



# Pre-Seed Investor Deck

Carby pioneers a carbon futures market to address the critical funding gap in climate-action projects and unleash the carbon market's full potential.

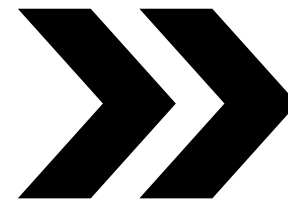


*Expressions of  
interest from*



# How Do Climate Projects Operate?

Projects certified by recognized standards organizations earn one carbon credit for each tonne of CO<sub>2</sub> they absorb or avoid, providing essential revenue when these credits are sold to entities seeking to offset their carbon footprint. **Cookstove projects exemplify this model:**

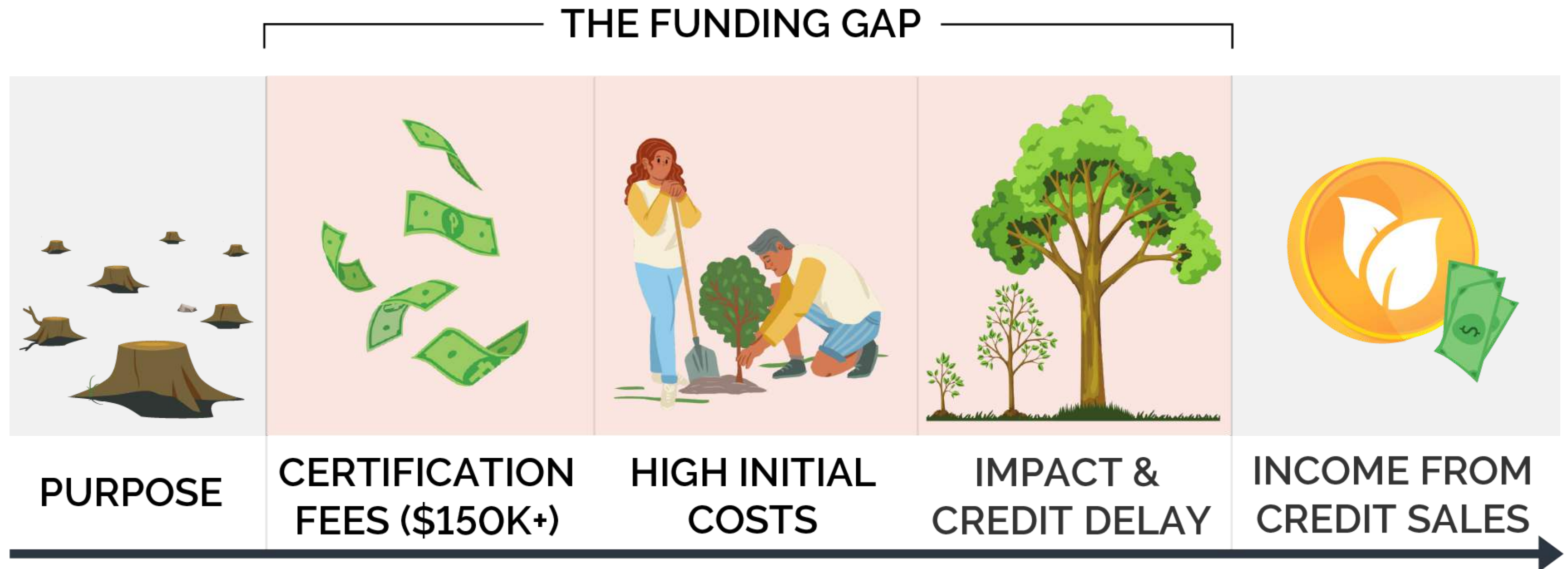


Polluting cookstoves expose women and children to harmful air, causing millions of deaths each year.

Climate projects distributing low-emission cookstoves can operate thanks to carbon credit sales revenue.

# The Funding Gap Before Carby

Since climate projects generate revenue only after producing carbon credits, high upfront costs and delayed carbon credit sales severely hinder their emergence and growth.



# Closing the Funding Gap with Carby

On Carby's marketplace, climate projects can pre-sell carbon credits. This revenue from future credits helps projects get started or accelerate, enabling climate action to move further, faster.



**PURPOSE**



**FUTURE CARBON CREDIT SALES**



**CARBON CREDIT SALES**



# Validation and Strategy

Highly positive response from market participants interviewed: 95% acclaim Carby as a game-changer tackling key pain points, a view shared by renowned entities like the Connecticut Green Bank.



