

## THE REAL NEED PEOPLE PLANET PROFIT A CLIMATE ACTION INITIATIVE FOR SUSTAINED "ECO"NOMIC IMPACT

"We do not inherit the earth from our ancestors;

We borrow it from our children"

- David R. Brower



We are on the verge of extinction, but we don't seem to realize it. To date, Earth has witnessed five mass extinctions, and all five have been caused by natural geological changes. The sixth mass extinction will be the result of human activity alone. Without immediate action, the consequences of global warming will become irreversible.

Greenhouse gases are warming the Earth, fuelling hurricanes, drought, heatwaves, and wildfires. The frozen permafrost in the Earth's poles is melting, releasing ancient, potentially dangerous viruses and bacteria into the atmosphere. Close to one million animal and plant species are on the verge of extinction. The rapid pace of urbanization and deforestation is reducing air quality, exacerbating people's susceptibility to respiratory diseases like SARS, lung cancer, and most recently, Covid-19.

The Center for Research in Environmental and Sustainable Technologies (CREST) Foundation has been founded to bring about a paradigm shift in climate action by implementing a proactive, nature-inclusive approach to climate change. Using our time-tested proof of concept (backed by a decade of sustainability research), we can engineer future-proof climate hubs that promote both people and planet wellbeing.

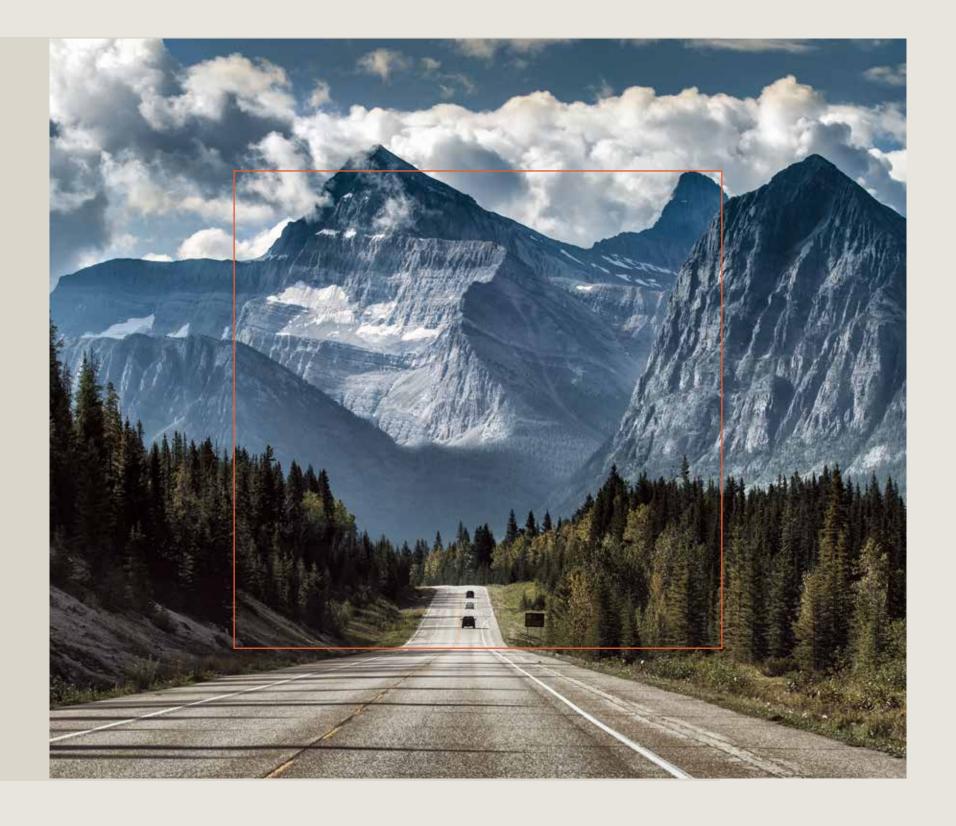
CREST FOUNDATION I 4

### CREST FOUNDATION

CREST (Center for Research in Environmental & Sustainable Technologies) Foundation is a non-profit environmental and social governance initiative dedicated to People and Planet wellbeing.

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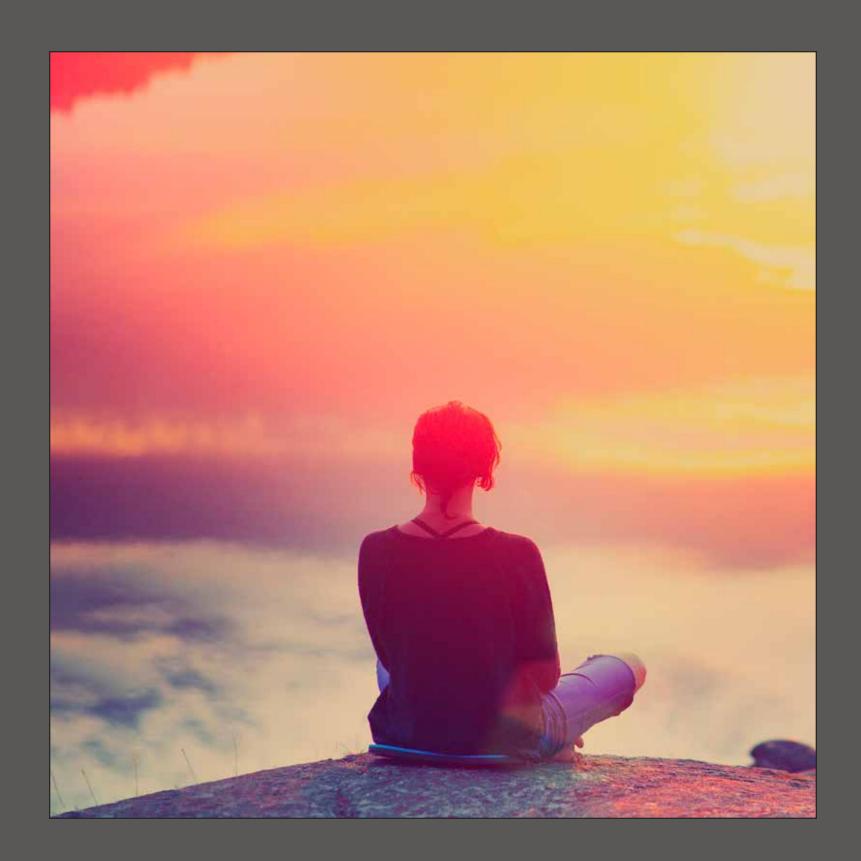
OUR MISSION

CREST Foundation is on a mission to build 20 self-sufficient Climate Hubs over the next ten years. Each Climate Hub will consist of 600 eco-homes, 500 acres of organic farms, food forests, and herbal gardens, an organic shopping market, corporate offices, green schools, a sports and entertainment village featuring 64 varieties of sports, a community kitchen, and a preventive care and wellness health centre.

Our practical approach is neither theoretical nor challenging to implement. The Foundation's first publication, Blue Dharma, is a playbook of sustainable practices that have successfully powered the creation of the world's first energy-positive, water-positive, and collective organic farming community. We have the proof of concept to build carbon-pollution-free communities that promote sustainable living (without compromising on the perks of modern lifestyles) and revive natural ecosystems while combating the most urgent changes of the climate crisis.

Our all-inclusive approach to each strand of sustainability – air, water, food, soil, shelter, energy, and people – will fundamentally transform the urban lifestyle. Each self-sufficient climate hub will produce sustainably farmed organic food, generate clean energy from renewable resources, improve air quality, recharge the water table, restore soil fertility, support animal health, and nurture biodiversity.

This fiscally responsible high-impact initiative is built on a consistent, sustained growth model and is guaranteed to yield results. CREST Foundation is seeking to raise \$100 million for the first demonstration project. The Foundation has a 12-year roadmap to grow its revenue into \$1.78 billion, create 620,000 jobs, generate 820 MW of clean energy, and produce 6.28 million metric tons of organic food.

