

Meta Carbon

Carbon Simplified Sales Amplified

March 2025

Background: a broken carbon ecosystem

10,000 feet view

Carbon Projects / Sellers

Despair – inability to optimize yield.



1,000 feet view

Companies across all sectors

Afraid - lose customers or greenwashing claims.

0 feet view

Consumers

Distrust - lack of transparency and engagement.

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The problem we address

Carbon Sellers inability to optimize sales

Still use

Excel

Lack of

SALES CHANNELS

Insufficient

METADATA

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Our Solution: we replace excel



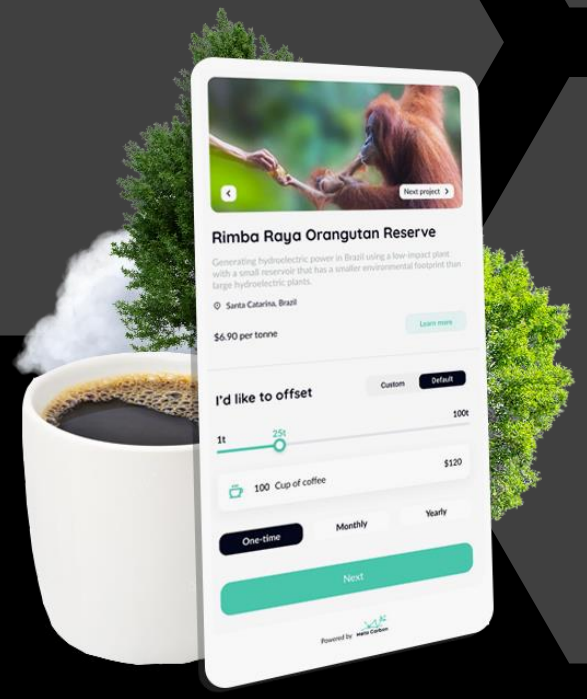
Our SaaS platform simplifies carbon management, with innovative tools that empowers sellers to optimize yield with confidence.

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Carbon simplified - sales amplified

- **Replacing excel for easy-to-use carbon platform**
  - ✓ Inventory management
  - ✓ Data & reporting
  - ✓ Yield optimization

- **Powerful toolset increases sales channels**
  - ✓ API or easy embeds
  - ✓ Retail sales widget
  - ✓ Transparent retirement
  - ✓ Emissions calculators
  - ✓ Shopping cart integrations
  - ✓ Certs, digital badges, leader-boards, scorecards



We fractionalize carbon so even a cup of coffee can be offset

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Keeping everyone honest: we are on-chain

Carbon Projects



Companies

REDUCE FRAUD
IMPROVE ACCOUNTABILITY
& TRANSPARENCY

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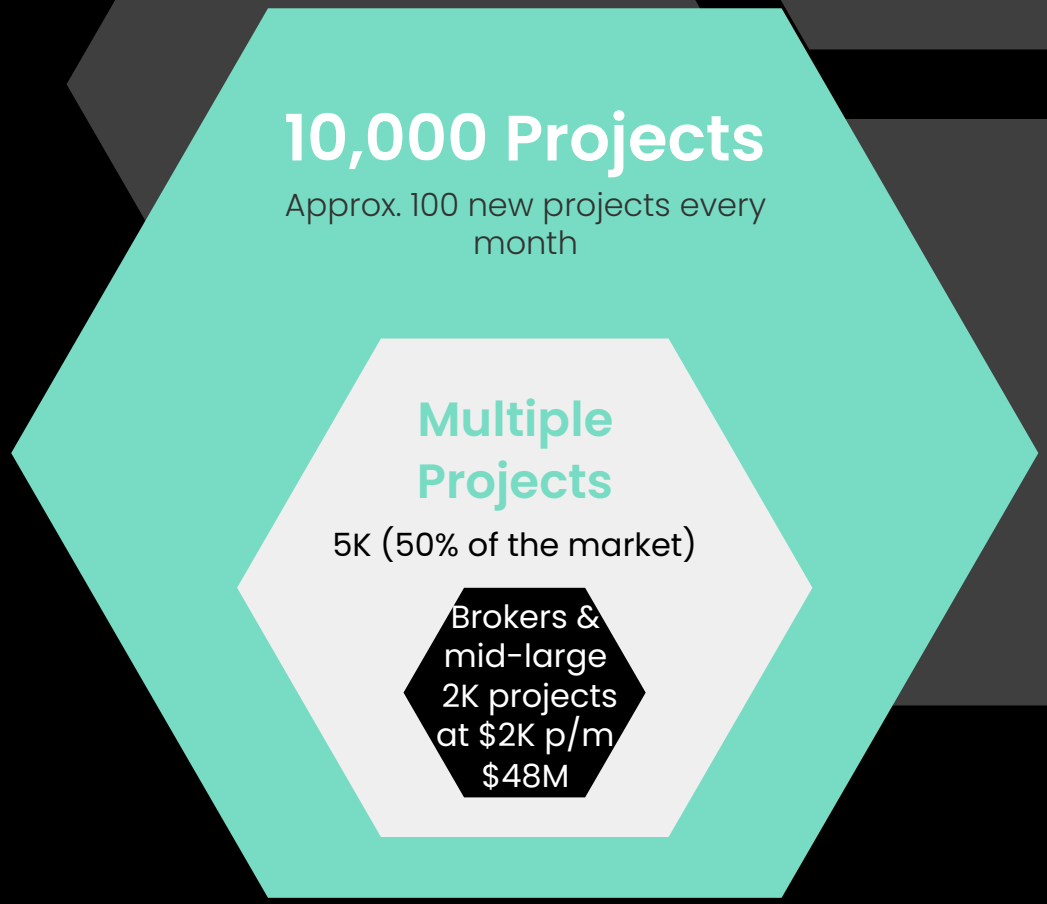
Targeting a growing potential