## Successfully engaging climate projects under development

We've built profiles for over 1,000 emerging climate initiatives from reliable sources. Projects can claim their profiles to onboard, with a growing list eager to pilot.

The screenshot shows the Carby Carbon Credit Market interface. At the top, there's a navigation bar with 'Home', 'Carbon Credit Market', and 'My NFTs'. Below that is a large image of a forest. To the right, there's a 'Demographic' map showing project locations. The main content area features a project listing with the following details:

- Listing title:** Kent, United Kingdom
- Location:** Kent, United Kingdom
- Year:** 2022
- Supplier:** #SupplierCompanyName
- Description:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu ac tortor dignissim convallis aenean et tortor. Eget duis at tellus at urna condimentum mattis pellentesque id. Nulla pharetra diam sit amet. In vitae turpis massa sed elementum tempus. Sagittis eu volutpat odio facilisis mauris. Ac odio tempor orci dapibus ultrices in iaculis. Orci dapibus ultrices in iaculis nunc sed augue. Eit ullamcorper dignissim cras tincidunt lobortis feugiat vivamus at. Vitae nunc sed velit dignissim sodales ut. Consectetur adipiscing elit pellentesque habitant morbi. Ridiculus mus mauris vitae ultricies leo integer.
- Price:** £212 / CORC (12 of 20 sold)
- Buy Credit:** Button
- Recent transactions:** Table with columns for price, date, and time.



## Innovative carbon dashboard tailored for credit buyers

We've launched the MVP with carbon market cap, key insights, and a monthly newsletter, targeting ESG departments and credit buyers for data-driven decisions.

The screenshot shows the Carby Carbon Dashboard. At the top, there's a table of projects with columns for project name, status, and credit volume. Below that, there are two donut charts showing 'Projects under development' and 'Projects registered' by region. A line graph shows 'Credits issued' (green bars) and 'Credits retired' (red line) from 2017 to 2023. At the bottom, there are two maps showing 'Projects Under Development by Country' and 'Projects Registered by Country' with corresponding data tables.

Project Name	Status	Credits Issued	Credits Retired
TAHUAMANU AMAZON REDD PROJECT	0	3,303,102	3,303,102
Delta Blue Carbon - 1	365,662	3,147,440	3,147,440
Solar Energy Project(s) by SB Energy Private Limited	4,316,459	3,142,587	5,148,136
Reducing Gas Leakages within the Bakhrabad Gas Distribution Network in Bangladesh	0	2,795,255	2,795,255
REDD+ Project Resguardo Indigena Unificado Selva de Mataven (RIU SM)	336,815	2,740,734	25,215,479

Region	Count	Percentage
East Asia	35	37.25%
South Asia	47	57.77%
South America	41	57.71%
Africa	34	51.45%
Middle East	24	31.05%
South East Asia	19	25.33%

Region	Count	Percentage
East Asia	35	35.11%
Africa	30	27.52%
South Asia	38	34.68%
South East Asia	30	27.27%
South America	9	8.26%
Middle East	4	3.67%

Country	Count	Percentage
China	33	37.25%
India	35	37.46%
Brazil	33	35.07%
Turkey	22	23.81%

Country	Count	Percentage
China	35	32.11%
India	12	11.01%
Uganda	5	4.59%
Brazil	4	3.67%

# A Growing List of Projects Around the World Is Eager to Pilot



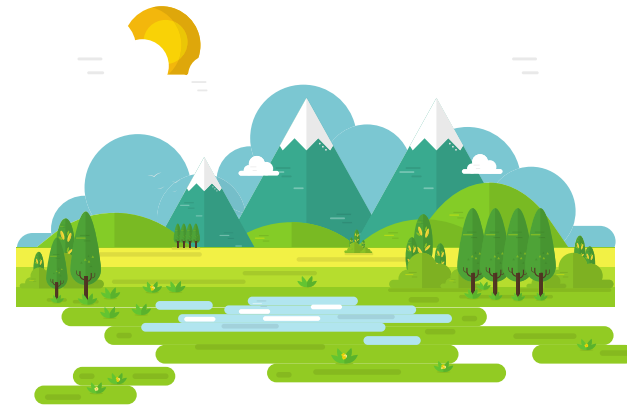
**Building energy efficiency and waste reduction**