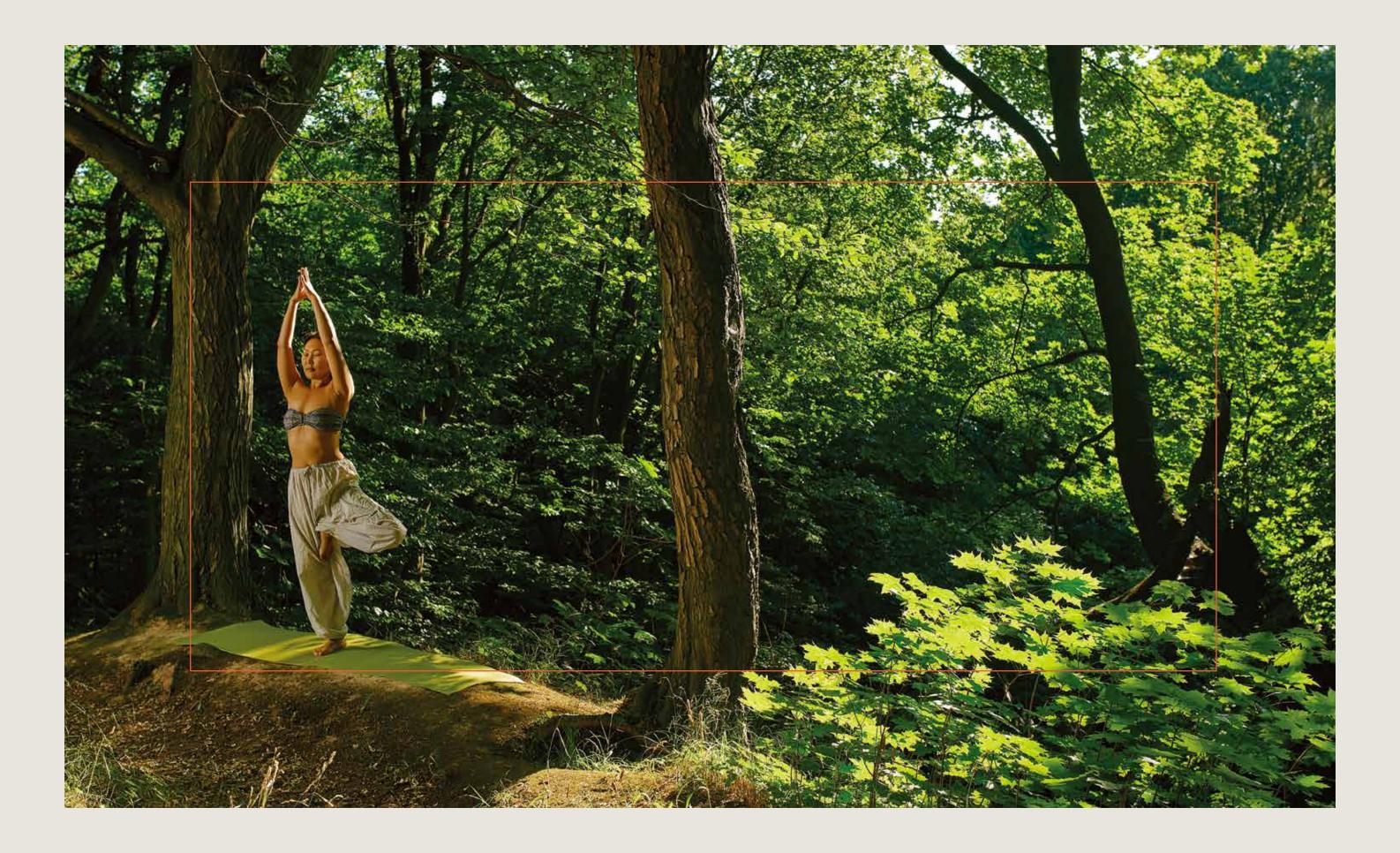


OUR ETHOS

CLIMATE CRISIS

AND HUMAN

WELLBEING



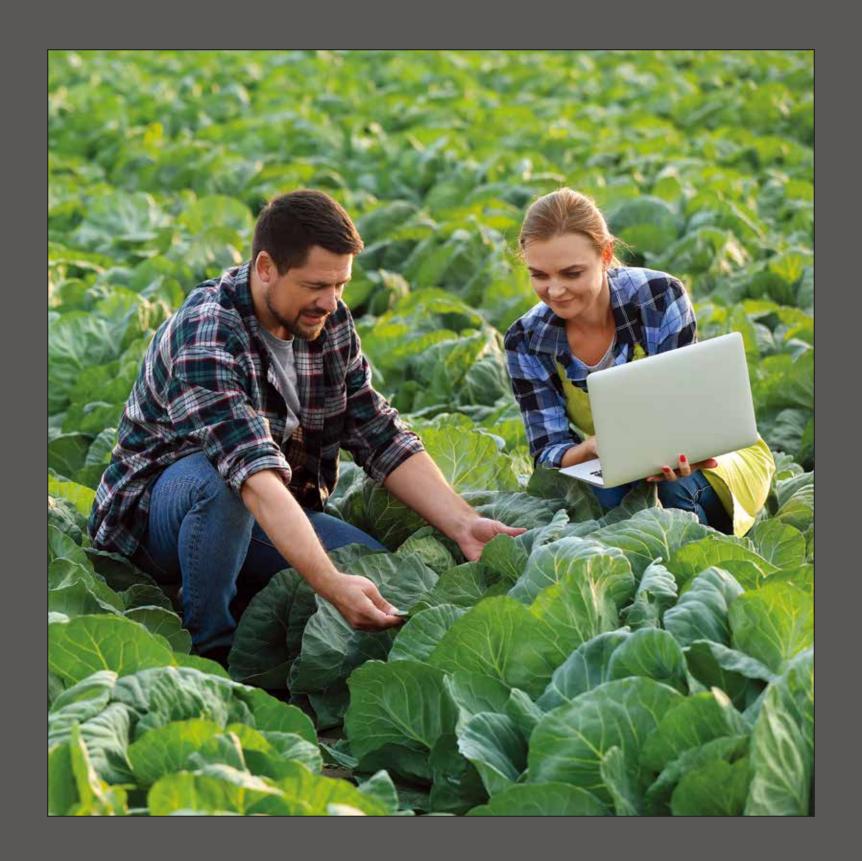
## HUMAN WELLBEING CAN SAVE THE PLANET

CREST Foundation will create climate-resilient eco-habitats that combine the luxuries of modern life with the benefits of living in nature. These energy-efficient homes will usher in a new age of climate adaptation and resilience, providing residents access to safe drinking water, fresh air, and farm fresh witnessed organic food.

Over the last decade, many mega cities have transformed into urban heat islands. City residents breathe polluted air, continuous exposure to which can lead to a dip in immunity and a surge in respiratory illnesses.

Planted palettes of oxygenating trees clean and cool the air by accelerating the absorption of greenhouse gases from the atmosphere. Cultivating agroforestry and herb gardens provides witnessed organic farm-fresh food and helps bring back biodiversity to urbanized areas.

Implementing mechanical ventilation techniques in mixed use and residential developments improves ventilation, thereby improving indoor air quality.



OUR VISION

RE-IMAGINING
THE URBAN
LIFESTYLE



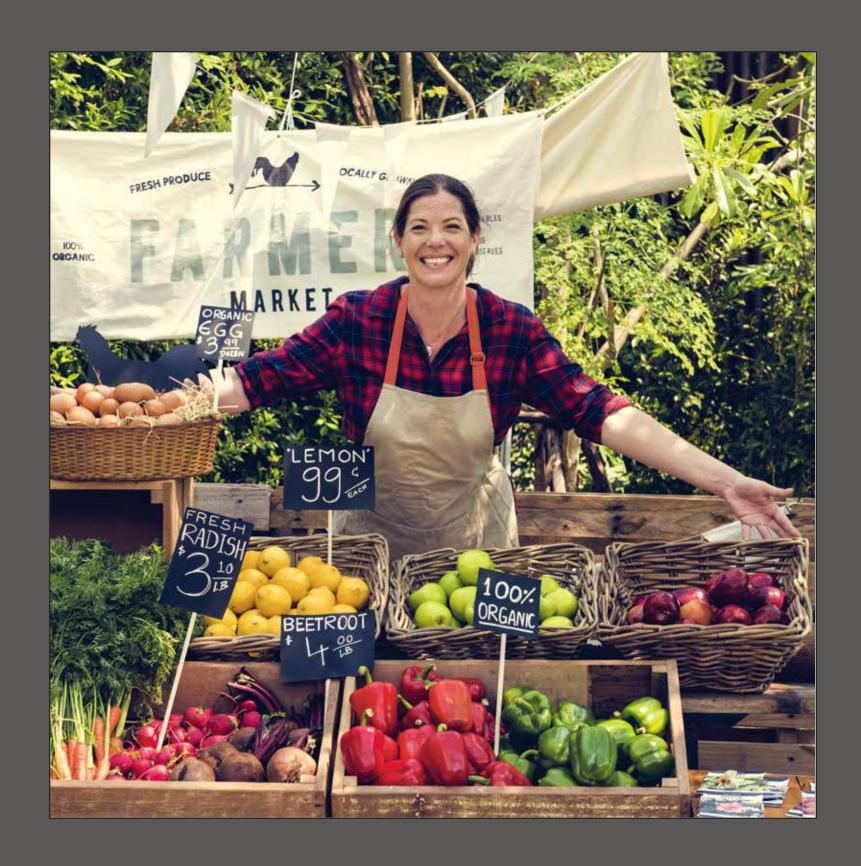
## ENERGY POSITIVE CITIES AND GLOBAL COOLING

To meet the 2050 net-zero emission goals, CREST Foundation intends to create energy-positive communities that produce clean energy from renewable resources and facilitate zero maintenance and zero waste living.

60% of the world's population will live in cities by 2030. Buildings consume a lot of energy and, together with the construction industry, contribute to 40% of the world's carbon dioxide emissions. As wildfires, hurricanes, and other dramatic climatic events become the norm, establishing baseline data to track climate change becomes vital.

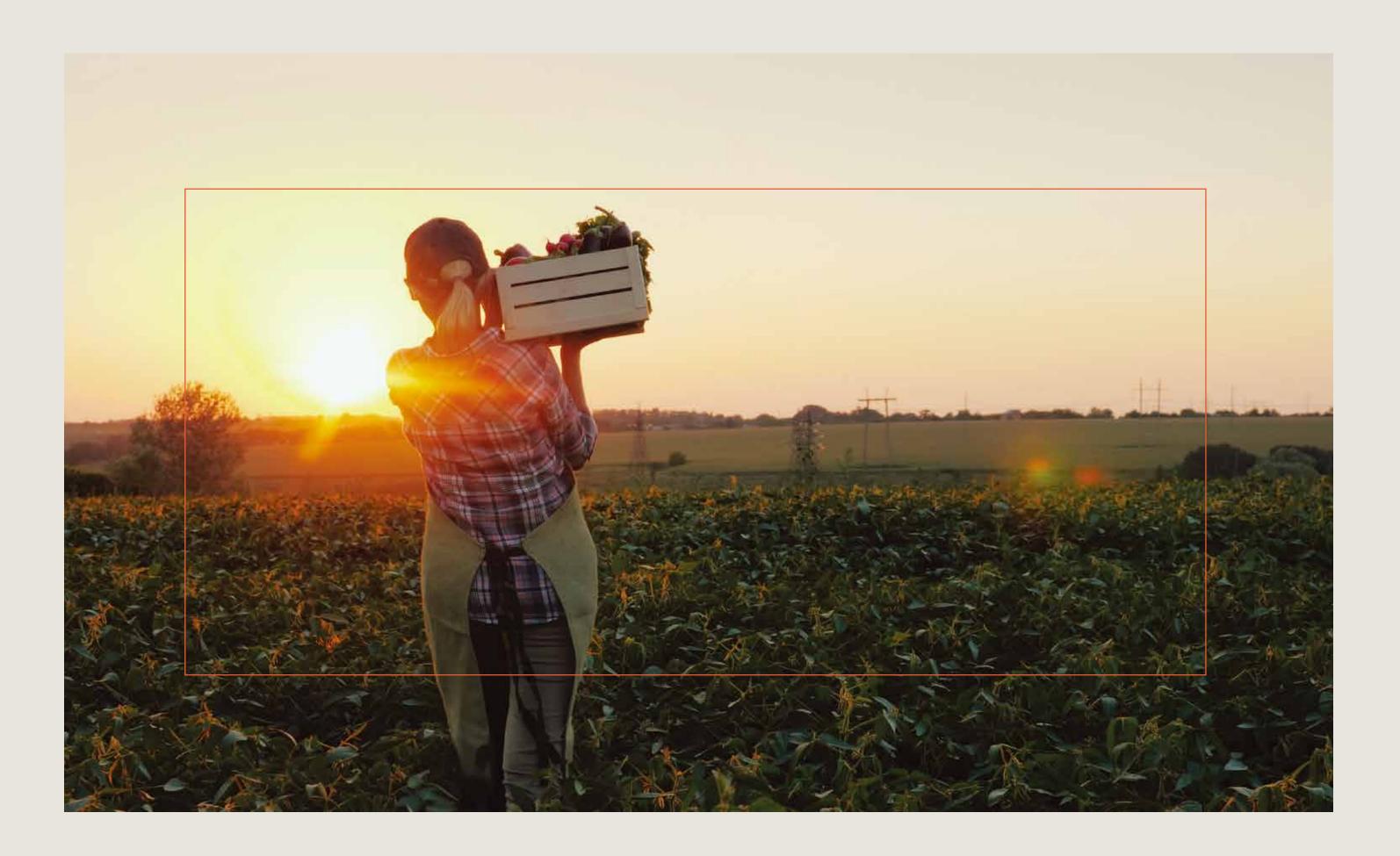
Today, it's easier and more convenient for people to work and live in air-conditioned homes and offices. These closed-door living situations increase exposure to indoor air pollutants, which is unhealthy in the long run.

When plants transpire, they cool the air around and beneath them. Increasing herbal forest density and clean energy reliance facilitates global cooling. Cooling temperatures reduce wildfire footprints and air conditioner dependence in the summer months. When fewer chlorofluorocarbons are released and more carbon monoxide is absorbed, the planet goes into a virtuous cycle of global cooling.



