



The Bnbrkr <anirudhanil2013@gmail.com>

e@UBCO Application

1 message

The Bnbrkr <anirudhanil2013@gmail.com>
To: m.erdana90115@gmail.com

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Questions

Q. Please list the first and last name, email address, program of study and role of each member on your venture team.
(Ex: Jane Doe, jane.doe@ubc.ca, 4th Year Mechanical Engineering, CEO)

A: Anirudh Anil, appu2013@student.ubc.ca, 3rd Year Computer Science, co-founder & Yerdana Mualenbay, yerdana@student.ubc.ca, 3rd Year Computer Science, co-founder

Q. What is the name of your venture?

A: Carbon Regress

Q. What problem/opportunity are you looking to address with your venture?

A: Carbon offsetting is the process of removing excess carbon dioxide and other greenhouse gasses from the atmosphere by planting trees and other means. The issue is that carbon offsetting projects are heavily criticized for the difference in the amount of carbon the project claims compared to what it actually offsets. And, there is no software to plan or calculate the efficiency of carbon offsetting projects.

Q. What is your proposed product/service/solution?

A: We are creating a platform that helps to plan and evaluate the efficiency of tree-based carbon offsetting projects. We also provide an API so that our products can be added into existing codebases.

Q. Briefly describe your background (and that of your team members if applicable). Include any personal experience with the problem you are solving and the technical expertise of the team.

A: Both of us are the recipients of the KMILOT Scholarship and have worked on software and data-based projects. We are proficient in python, API development, and data analysis. Our tech background helped us to identify that the right tools to plan and calculate offsetting projects were absent from the current market. So, we studied the subject, talked to professors, and came to the conclusion that building a platform that provides these tools was the ideal solution. The wildfires that happened in British Columbia last year affected both of us. This motivated us to research more about climate tech and come up with a solution to prevent such events in the future. That's how we stumbled upon carbon offsetting. The present flaws in the industry seemed detrimental to the planet as a whole. So, we decided to spend the summer working on this project.

Q. Please describe your closest competitor in the market.

A: Currently, there is one other company named Perennial that is operating in the same market. But their focus is on soil-based offsetting (storing excess carbon in the soil), and we are focused on tree-based offsetting (storing excess carbon in trees). Apart from this, they mainly focus on agricultural land, further limiting the scope of their operation. Thus, making our product different from theirs.

Q. How does your proposed solution/service/solution meet an unmet need in the market

A: At the moment, there are no companies that provide software for planning tree-based carbon offsetting projects. The software will have options to choose trees based on many categories such as genus, family, conservation status, etc. We also intend to add visualization features, so that the users can make visual models like graphs and charts about the offsetting project. Also, we are the only company that provides an API.

Q. Have you raised any funds? If so, how much?

A: This project was one among the top 40 teams to qualify for the Youth Impact Challenge 2022 and was awarded a \$1000 cash prize for doing so. We intend to contribute the entire sum to this project. The dates for the next round haven't been announced yet, and any further prizes we win will be used to fund this project.

Q. What are your current needs and what are you looking to gain from participating in the Mentor 2 Market program?

A: We believe the program will provide the necessary guidance and knowledge required to run a business and raise funding. We also feel that the program will help us get in touch with environmental consulting firms and carbon offsetting companies, who are our main customers.

Q. How did you hear about the Mentor 2 Market Program?

A: We learned about the program through Colin Gervais. We had booked a meeting with him to clarify some questions about entrepreneurship@UBCO, and he recommended we apply for this program.