MĀLAMA LABS INCORPORATED

# Business Plan v2.0 – October 2025

Building the Digital Infrastructure for Compliance-Grade Carbon Markets

By Tyler Malin, Founder & CEO

## 1. Executive Summary

Mālama Labs is building the digital infrastructure for compliance-grade carbon markets. By combining IoT, AI, and blockchain, Mālama transforms verification into a continuous, automated process. The company enables transparent, traceable carbon credit generation aligned with global standards like Article 6.4, Puro.earth, and the EU ETS. The initial focus is on Hawai‘i-based projects leveraging biochar and regenerative agriculture, scaling to global MRV-as-a-Service deployment. Mālama is raising $1.2M via a SAFE at an $8M post-money valuation with a 20% discount to finalize the Universal MRV platform, expand project capacity, and achieve compliance-grade verification.

## 2. Company Overview

Mālama Labs Incorporated develops the Universal dMRV Platform — a next-generation digital MRV system integrating IoT sensor networks, AI validation, and blockchain tokenization. The company’s mission is to create a universal, interoperable framework connecting ecological data to financial systems, ensuring each carbon credit reflects real, measurable impact. Founded in Hawai‘i, Mālama blends cutting-edge technology with Indigenous land stewardship principles to drive equitable and verifiable climate finance.

## 3. Market Opportunity

The carbon markets represent a rapidly expanding multi-trillion-dollar opportunity as governments and corporations move toward compliance integration and net-zero commitments. Mālama sits at the convergence of three high-growth sectors — climate technology, verification infrastructure, and decentralized finance — positioning it to serve as the trusted bridge between nature-based carbon removal and institutional markets.

## 4. Products & Services

Mālama provides MRV-as-a-Service (MRVaaS) to project developers, integrating real-time data collection, AI-based risk analysis, and blockchain credit issuance. The platform supports multiple carbon removal methodologies — biochar, soil carbon, reforestation, blue carbon, and enhanced rock weathering — under its Universal Protocol Suite framework. Verified data flows into tokenized lifecycle credits (LCO₂ → VCO₂), enabling liquidity and compliance-ready transactions.

## 5. Fundraising Summary

Mālama Labs is raising $1.2 million under a SAFE at an $8 million post-money valuation cap with a 20% discount. Funds will support MRV platform development, compliance certification (Puro.earth, Isometric), and project deployment in Hawai‘i. The round provides 18 months of runway and precedes a Series Seed ($15–20M valuation) planned for 2027.

## 6. Investment Opportunity Recap

The company offers investors exposure to the infrastructure layer of carbon markets — a position comparable to Stripe for payments or Chainlink for data. Mālama’s revenue model includes verification fees, platform subscriptions, tokenization transaction fees, and credit issuance margins. The founding team — Tyler Malin, Jeffrey Wise, and Dominick Garey — each hold one-third equity and lead the company’s legal, technical, and operational domains. By 2028, Mālama aims to verify over 1 million tons of CO₂ annually and generate $12–22 million in annual revenue at >80% gross margin.