*North America & Europe*



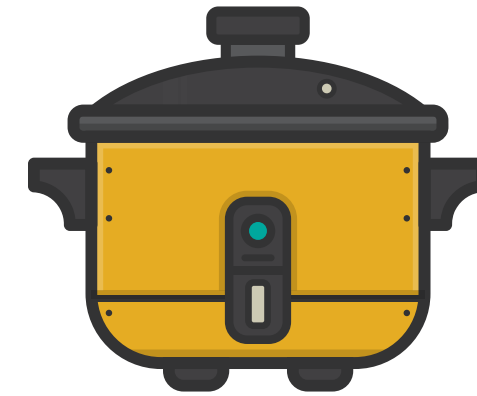
**Carbon capture by ocean and coastal ecosystems**

*Africa*



**Peatlands restoration and renewal**

*Europe*



**Improved cookstoves with digital MRV**

*South America & Africa*



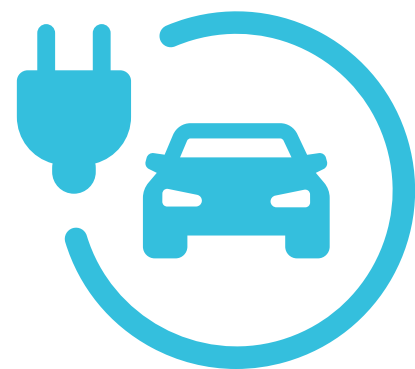
**Biocoal using natural renewable coal replacement**

*Southeast Asia*



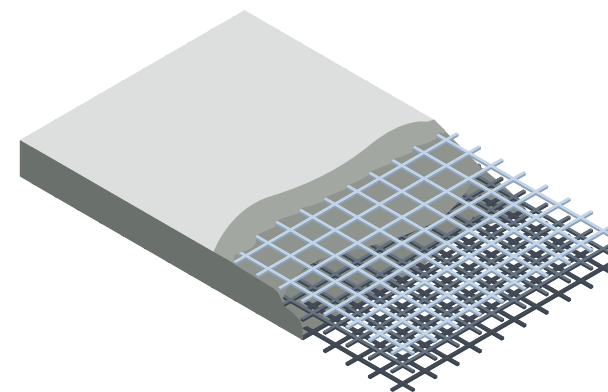
**Lower impact rice farming**

*Asia*



**Electric vehicle charging**

*North America*



**Locking CO2 in concrete**

*North America*



**Reforestation initiatives**

*South America*



**Destruction of Potent Climate Gases**

*North America*

# Key Differentiator: Flexible Funding



## Traditional OTC funding services

- Enforce expensive long-term contracts.
- Drain up to 50% of all carbon credits generated during the climate projects' lifetime.

Projects often sell their remaining carbon credits to costly intermediaries. Despite funding, projects still face revenue shortages limiting their growth.

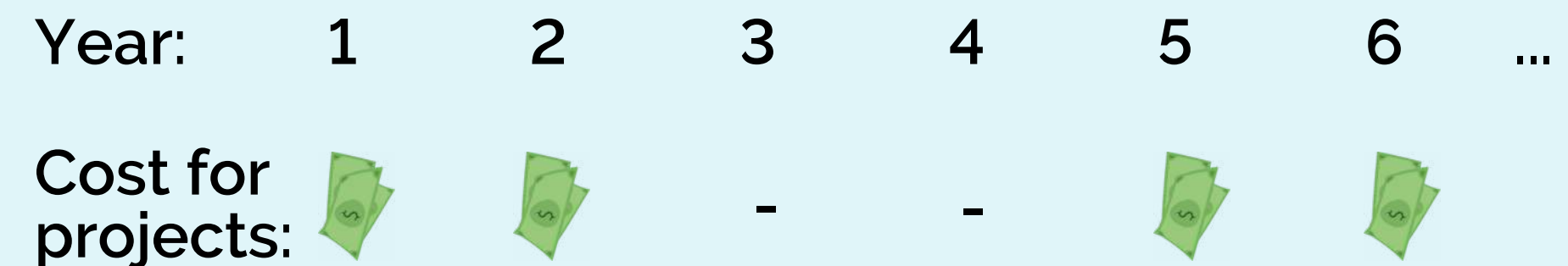
**10x more expensive for projects than Carby:**



- Doesn't lock projects into long-term contracts.
- Enables projects to sell just enough future credits for operational funding when they need it.

