

🕈 Established in Estonia with the team all over the world 🛛 慮 Nick Zwaneveld, CTO/CEO 🛛 🖌 info@coorest.eu

# Coorest makes CO2 compensations accesible, easy and transparent Compensate your carbon footprint with our immutable technology and satellite data.

#### Problem

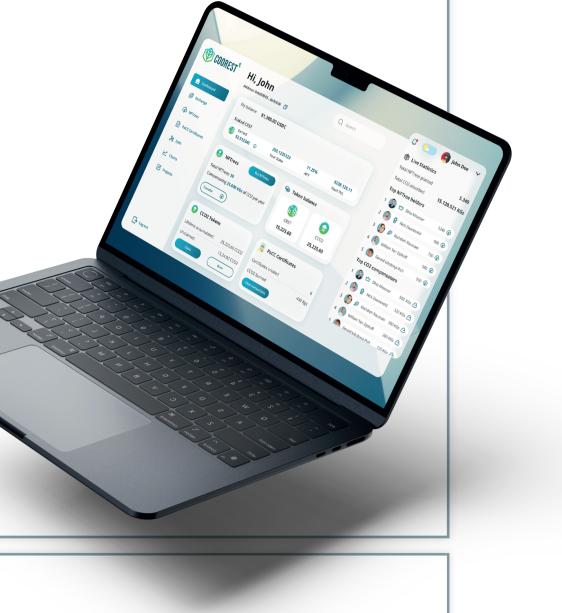
Current Carbon compensation solutions are difficult, with a lack of transparency and there is not an easy platform ready to serve B2B and B2C

- 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:



#### III 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.



#### 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)

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

#### **⇔** Milestones



#### Funding and Use of Money

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