OUR COMMITMENT

LAUNCHING A
WITNESSED-ORGANIC
REVOLUTION



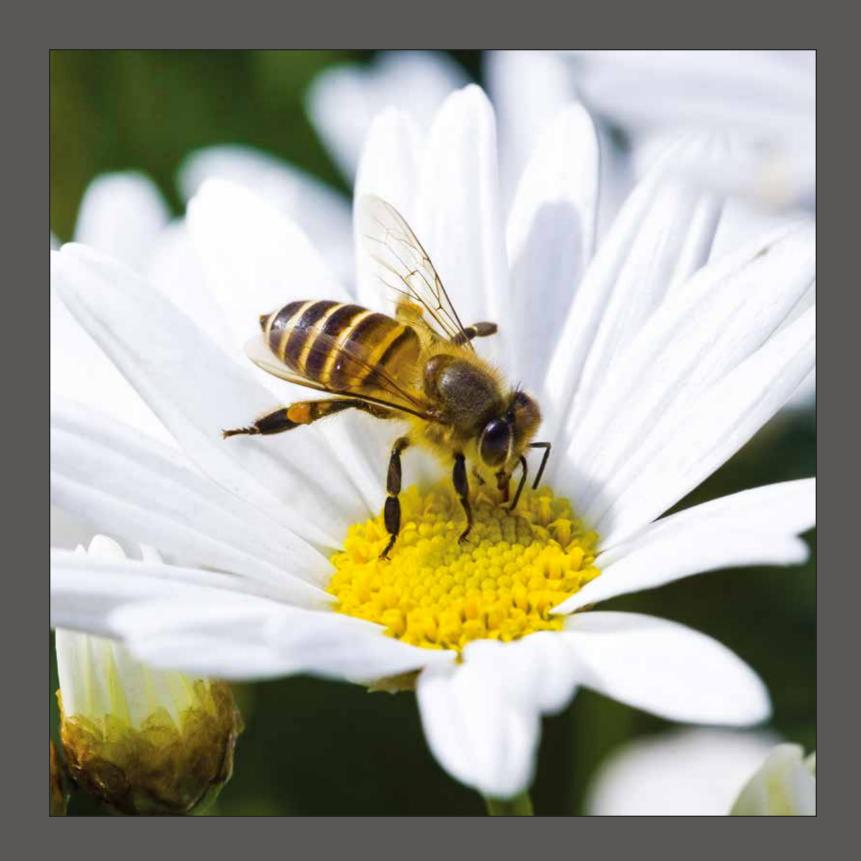
## NUTRITION, SOIL HEALTH AND CLOSED LOOP CYCLES

CREST Foundation will create circular economies through its sustainable communities by implementing a 'buy local, eat local' model of food production that dramatically reduces food miles. Organic farms within these sustainable communities will also support a farm-to-fork-to-farm model, allowing zero-refrigeration to become a reality.

The nutritional quality of food is declining because of monocropping and chemical farming. Easy access to and mass production of frozen and processed food has made consuming fresh, organic produce more challenging and expensive.

Global food transportation is a leading contributor to lower food and nutritional safety standards and higher greenhouse gas emissions. In the time it takes for food to be harvested and reach the customer, fresh, alkaline food turns acidic. Regular consumption of acidic food increases the risk of cancer and other gastroenterological diseases.

Investing in climate-smart agriculture, nutritional food security, integrated pest management, and pollinator health and protection restores soil health. Regular access to fresh produce reduces dependence on refrigeration to store food. Improving soil health helps sequester carbon back into the Earth.

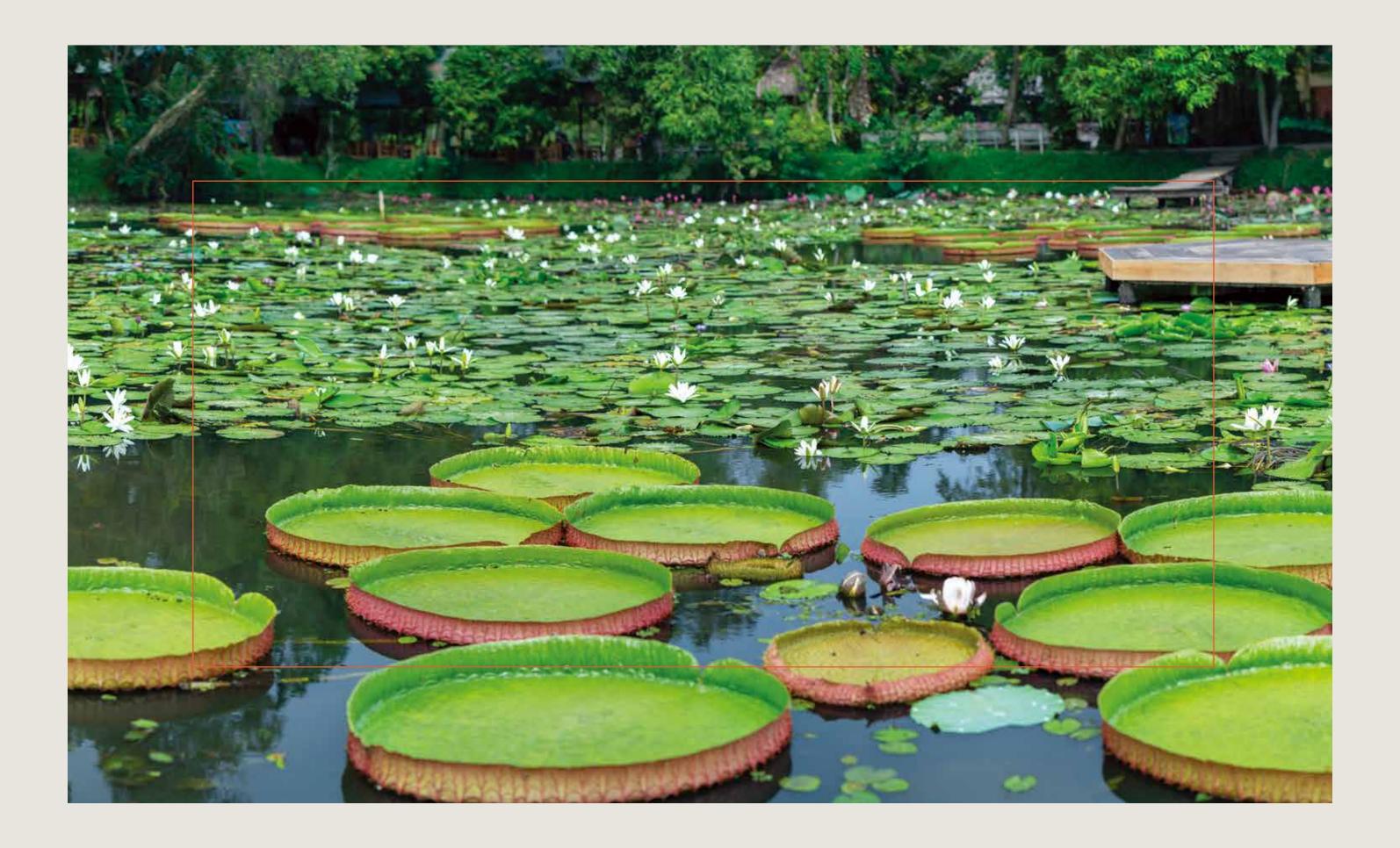


OUR HOPE

RESTORING

NATURAL

CYCLES



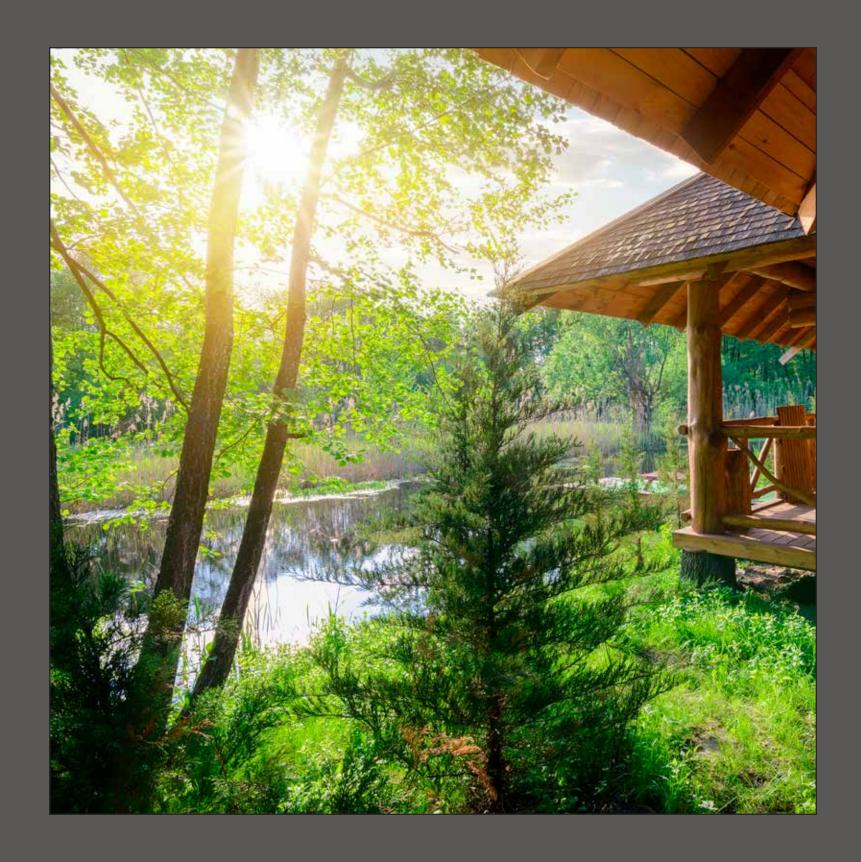
# CLIMATE RESPONSIVE HABITATS AND WATER CONSERVATION

CREST Foundation will create water-positive communities that respect nature's biological, geological, chemical, and physical systems. By implementing water conservation and soil rehabilitation techniques that fix topsoil's ability to percolate water into the groundwater table, CREST Foundation communities will contribute to rainfall regulation and global cooling.

Today, many cities suffer from multi-year drought conditions and rely on depleting freshwater sources to meet the needs of their residents. Harvesting rainwater and managing runoff in urban areas remain a challenge because most urban surfaces like concrete, metal and asphalt are impervious to water.