Carby connects projects directly with final buyers. Our enhanced funding model ensures projects keep more financial resources, driving their growth.

**Carby is a lean solution to amplify climate action:**



# Key Differentiator: Carbon Made Social

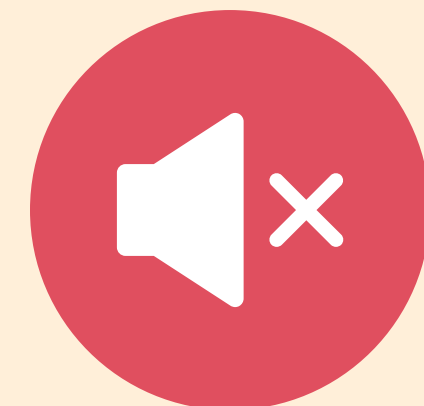
## The current carbon market exhibits significant social deficiencies



Large corporations require millions of carbon credits, typically sourced from mega-projects that lack quality and community ties.



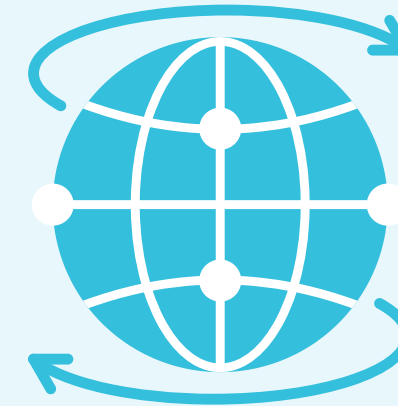
Foreign-managed projects often issue carbon credits offshore, depriving the host country of tax revenue.



Community-based carbon projects struggle to find a voice and representation in the market.



## Carby fosters climate action with social co-benefits



We assist corporations in building a diverse portfolio of impactful, smaller, high-quality projects that are deeply rooted in their communities.



Carby promotes local employment and skill development, contributing to sustainable community growth.



We empower local voices by providing tools for community building, a first in the carbon market.





# Our Business Model



## Sales fee

Free to showcase climate-action projects, with a 20% fee applied to future carbon credits sold.



## Transfer fee

1% fee on transactions in the secondary market and trading.



## Subscription plan

Annual subscription available for access to an advanced carbon dashboard, providing high-quality, real-time market insights.

# Unleashing the Carbon Market's Full Potential



**10x**

projected increase in carbon credit prices over the next decade, driven by corporate commitments to net-zero emissions targets. Our unique carbon futures market will enable corporations to hedge against carbon exposure by securing future credits at current prices.



