC facilities** → You coordinate multiple intervention types
- **Charm Industrial runs biochar projects** → You optimize across operators
- **Government agencies track interventions** → You enable planetary-scale coordination

You're not replacing their interventions. You're coordinating them for maximum planetary cooling impact.

The Real Value Prop [🔗](#)

"Your climate interventions have been operating in isolation. We coordinate them and show you the planetary cooling impact you're actually capable of."

That's it. No exports needed. Just the moment of planetary coordination realization.

Build until they say "coordinate more of my interventions." Then stop and sell.