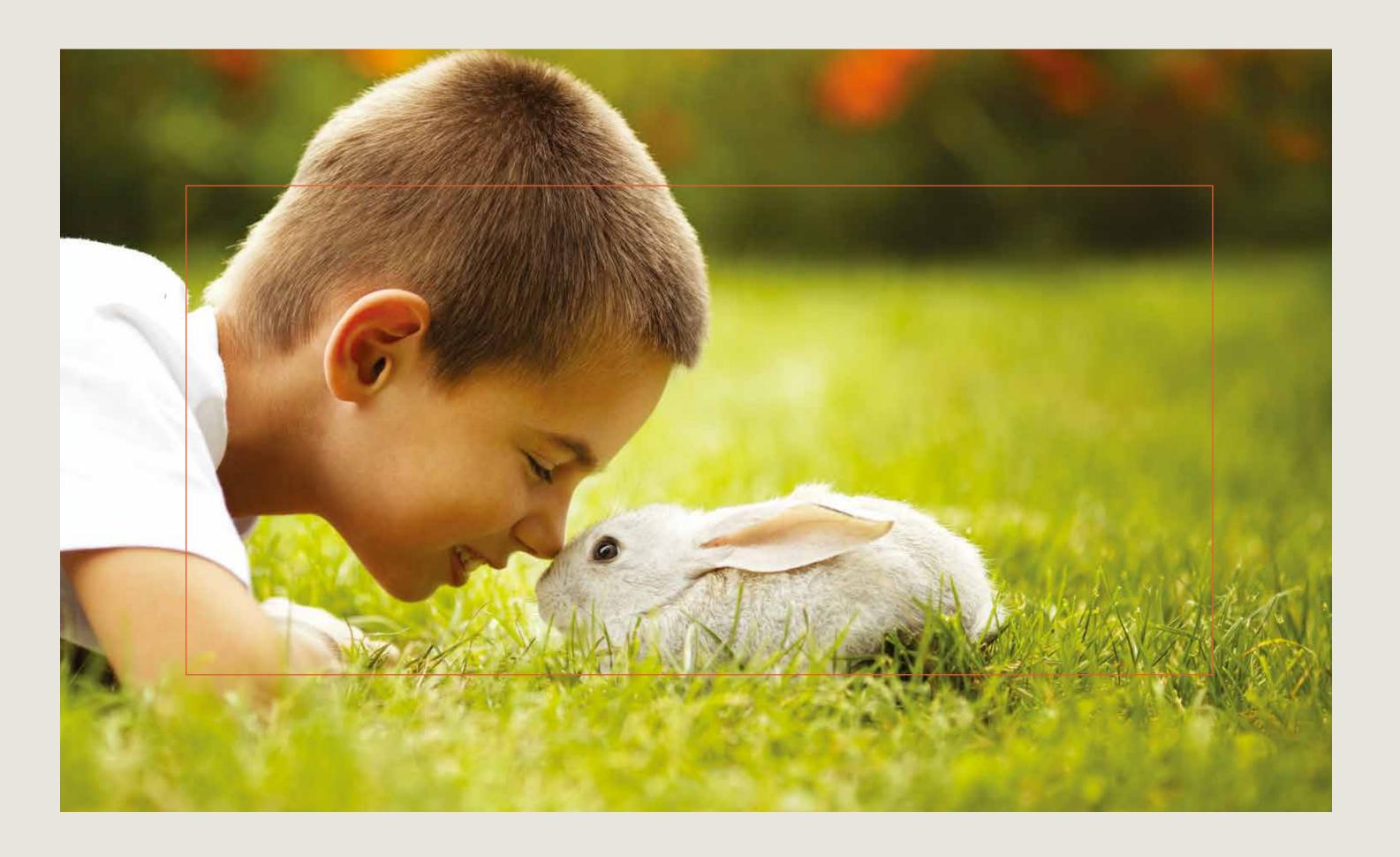
Focusing on river protection and safe storage moves the needle towards zero water waste. Using watershed techniques for irrigation and organic farming practices promotes inclusive ecosystems and improves the resilience of forests and rangelands.

Climate responsive habitats, comprising high-oxygenating, water-holding plants, rainwater retention ponds, and pockets of biodiversity, are a natural and practical way of addressing the current water crisis.



OUR GOAL

RE-ENGINEERING
THE CONCRETE
JUNGLE



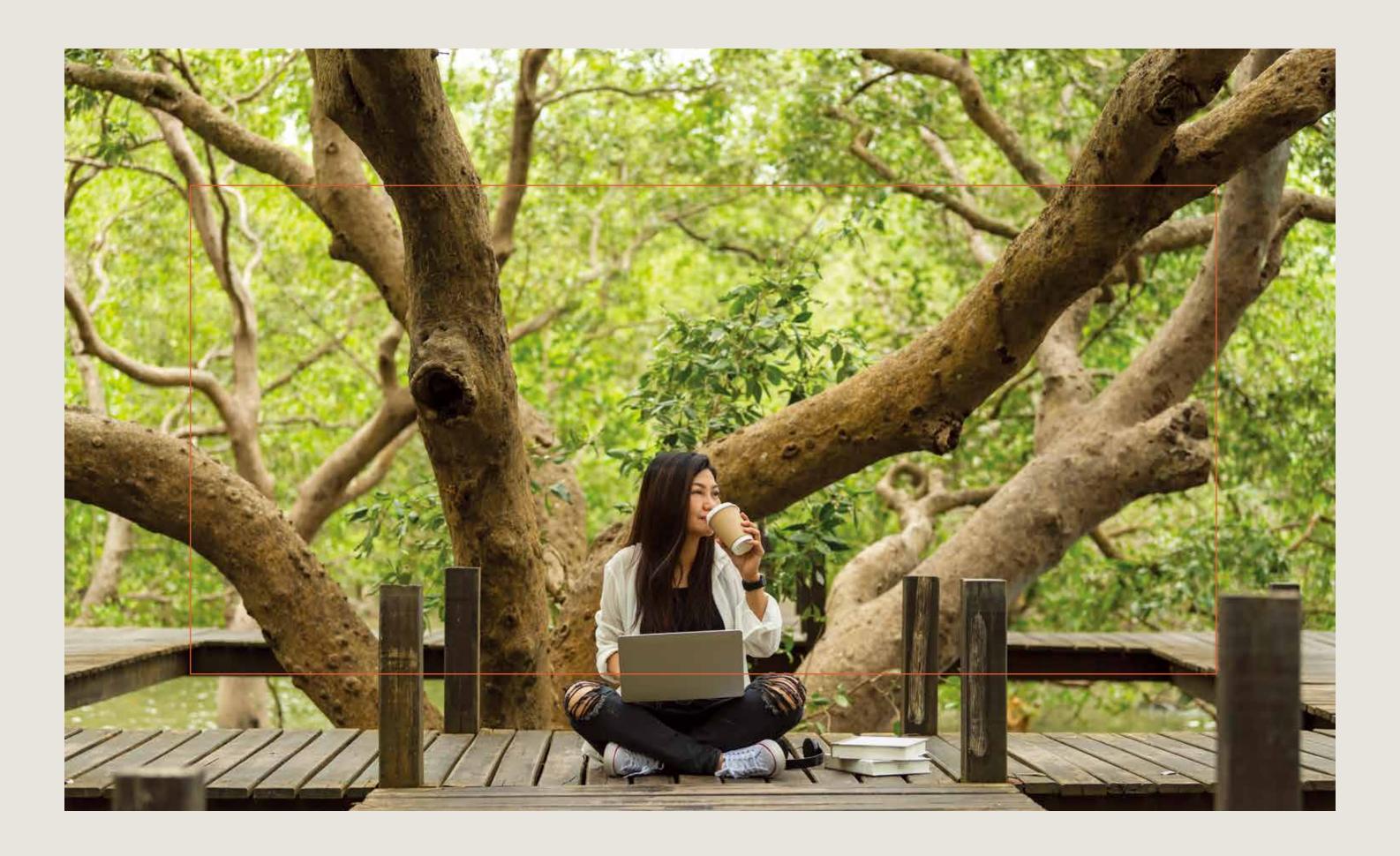
# FUTURE-PROOF CLIMATE HUBS AND INCLUSIVITY

Energy-efficient and climate-resilient design features are a standard component of CREST Foundation's infrastructure plan. CREST Foundation's all-inclusive schools and workspaces will offer better ROI to residents in terms of air, water, food, health, and mental wellbeing.

Although little changes in terms of the landscape, amenities, or access to fresh air or drinking water, demand for urban housing continues to rise exponentially, skyrocketing prices.

Urban residents spend more money but often compromise on health and wellbeing since they don't have easy access to farm-fresh food or nature. The opportunity cost of not living close to nature grows larger every day. Urban citizens are subjected to constant noise, food, air, and water pollution.

The solution is to re-engineer the concrete jungle to function as a sustainable community within a closed-loop cycle. Reviving a sense of community by creating cities within natural ecosystems can revitalize mental and physical health. Exclusion hasn't worked. All-inclusive living is the way forward.



# 'WALK TO WORK' AND 'WALK TO SCHOOL' COMMUNITIES

CREST Foundation's 'Walk to Work' and 'Walk to School' living situations remove the need to commute every day and help dramatically cut down on emissions from transportation, global warming's leading contributor.

Cities are crumbling under the weight of supporting their residents. Whether it is increasing the stock of affordable housing for low-income families, often from marginalized communities, managing waste, providing safe drinking water, or following food safety practices, cities face an uphill battle in the coming years.

Dealing with traffic congestions, long commutes and packed living situations is often the norm for urban residents.

The solution is to de-clutter the concrete jungle by creating clusters of communities across the country where both jobs and schools are in walking distance of residential neighborhoods.

Building green schools, family engagement centres and workspaces in socially disadvantaged neighborhoods and education deserts stimulates economic growth at a grass-root level. These mixed-use neighborhoods promote social equality by helping bridge the current employment and economic opportunity gap between urban and rural areas.



## COMMUNITY LIVING AND SOCIAL BONDING

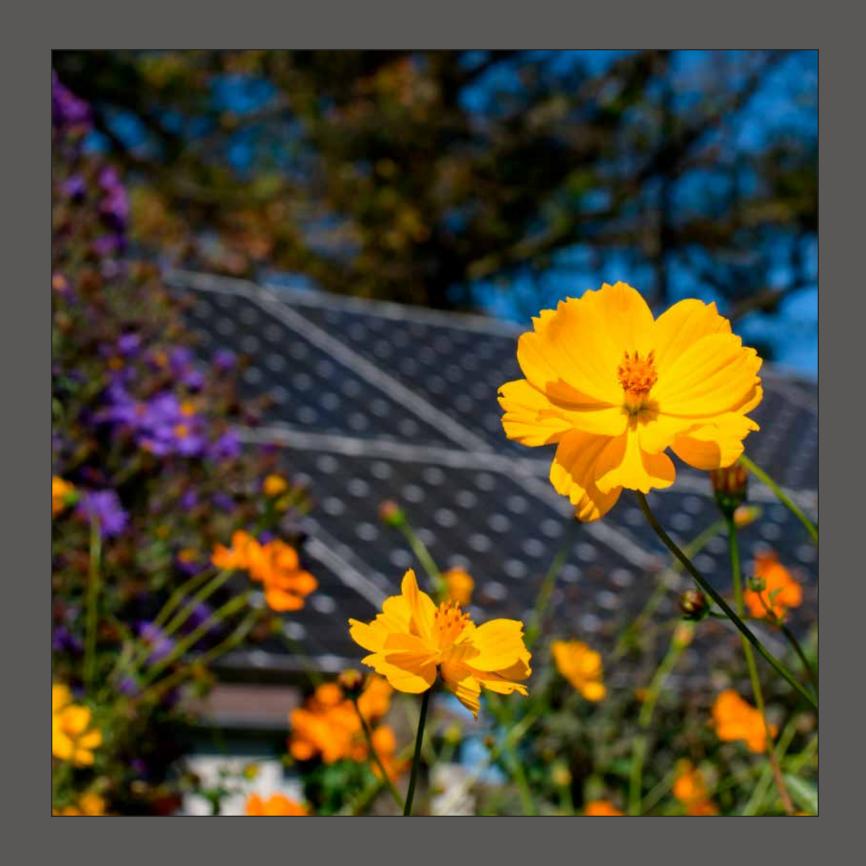
CREST Foundation's integrated townships will include green schools and open workspaces, a sports and entertainment village, a hospital and wellness centre, herb gardens and community kitchens, and other public assets geared towards enhancing the physical and mental quality of life.