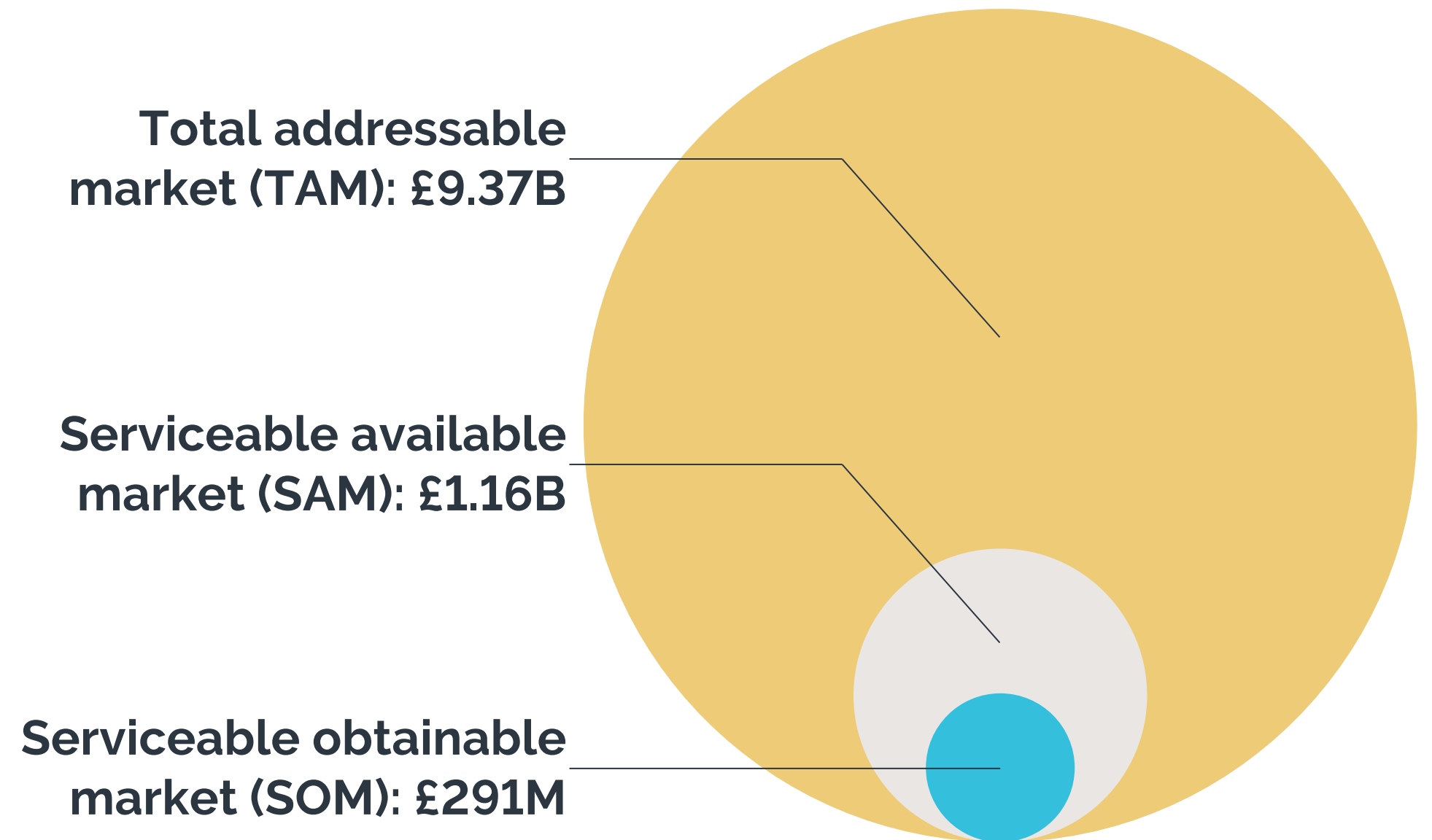
**4,000+**

large corporations have announced net-zero emissions targets as of 2023, up from 1,000 in 2020, a rapidly increasing number.



**587 million tonnes of CO<sub>2</sub>e**

is the estimated annual emissions reduction from climate projects currently stalled in the costly development phase with the certification body Verra.



