

Coorest makes CO2 compensations accesible, easy and transparent

Compensate your carbon footprint with our immutable technology and satellite data.

🔍 Problem

Current Carbon compensation solutions are difficult, with a lack of transparency and there is not an easy platform ready to serve B2B and B2C

● Hard to access carbon markets for companies and individuals

● Double counting risk and lack of transparency

● Big barrier for suppliers to entry to the carbon marketplace and low profit margins for their carbon offsets

● High reliance on intermediaries

💡 Solution

Coorest offers a B2B/B2C certified carbon compensation standard & platform that...

✔ Offers a immutable technology that eliminates intermediaries & double counting

✔ Accessible, easy and transparent

✔ Satellite data ensures project traceability

✔ Prevents greenwashing

Track your CO2 anytime & anywhere



⚡ Market

Voluntary carbon market (VCM) played a significant role in global decarbonization. Corporations and governments are setting ambitious carbon neutrality goals, aiming to go net-zero within the next twenty years

VCM

VCM reported a growth of about 3 B in sales in 2022

48% Growth

Carbon offset markets grew 48% in 2021 from 327 million to 478 million

By 2050

the VCM could grow to \$50B

⚔ Competition

Currently, the carbon offset system is often reliant on intermediaries: carbon brokers and retailers. However, these intermediaries capture substantial value, taking approximately 33% of the average credit price

Main competitors are:

 KlimaDAO

 Toucan

 VERRA

 Acorn

🏆 Competitive advantage

Carbon compensation on the blockchain allows us to get rid of intermediaries.

• CO2 compensates only for the CO2 that is absorbed by real trees.

• A carbon capture project shall only be on-boarded by Coorest if it plants new trees.

• All the transactions involving the CO2 tokens happen on Coorest's App

• Coorest's carbon compensation method has been certified by an official United Nations carbon auditor.

📁 Business Model

We help companies compensate for their emissions by offering CO2 compensation solutions. Proof of Carbon Compensation management and reporting.

1.Platform transaction fees

2.Trees sales

3.Subscription model fees

4.Compensation via payment providers



📁 Marketing strategy

Product: Coorest offers a B2B/B2C carbon compensation platform that makes carbon compensation easy and transparent

Price: Onboarding is free ; when onboarded projects generate CO2 token a claiming fee is applied.

Promotion: Organic channels (Coorest website, Coorest socials, through partners), Paid campaigns (Google ads, Twitter), Partnerships, Events (conferences, summits, exhibitions), Email marketing - B2B Leads/Land owners, Sponsorship for events, Press releases, Influencer marketing.

Place: Primarily online, possible offline (events, direct sales)

📅 Milestones

Coorest's first Tree batch sold

Dec 2021

Private sale

Jan 2022

Planted first batch of trees

June 2022

Coorest Carbon Standard approved

Sept 2022

Coorest platform Integrated Chainlink to access Floodlight satellite data

Dec 2022

Started onboarding tree projects

Nov 2022

POC New sustainability product

Dec 2022

💰 Funding and Use of Money

We raised \$500.000 during our private sale. Of which:

%36

Remained Reserves

%29

Expansion & operations

%25

Marketing & Communication

%10

Tech Development

The 36%-reserve is planned to be spent on:

%25

Expansion & operations

%35

Tech Development

%40

Marketing & Sales

👤 Team

 Nick Zwaneveld
CTO

 Diana Taborda
COO

 Alejandro Gutman
VP of sales

 Dhia Mnasser
Software engineer

+9 more members

🤝 Partners

Coorest worked alongside many well known projects

 polygon

 Floodlight

 Chainlink

 Earthood

 venly market