Urban housing does not facilitate the forming of meaningful connections with neighbors or the community at large. In an increasingly individualistic society, a lack of social bonding can cause stress, anxiety, and depression.

Sustainable communities focused on eco-wellness naturally promote physical and emotional wellness and reduce stress, creating social harmony.

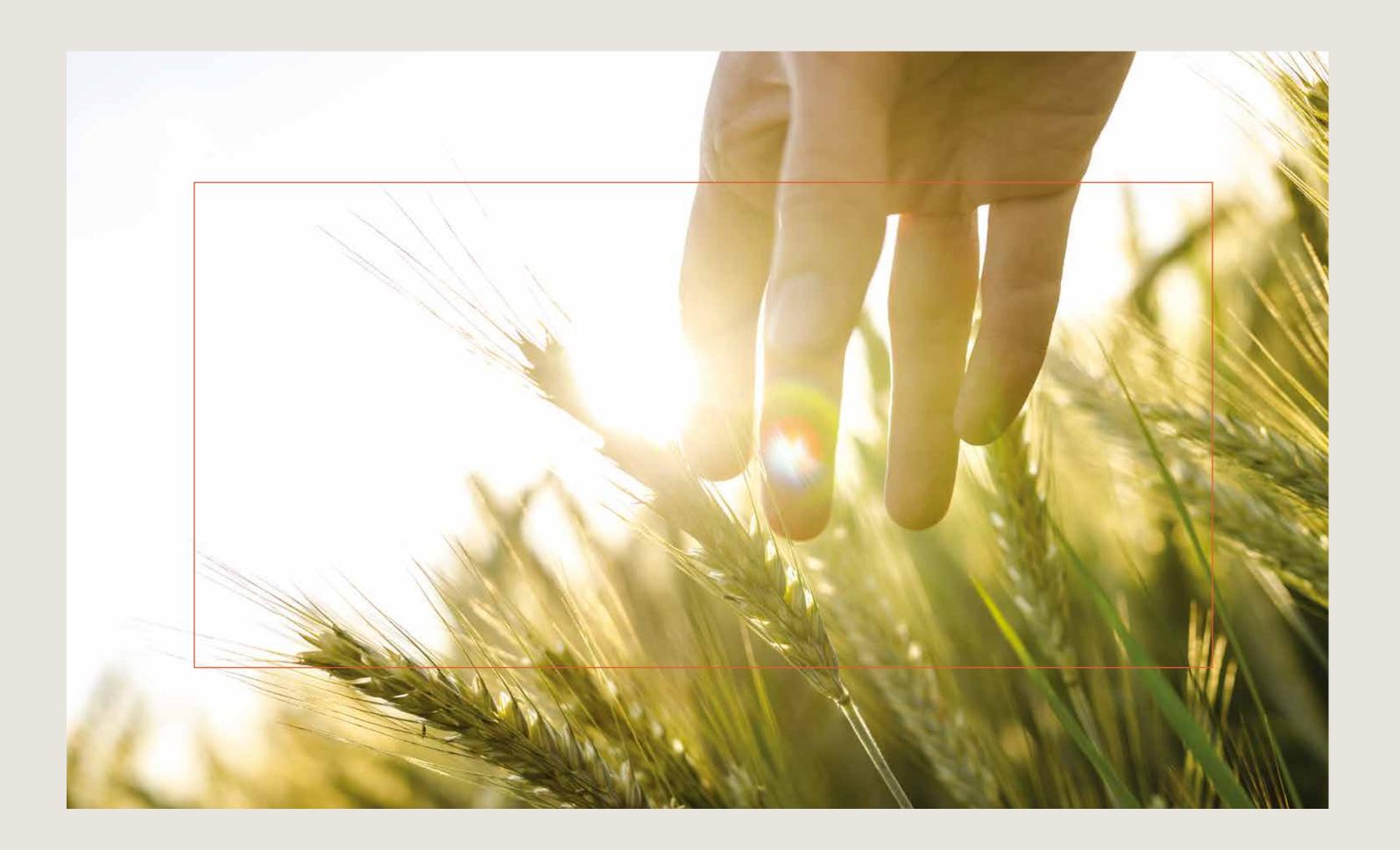
Architectural design and natural landscaping within the community can be fashioned into shared indoor and outdoor spaces. These functional spaces can be used for family-friendly events and nature-immersive activities that align with the community's shared sustainability goals.

Participation in collective activities offers innumerable opportunities to form meaningful interpersonal connections and strengthens the emotional wellbeing of the community's residents.



OUR INTENTION

DECARBONIZING
WITH CIRCULAR
ECONOMIES



## SUPPLY CHAINS AND CARBON FOOTPRINTS

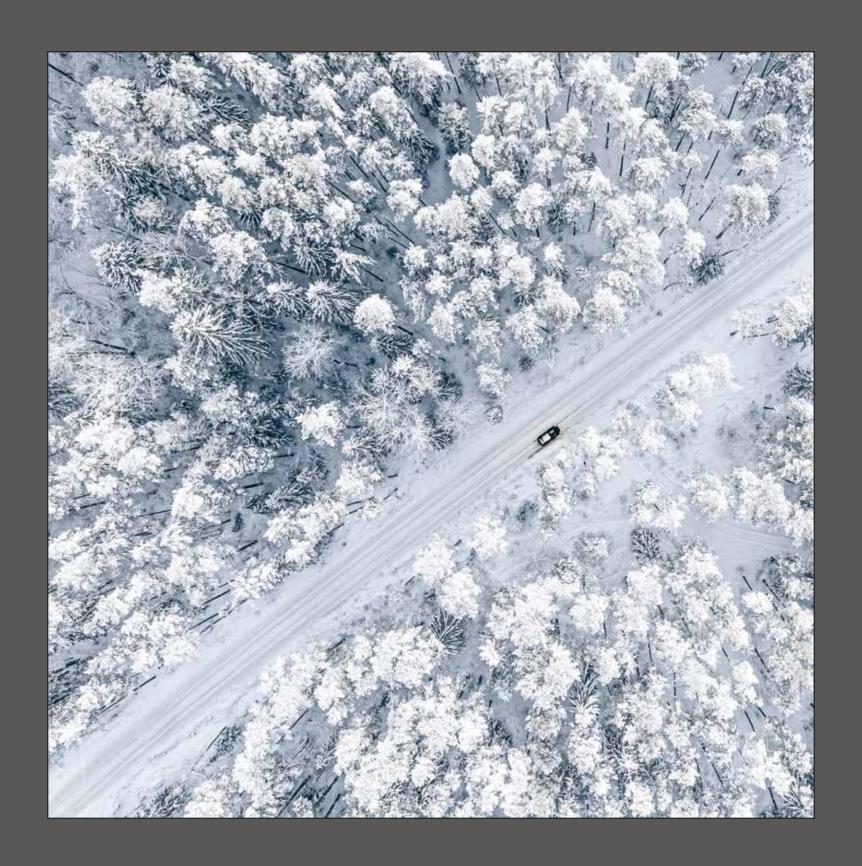
CREST Foundation aims to reduce the global carbon footprint by establishing circular micro-economies. CREST Foundation will transform the US agricultural landscape by nurturing forest ecosystems and agroforestry, investing in sustainable agricultural research facilities, promoting innovations in nutritional security, and fuelling sustained economic growth.

Processed foods and global food supply chains have large carbon footprints. Produce that's farmed with fertilizers and pesticides has a longer shelf-life but is of lower nutritional value. Consuming food with additives and preservatives is harmful, and organic food products remain expensive to produce and consume.

By relying more on local farms, circular bio-economies become less vulnerable to global supply chain breakdowns. In bio-economies, food is managed in innovative ways. Food waste is converted back into energy and excess food is funneled into organic food processing plants.

Easy availability of nutritious, farm-fresh food also decreases reliance on takeout food and reduces waste from takeout packaging. Most importantly, these circular microeconomies contribute to a reduction in food miles, thereby decarbonizing the earth.

Micro-economies can bolster and support other aspects of the economy besides food production. Providing rural citizens with the same healthcare, education, and employment opportunities usually limited to cities dissuades mass-migration to urban areas and decreases infrastructure and transportation needs.



OUR CONFIDENCE

WHY
THIS WILL
WORK

## OUR ROADMAP TO SUSTAINED GROWTH

With a robust financial plan to recuperate funds allocated to each part of the Impact Fund, CREST Foundation will not need to secure additional funding beyond the first \$100 million. Using this model of sustained economic growth, in 12 years, CREST Foundation expects to grow its revenue into \$1.780 billion

CREST Foundation's sustained, robust economic model is structured to generate revenue from the very first project.

The first demonstration project (proof of concept) is estimated to cost \$150 million. The demonstrated project will include all the amenities associated with the project as well as 10 ready-to-move-in model homes (out of the 600 projected homes to be built as a part of the project). The amenities will include 500 acres of organic permaculture farms, 100,000 sq/ft of responsible commercial real estate (office spaces), processed food industries, an organic shopping village, 64 types of sports and entertainment, a fully functional cafeteria, a hospital and wellness centre, and green school and college buildings.

Our goal for the first project is to create 20,000 jobs, produce 30 megawatts of clean energy and 130,000 metric tons of organic food.

These amenities will form the nucleus and the launchpad for the remaining development. This will enable new home buyers to have a real-time experience of all the functional aspects of the community. It will also serve to showcase the advantages of living within a fully sustainable community and helps the land and move-in-ready homes gain premium value, which promises better ROI.

Services rendered by CREST Foundation will include sustainable design and consulting services, impact studies and certifications, staffing, skill development and training, and Smart City automation technologies. CREST Foundation will charge \$10 million to SPV for these rendered services, thus recuperating its operational costs.

The ROI from land development in each project is reinvested into future projects, thus furthering the positive ecological and environmental impact of CREST Foundation.

As funds from more projects are reinvested into procuring and developing more lands, the number of jobs created in the process will increase exponentially. Through the work of the Foundation, 40,000 jobs will be created by Year 3,160,000 jobs will be created by Year 9, and 620,000 jobs will be created by Year 12.