# Carby's Roots to Canopy



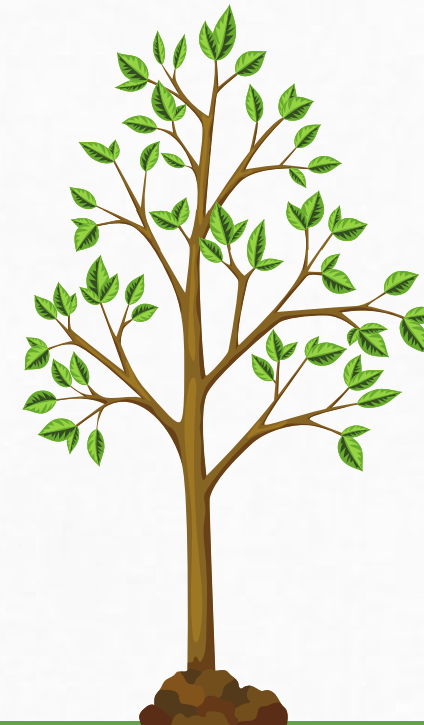
**September 2023**

Start of the  
pre-seed round



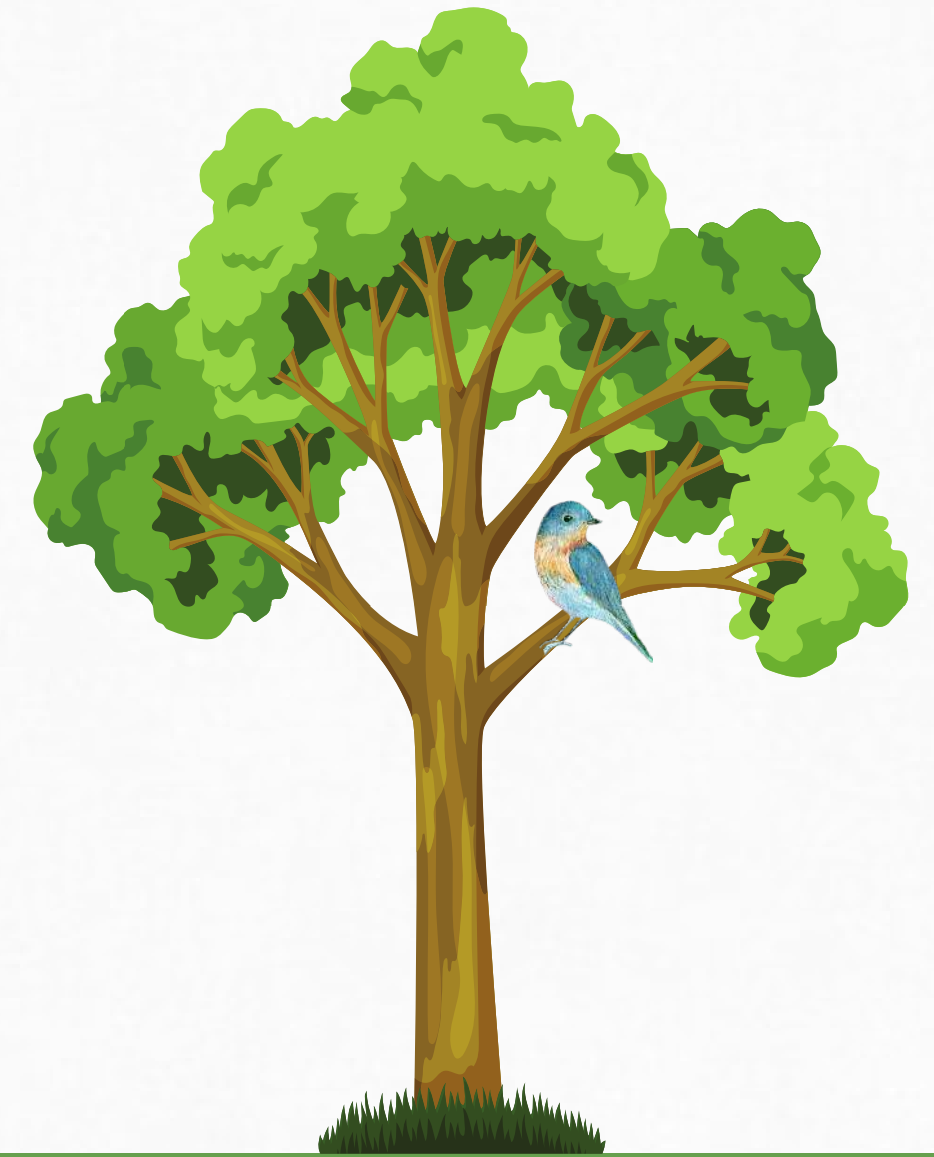
**March 2024**

First climate projects  
selling future credits



**May 2024**

250 future carbon  
credit buyers



**June 2024**

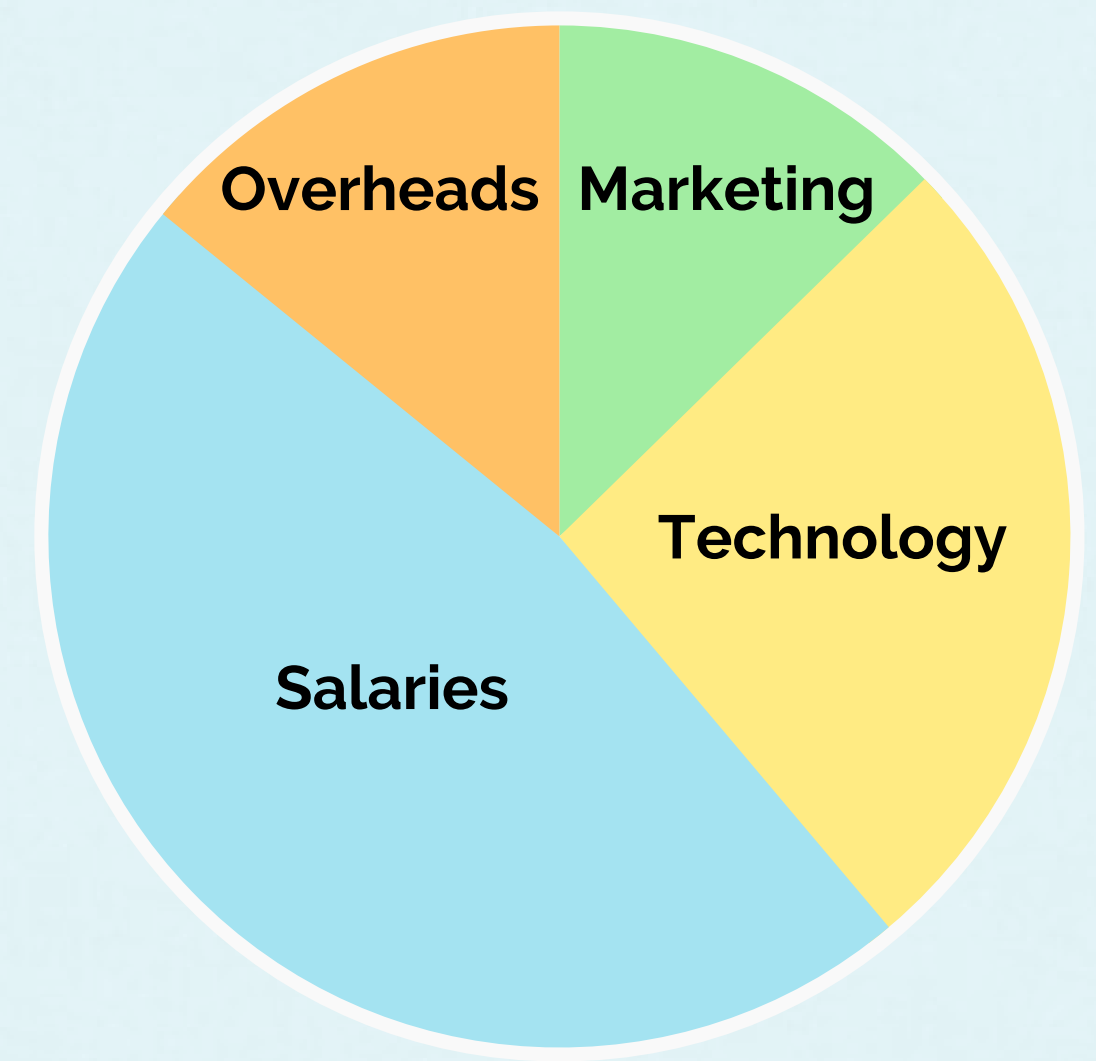
First corporate  
customers

# Raising £250k

and targeting market entry in Q1 2024



- Pre-money valuation: £2M
- Minimum individual investment amount: £10k
- SEIS advance assurance obtained
- Offering standard investor protections:  
drag along, tag along and pre-emption rights



## Done:

- ✓ Front-end completed
- ✓ 21-page back-end specs finalized
- ✓ MVP of detailed market analytics

## Funding allocation plan:

- Back-end development (in progress)
- Multilingual onboarding team
- Exploration of filing for IP protection

# Our Team

Carby is a UK start-up with a passionate and complementary team.



**Mark Moores**  
MBA, ACA  
CEO

Chartered accountant with Grant Thornton and MBA from WBS. Former Director of Financial Control for £200m business sale at Deluxe Media Services Europe.



**Sue Hall**  
MBA  
Advisor

MBA from Harvard. Pioneered the voluntary carbon market, working with global corps like the Olympics for over 30 years. Honored by President Clinton for her work on climate change.



**Jean-Philippe Fleury**  
Comms-Web  
Strategist

Co-founder and former donations supervisor for a multimillion-dollar NPO. An empathic storyteller for social causes, skilled in ergonomics and web development.



**Gresham Naicker**  
Solution  
Architect

Solution Architect with more than 20 years of software engineering experience. Developed global business reporting and auditing tools in the telecoms sector.



**Andrew Budimir**  
Project  
Manager

Project Manager with 15 years of software development experience. Expert in managing daily operations and building high-performing teams.



**Élodie Arcuri**  
Product  
Manager

Skilled in campaign management, branding, and motion design, with unique insights from her background in neuroscience and psychology.



**Andy Felkin**  
Relations

Specialized in creating and growing online businesses to the point of sale, backed by a previous career in quality engineering.



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We are  
in dialogue  
with:



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GREEN BANK.

Gold Standard



eco options energy cooperative



syngenta



Will

