

# THREE SIMPLE POINTS

**1.** The world has an unused, abundant commodity: CO<sub>2</sub>  
In essence, CO<sub>2</sub> is a free good at its new production rate of 35 gigatons per year.

**2.** Innovation is critical  
What can we do with this CO<sub>2</sub>? We need to fund a global effort, a “manhattan project” approach, to define, develop and bring to market the many practical and significant uses of CO<sub>2</sub> as quickly as possible.

**3.** Market creation  
Markets and their global ecosystems must be developed and built, based on how current markets function, to effectively deploy these CO<sub>2</sub>-based products. The global opportunity for potential revenue is staggering.