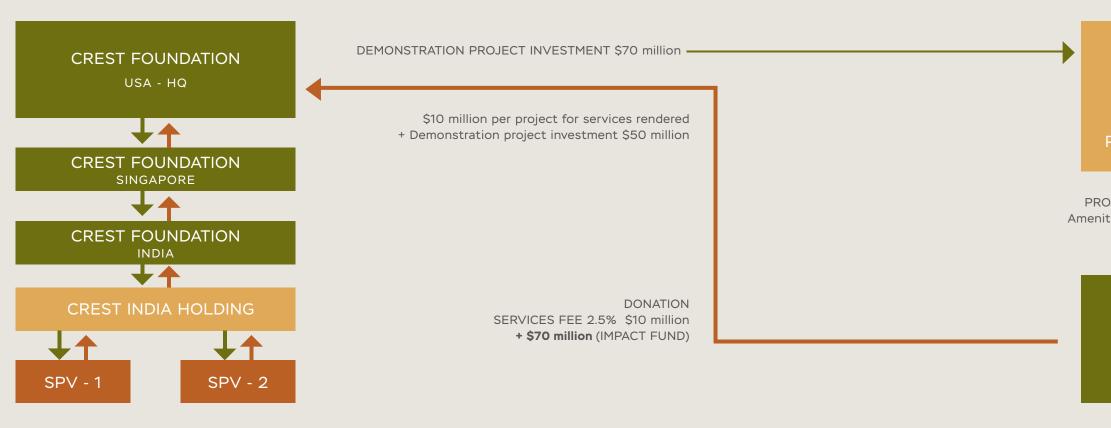
By sparking a clean energy and an organic food revolution, decarbonizing over-congested cities, improving air quality, and bringing back ecosystems and biodiversity local to each region, CREST Foundation will move the needle of climate change in the right direction.



## OUR "ECO"NOMIC MODEL

CREST Foundation's Development Partner and investment banking partner will co-invest \$30 million and \$50 million respectively to which CREST Foundation will add \$50 million of its funds towards the first project.

The sum of \$150 million will be invested into CREST Resource Holding, a for-profit Delaware corporation. CREST Resource Holding will, in turn, invest the \$150 million into an SPV to develop the land and build out the amenities as part of the first phase of the project.



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PROJECT INVESTMENT

\$30 million

PROFIT SHARE

\$80 million

DEVELOPMENT PARTNER

CREST RESOURCE HOLDING

JMJ + MARK JV (50%-50%)

LEGAL, CONTRACTS, OPERATIONS, SALES

PROJECT INVESTMENT - \$150 MILLION

PROJECT INVESTMENT
Amenities + Infrastructure
+ Model Homes

GROSS PROFIT - \$200 million
(after excluding Landowner Share
+ Services & Zero Capital Debt)

## SUSTAINABLE CLIMATE RESPONSIVE AGRO COMMUNITY

(SPV WITH LANDOWNER)

Tax savings on donations to CREST Foundation

LAND DEVELOPMENT, CONSTRUCTION & HANDINGOVER

PROJECT INVESTMENT

\$50 million

PROFIT SHARE

\$80 million

(\$20 million land cost) Land-Owner \$35 million @ 25% IRR (Compounded to 3 years)

#### SERVICES RENDERED BY FOUNDATION

- · Funding Demonstration Project R&D and Innovation
- · Sustainable Design and Consulting Services
- · Impact Studies and Certification
- · Staffing, Skill Development and Training
- · Smart City Sutomation

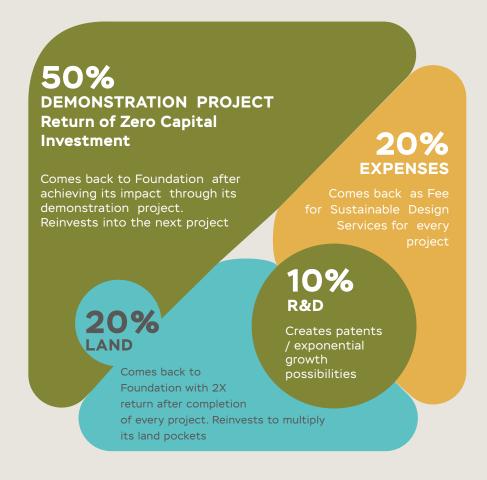
The gross profits from land development, excluding the landowner's share is expected to hit \$200 million. Of this \$200 million, \$80 million is returned to the investment partner and \$80 million is returned to the development partner. A \$20 million investment by a land-owner/foundation is expected to get returns of \$35 million, and the \$70 million donated by CREST Foundation from its Impact Fund (demonstration project finance) is also returned on project completion from the profits of the land development.

Based on this model, CREST Foundation will not need to secure additional funding beyond the first \$100 million. Using this model of sustained economic growth, in 12 years, CREST Foundation expects to generate a revenue of \$1.78 billion.

MARK CAPITAL

Finance & Budgets Control

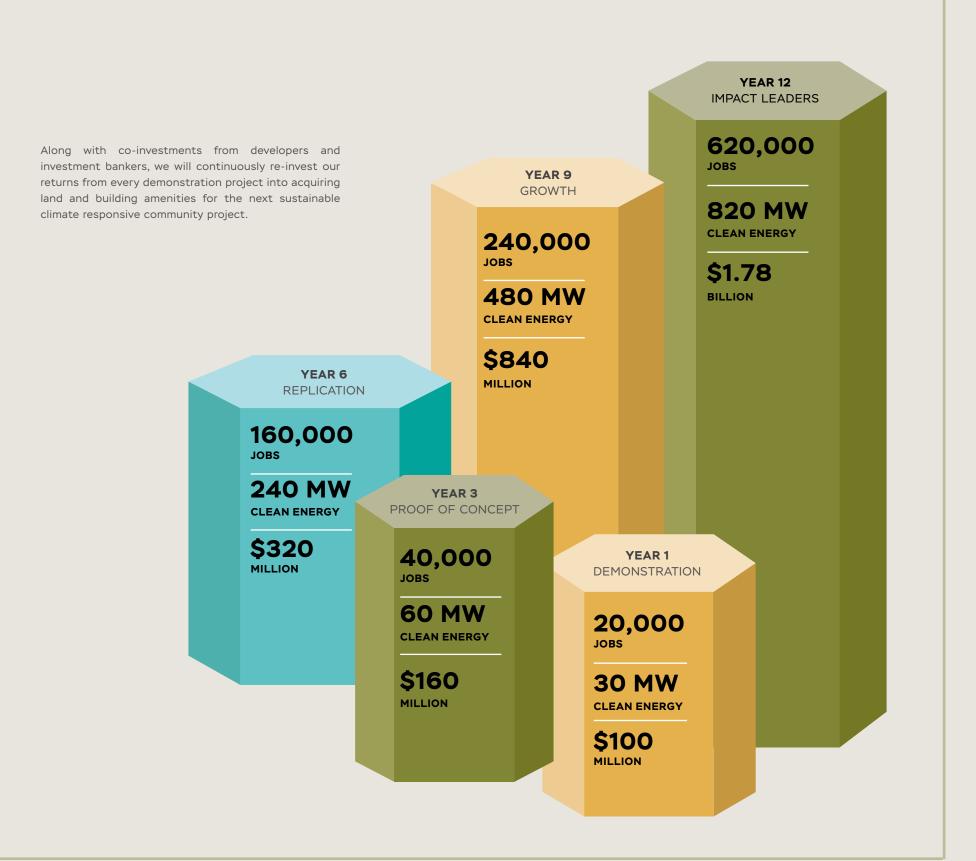
## OUR GROWTH STRATEGY



**BUDGET - \$100 MILLION** 

FOUNDATION'S OWN LAND + CO-INVESTMENT IN DEMONSTRATION PROJECT (AMENITIES) + FEE FROM SUSTAINABLE ENGINEERING SERVICES

Demonstration Project re-investment after completion of every project.



## OUR SOLUTION FRAMEWORK

CREST Foundation aims to create sustainable, carbon neutral, built environments with climate responsive habitats that contribute to people and planet wellbeing.

The project establishes a closed loop cycle where waste from one process becomes the source for another – food consumption and production are no longer separated as distinct processes. Every resident becomes a co-owner in the process of creating a non-polluting, self-sufficient community.





















#### AIR

Herbal forests absorb toxins and produce clean, medicinal air that improves air quality, the immunity of residents and promotes biodiversity.



#### WATER

Watershed management, collected runoff, and harvested rainwater are used to replenish groundwater and recharge deep aquifers and treated sewage water is used for agriculture, enabling the development to become water positive.



#### SOIL

Closed loop systems and organic practices detoxify and improve soil health while promoting a thriving biodiversity.



#### FOOD

Witnessed organic food production establishes the highest nutritional and food safety standards. Farm-fresh, farm-to-fork produce is distributed to residents and excess produce is sold outside the community, generating a sustained revenue that compensates for maintenance costs.



#### **ENERGY**

The project will use solar winds, low wind turbines, biogas plants and biofuel to create an energy positive development.



#### ECO HABITATS

Daylight integrated, positive air pressure homes eliminate indoor toxins and produce clean energy. Herbal gardens and food forests enable zero-refrigeration, which reduces carbon footprints.



#### PEOPLE

All-inclusive living systems promote a sound rural socio-economic fabric and several opportunities for social bonding.

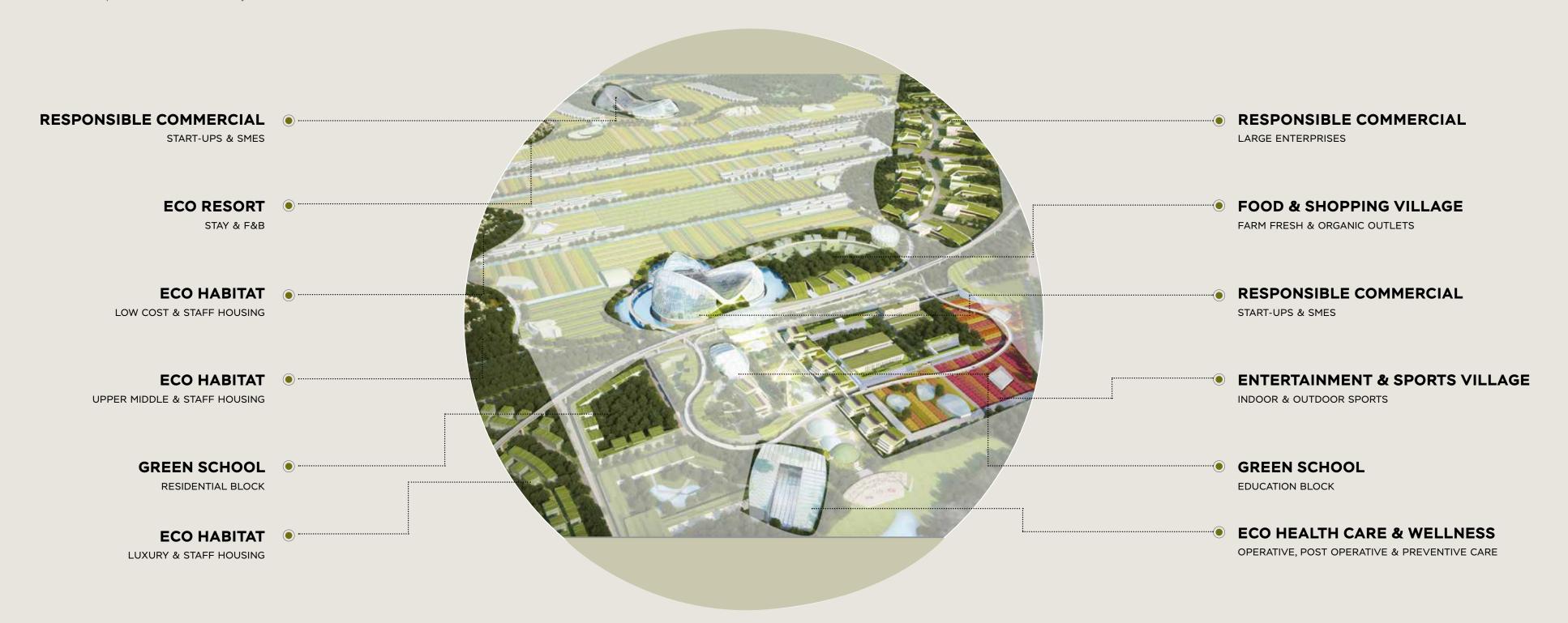


#### ANIMALS

All animals farmed in the community are fed organic produce. Consequently, all meat and dairy produced on the farms meet the highest food and nutritional safety standards. Bio manure from animals is used to improve soil fertility and aids in producing zero-adulteration food.

## "RESPONSIBLE" LIVING

'Walk to Work' and 'Walk to School' living situations based on de-urbanization will reduce the necessity of a daily commute and reduce emissions from transportation dramatically.



### OUR IMPACT PORTFOLIO

## AWARENESS & PROPAGATION

- Organic Event
- Training Programs
- Farming / Kitchen Gardening
- Zero Waste Living.
- Community Farming
- Sustainable Services

## CLEAN TECHNOLOGIES & INNOVATION

- Sustainable Product Design
- Al & Process Automation
- Digital Transformation

## SUSTAINABLE CITIES AND COMMUNITIES

- Master Planning
- Environmental
- Architecture
  Interior
- Farmscape
- MEP
- Structure
- Automation
- Supply Chain
- Infrastructure
- Communications

#### **CLIMATE RESEARCH**

- Zero Wast
- Eco Building Mater
- Manufacturing / SustainaBuilding Prototypes
- Technologies
- Al / SMART City Operations
- Customer Persona
- Transformative Spaces
- FPOs & ECO Products
- Droventive Co

PREVENTIVE CARE &

WELLNESS LIVING

Preventive Care

Social Bonding

Child & Animal Care

Wellness Lifestyle

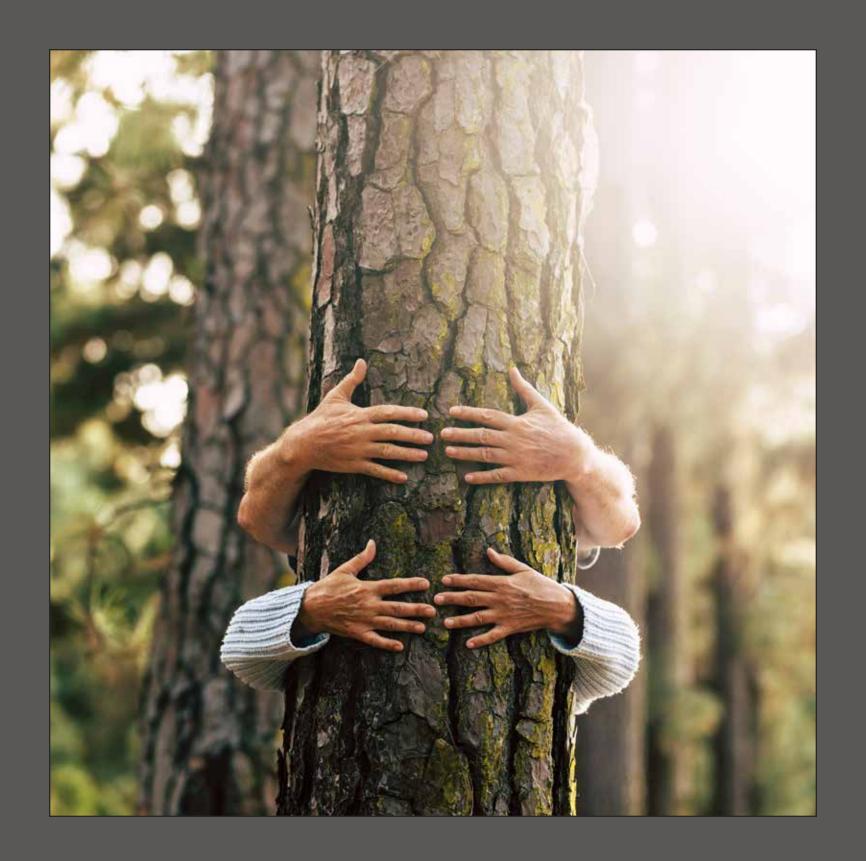
Maintenance / Services

## RESPONSIBLE PRODUCTION

- Organic Products & Processed food
- Diary Products
- Plastic & Bio Waste
- Power Gen
- Building Material
- Lifestyle Products

## CLIMATE ACTION INSTITUTE

- Editoria
- Enlightening Content Research & Content Creation
- Publications
- Education
- Planet Wellbe
- Health & Wellness
- Sustainable & Organic Lifestyle
- Products Manufacturing, Healthy
  Culinary)



TEAM

WHO

WE

ARE

## BOARD OF TRUSTEES

## MANAGEMENT TEAM



JACK ALBERTINE
CHAIRMAN

Having served as the Member of the Boards of 14 publicly traded companies in his career including Fruit of the Loom Inc. Thermo Electron, BBN, American Precision Industries, Gould Pumps, the MidWest Air Group, Intermagnetics General, Semco Energy (Board Chair), Electro-Rent, DynaTech, Riblet Products, Integral Systems (Board Chair), Jack Albertine is a visionary leader with diverse experience in investment banking, public policy and legal strategy. He is the Chairman and CEO of Albertine Enterprises, Inc. and a Partner at JJ&B LLC, a boutique investment bank.

He has also served as Executive Director of the Joint Economic Committee of the United States Congress (10 Senators / 10 House Members) chaired by Senator Bentsen and as an Adjunct Professor at the Command & Staff College of the United States Marine Corp. He served for 10 years as a Trustee and Vice Chairman of the Virginia Retirement System, a public pension fund.



BART FISHER
FOUNDER PRESIDENT

Listed in Who's Who in the World, Who's Who in American Law, and Who's Who in America, Bart Fisher is an eminent lawyer, investment banker, philanthropist and author. To his credit are five books on international trade and investment and the most recent "India Wakes", which provides a profound understanding of the Post Covid World. He has been described as the Founding Father and pioneer of International Trade Affairs. An alumnus of the Harvard Law School and Johns Hopkins School of Advanced International Studies, he also taught at various prestigious institutions such as the Johns Hopkins School of Advanced International Studies, the Georgetown University School of Foreign Service.

He has also served as a Board member of several large Institutions and enterprises such as The Energy Bar Company, The US-Iraq Business Council, Capital Baseball, Inc., Omni Advisors LLC, and 'JJ&B'. Several countries, big funds, and multinational corporations have retained his counsel on trade disputes and litigations. He is also a Board Member of several high-impact organizations such as Aplastic Anemia, MDS International Foundation, Give Life Foundation and the Osgood Center for International Studies. He was nominated in 2019 and 2020 for the Nobel Prize in Peace and Medicine for his efforts to establish bone marrow transplant registries around the world.



RAJENDRA KUMAR FOUNDER & CEO

A successful serial entrepreneur, published author, passionate evangelist of sustainability and respectable mentor on triple bottom-line businesses models. Raj, has over 28 years of extensive hands-on experience in the field of architectural design, real-estate development and the construction industry. He currently mentors' multiple organizations on sustainability, operational management, growth & risk strategies. He has been a founding member of 11 organizations in US and India. Under his leadership, these humble start-ups have transformed into multiple award-winning enterprises and Thought Leaders. His life's longest professional journey was being the co-founder of one of the largest urban planning and architectural design firm called Fountainhead Design, that handles over 300 million SFT of developments each year.

Awakening from their contribution in expanding urban edge and with an intent to create a paradigm shift in counter urbanization, Raj and his partners have grounded a path breaking one-of-its-kind sustainable organic farming community called Organo. His book, Blue Dharma, is a practical guide that provides a methodical approach to create sustainable communities and discusses, in depth, his vision towards comprehensive environmental response and natural resource conservation to mitigate climate change. Rajendra Kumar's mission behind formation of Mark Capital Inc., SurgeB Inc., and CREST Foundation in United States is to create Global Sustainable Fund to replicate many Climate Hubs across the world to support People and Planet wellbeing.



JIM ALBERTINE

DIRECTOR

GOVT. RELATIONS

Jim Albertine is the past President of the American League of Lobbyists and has been recognized as one of the premier lobbyists in the nation's capital.

He is currently President of Albertine Enterprises, Inc. Prior to joining Albertine Enterprises, Mr. Albertine was Senior Vice-President of the American Health Care Association (AHCA) based in Washington, D.C. He also served for four years as the Director of Government Affairs for the American Society of Association Executives (ASAE). As the top government affairs professional at ASAE, he was responsible for the entire range of public policy issues affecting non-profit and professional association executives from more than 19,000 associations.



POCHENDER. S

DIRECTOR

SUSTAINABLE DEVELOPMENTS

Pochender S. is an accomplished and well-networked, management professional with a Master's in Environmental Engineering and more than 41 years of experience in the areas of strategy, execution, operations and business transformation. He advises boards and offers leadership mentoring in the fields of Energy Development, Sustainable Urban Water Supply & Wastewater Management and Sustainable Built Spaces with a focus on creating circular economies. He has in-depth experience in conceptualizing, developing and executing large-scale projects which have aggregated to about 3 billion USD. His primary forte is Project Management.

An inspirational leader, he creates robust strategies through a collaborative approach and translate the vision into achievements. He has repeatedly demonstrated strong analytical, problem-solving, crisis management, and decision-making skills and has a passion for achieving customer/client satisfaction. He is keen on building productive partnerships and is committed to the pursuit of service excellence. A top negotiator at ease, Pochender has developed and aligned multi-cultural teams with varied interests behind a single purpose to achieve exemplary goals.



DAVID PLATTNER

DIRECTOR

BUSINESS DEVELOPMENT

David Plattner has over 50 years of global experience as a creative entrepreneur focused on finance and socially responsible projects. He is CEO of RainTrust, which has a portfolio of past sustainable development projects with many UN agencies throughout the North, South and Central Americas, Asia, China, Brazil and Africa.

He is recognized for community development, nation building and directly and indirectly affecting millions of lives. RainTrust has propelled "eco"-nomic agendas on millions of hectares of its land agreements by creating supply chains and new markets in the Philippines, Africa, Thailand, Myanmar, Cambodia, Australia and Brazil.

### MANAGEMENT TEAM



Dr. BIKSHAM GUJJA

DIRECTOR-SUSTAINABLE

AGRICULTURE & WATERSHED

Dr. Biksham Gujja is the Founder and Chairperson of AgSri, a social enterprise that works with farmers on improving the productivity of major irrigated crops. Through an innovative process, AgSri significantly reduces the water footprint, and creates jobs in rural areas. AgSri has received innovation awards from Millennium Alliance, a partnership created by Government of India, FICCI, USAID, and DiFId. Dr. Gujja has a Ph.D from the School of Environmental Sciences at JNU and was the Head of the Global Freshwater Programme at WWF International from 1993 - 2010. He conceptualised several global projects in the agricultural sector, focusing primarily on better water management techniques. He has headed a massive project with major international organizations like FAO, WB, WHO and IWMI that were geared towards reducing the the water-to-agricultue ratio without compromising on crop productivity. The project (2004-2010) was based at International Crop Research Institute, ICRISAT, which is part of CGIAR system. Before joining WWF, he was part of the group which established Deccan Development Society (DDS), a rural development NGO in one of the poorest regions of India, working with rural women in the areas of financial inclusion, watershed management, rural employment creation, bio-gas, solar energy and training. Dr. Gujja worked with the Mineral Exploration Corporation as an executive (1981-1984) and a Postdoctoral Fellow (1985-86) with McGill University, Montreal, Canada. He has published several scientific papers, policy reports, and newspaper articles, and authored and edited many books.



VENKAT TANGIRALA
DIRECTOR- CLEAN TECH

Founder of multiple award winning and patented Windstream Technologies, - Venkat Tangirala is striving to contribute to decarbonizing planet Earth. A serial entrepreneur and cross-functional specialist, Venkat has led several successful enterprises in the last 20 years.

He has an extensive industry experience across several sectors including clean energy, clean technology and defense. He spearheaded several high-impact technological and process innovations and growth strategies for the companies he mentors. He has to his credit, various successful international collaborations on prestigious projects across several sustainable disciplines. An accomplished speaker and mentor, he served as the President of Green Products Division of a well-respected public listed organization called HBL Technologies.



ASHUTOSH SUVARNA
DIRECTOR
SUSTAINABLE TECHNOLOGIES

A graduate of Indian Institute of Technology and University of Pennsylvania, Ashutosh Suvarna has over 20 years of experience incubating start-ups and leading cross-functional innovation solutions globally. He currently leads Sustainable Smart Solutions for Hitachi's Social Innovation Business in Americas, which is answering the world's social and environmental need for a net-zero, carbon neutral society. Over the past decade, he has led Internet-of-Things solutions for Fortune 200 medical devices and supported manufacturing enterprises. An accredited investor, Ashutosh is on the board of 3 US based companies, a coach to CXOs of small and mid-sized enterprises, and volunteers for Foundation for CHOICE, an NGO that serves at-risk youth through one-on-one mentoring. Ashuthosh is currently working on his PhD in Artificial Intelligence. He has an extensive expertise in business constructs, business development, operations and technology solutions across several sectors including energy, manufacturing, healthcare and urban development.

## LEADERSHIP TEAM



KRISHNA JALIGAMA

DIRECTOR BRANDING & MAR-COM

Krishna Rao is the Founder of the well-respected and versatile Branding and Marketing Communication Firm, Dot Matters. With over 18 years of hands-on professional industry experience, he created over 1000 brand identities and successfully helped them grow through his integrated 360-degree campaigns and branding services. He holds a Masters in Visual Communication (specializing in Branding, Marketing & Customer Psychology) from Birmingham City University. He worked in lead roles in several organizations like Microsoft and in many other prestigious organizations across India, USA and UK. He contributes to business growth by taking a creative approach to brand design and positioning.



DR. SRAVAN KUMAR
DIRECTOR
PREVENTIVE CARE & WELLNESS

Dr. Sravan is a qualified medical professional and a passionate social entrepreneur whose work impacted over 300,000 low income farmers in over two decades. He represents a well respected non-profit organization called Pragathi Seva Samithi in India which assists farmers in a number of ways. His commitment to help the less fortunate inspired him to venture into NBFC (Non-Banking Finance Corporation) which works for the cause of financial inclusion of the marginalised and their economic upliftment. Besides being excellent at med-school, his passion to study communities also led him to work on social, anthropological aspects of communities and psycological behaviour of individuals in communities. Dr Sravan is now working on healthy and harmonious community living, preventive care, health promotion and wellness.



ABRAHAM SAMUEL
DIRECTOR STRATEGIC SALES

Abraham Samuel is a serial entrepreneur with over 35 years of experience and proven track record in commodity sales and franchise businesses across global markets. His exemplary strategic vision and leadership skills, driven by acute focus and goal-oriented thinking makes him a go-to man for successful global expansion and business growth. He comes with extensive hands-on experience in growing trade between UAE and the USA.

## LEADERSHIP TEAM

## LEADERSHIP TEAM



J SURESH KUMAR
DIRECTOR FINANCE

Suresh is a senior investment banker with JM Morgan Stanley in Mumbai for over 13 years (8+ years of experience in M&A and 5 years of experience in corporate finance). He holds a Bachelor's degree in Commerce from Mumbai University and is a Chartered Accountant in India. He has more than a decade of experience in CEO and CFO roles at Lanco Infratech and Renuka Group as the General Manager of Mining and Infrastructure Development Projects. He also has Corporate / Business Strategy, Business Reviews, Cost Optimization, Operational Restructuring, Contract Negotiations and Risk Management experience. He has advised large corporate groups on mergers, restructuring, acquisitions, divestments and capital raising. He has helped raise capital in various forms and in various roles, aggregating more than \$4.5B.



NAVEEN PUJALA
DIRECTOR
CORP COMMUNICATIONS

A computer science engineer by profession, Naveen Pujala started his journey as an entrepreneur at the age of 27 after working in several reputed firms as a software developer, a 3D animator, and a multimedia specialist. He started Teamworks along with his schoolmate in 2001. Teamworks is at the convergence of media, technologies and varied skills sets of creative minds, and has delivered over 500 projects, many of which have made significant impact. The presentation to Bill Gates on how Microsoft Technologies were used in eGovernance when he visited India, the presentation to his excellency, the President of India on Young Indians Organization, and to the Prime Minister of India, Atal Bihari Vajpayee, the history of the Nizam's Jewellery are some of the works rendered by Teamworks. It is a creative firm that is built on cutting-edge technologies. They work as communication partners across many verticals with many fortune 500 companies.



NAVEEN KISHORE

DIRECTOR

FRANCHISE COLLABORATIONS

Naveen Kishore is the Founder of Solomon Capital. His collective experience across banking and real estate products have enriched his abilities to lead franchise and Private Equity Services with flawless and a high yielding success.

He served large multinational organizations like Citi Bank, ICICI, JLL and Cushman & Wakefield in a lead role. His deep experience in franchise modelling has helped many reputed national and international brands expand their footprints across India and the rest of the world.



KRISHNA JVSN DIRECTOR STRATEGY

An All-India rank-holding Chartered Accountant, Krishna JVSN began his consulting journey with KPMG, where he worked as a Senior Associate for 5 years. He then founded JSS Pro with the goal of providing end-to-end strategy-to-implementation assistance to his clientele. He has been responsible for building a comprehensive 250-people organization which provides pragmatic and innovative solutions. With over 15 years of deep consulting experience, he has the all-round expertise in global growth, tax strategy, and productivity and process implementation.



NIHARIKA KOSANAM
VICE PRESIDENT
SUSTAINABLE DESIGN

Niharika Kosanam is the Founder of Continuum Studio, a firm that strives to achieve sustainability in every aspect of living. The Sustainability Experts at Continuum Studio are LEED and Green Building Council accredited professionals, and have over 10 years of experience, impacting over 2 million sq/ft of urban spaces. Niharika carries end-to-end practical knowledge in Building Design, Construction Management, Business Development and Sustainable Design. Her aim is to make energy-efficient, green buildings that go beyond the certification norms of modern construction industry through Sustainable Design, Value Engineering and Green Principles. Niharika hopes to bring in real value through awareness and practical training / skill development programs to developers and corporates beyond rendering green consulting services.



VICE PRESIDENT
COMMUNITY FARMING

Following her passion and calling to give-up her well paying and respectable corporate job with ADP, Lakshmi Battula formed Sthiranya, a non-profit organization focused on community farming endeavours. Her focus is on growing food that is safe and leaving a planet that younger generations can thrive on. With this rate of urbanization, we are left with fewer and fewer farmers everyday, and farming seems like a distant career option for many. 'Make farming important again' is her motto and Lakshmi strives to achieve it. Laskshmi has educated over 6000 school kids and 1000 housewives, and successfully converted over 1000 acres of private farms to implement organic practices. Sthiranya has also trained over 600 farmers and converted over 6 villages in India to organic practices. Today, Sthiranya Farmsscape is a consulting firm dedicated to offering the highest standards of food safety (with zero food miles) and sustainable kitchen gardens with real-time zero refrigeration and farm-to-fork experiences in urban backyards.

## LEADERSHIP TEAM -



SAILESH KAMALESH

DIRECTOR

WEB TECH & ANALYTICS

With over 10 years of experience in web technologies, business analytics and digital media industry, sailesh specializes in growing businesses via consultative selling and product development.

His deep hands-on experience across technology, retail, real-estate and education have enabled him to create several apps and business models. By building brand values and facilitating greater customer satisfaction, he has helped several multinational organizations take their business to the next level.



KANASU NAGATHIHALLI
VICE PRESIDENT
CORPORATE COMMUNICATIONS

Kanasu holds two Masters degrees, one from the prestigious Ivy League School, Columbia University, New York, in Creative Writing (Fiction) and another from The University of Nottingham, UK in Cultural Studies and Critical Theory.

She's a skilled and experienced editor, and a content and form agnostic writer with over 10 years of professional writing experience. Her breadth of professional writing experience spans corporate communications, copywriting, marketing and social media, technical writing, fiction and non-fiction. Previously, she has created marketing and technical content for a wide range of fields including sustainable developments, construction, education, software, and telecommunications. She is passionate about sustainability and extremely committed to be the conduit to the save the world while impacting people's lives, one word at a time.



PALLAK SANCHETI

VICE PRESIDENT

MARKETING & COMMUNITY

BONDING

Having worked with companies like Facebook & LinkedIn in senior roles, Pallak has built expertise in social media marketing, media sales and online community management over the last 8 years.

She has also worked on product launches for APAC along with conducting workshops across the region. Her passion for conducting events grew deeper when she realized how her contribution could nurture community and social bonding. She wants to have a wider impact in reducing stress and social isolation in today's urban lifestyle. Pallak is passionate about developing organic movements and creating value among communities with zero waste glossaries and shopping experiences.



#### SUPPORT OUR NOBLE CAUSE

Human wellbeing and climate change is everyone's responsibility.

CREST Foundation is on a mission to ground climate responsive communities

that foster 'Responsible' living.

Our mission can be accomplished with immediate action and collective effort.

We welcome donors, investors, land owners, subject matter experts and environmental enthusiasts to participate and contribute to this noble cause.

Our economic model is based on the triple bottomline principle of benefitting People and Planet wellbeing without compromising on Profits.

We will ensure that every ounce of support in terms of time, money, effort and knowledge is rewarded in both tangible and intangible forms.



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