Companies / Buyers



Source: Citi Bank & Barclays Bank

Projects / Sellers



Source: Directly from the five biggest VCM carbon registries

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Go to market: high level

	Target / Increase	Example of Existing Clients / Partnerships
Step 1	Sign multiple project holders & brokers through direct outreach	SMR – carbon registry for small African projects
Step 2	Form partnerships with carbon sales channels via sellers & big brands	Carbon Click – carbon seller to enterprise brands e.g., airlines, FIFA
Step 3	Acquire partners	**Meta Carbon Vision:** on-chain E2E service for Carbon Projects

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How we make money: client example

1. SaaS Fee

SFT uses MC's platform & tools e.g., Carbon Shop embed & Calculators on their platform & their projects websites



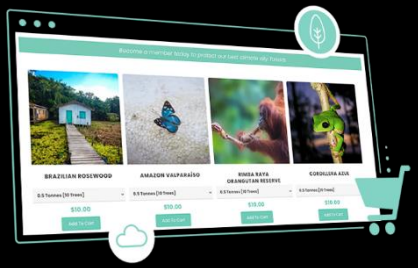


STAND FOR TREES

Is a broker for carbon projects

STAND FOR TREES

Pays MC a monthly SaaS fee



2. Carbon Sales % Markup

MC can use SFT credits in the MC shop to sell to Companies

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Competitive analysis for Carbon Inventory Management platforms

Blue Layer (dedicated software for Projects to manage inventory)

High Inventory Management Options

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Moving here

Actual feedback from Carbon Sellers

"your platform could save us 3 office days p/m"

"would be amazing if could forecast sales all in the one place"

"like your interface"

"we don't have anything like that"

"we use excel"

"your platform is very sophisticated"

Low Sales Channels

High Sales Channels

Low Inventory Management Options

NB. Size represents est. revenue

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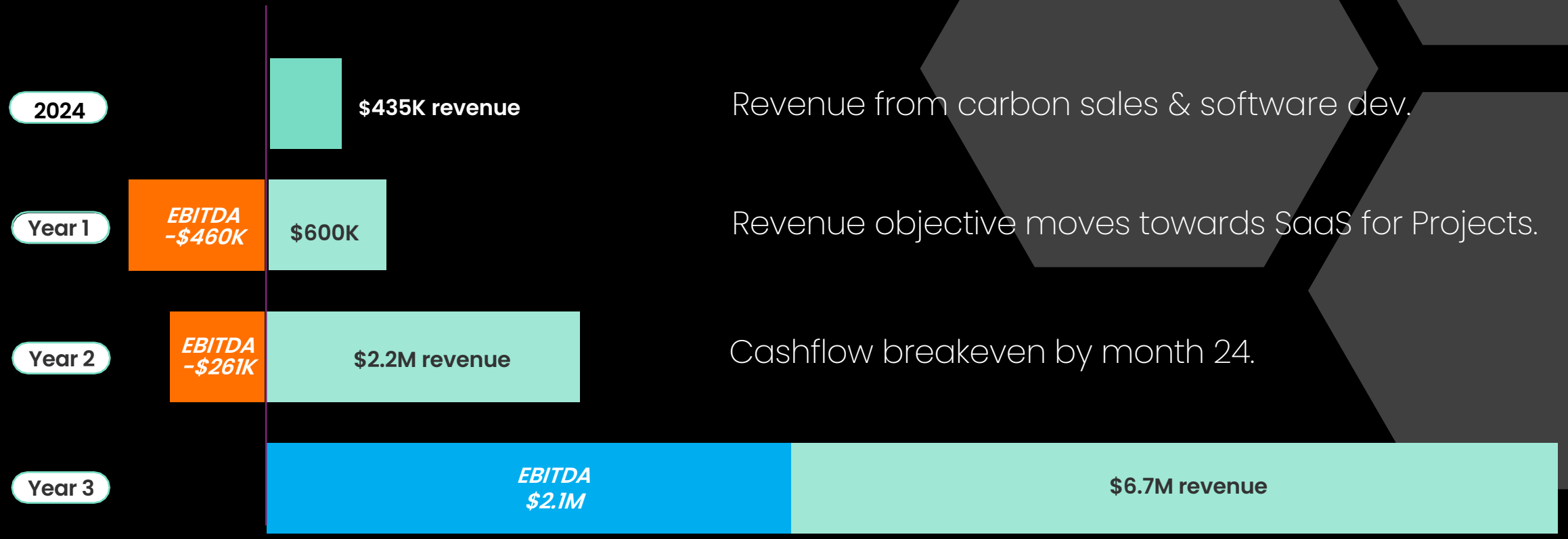
Traction

- Product in market – **14 carbon projects** active
- **12** regular offsetting customers in 2024
- **$435K** offset revenue 2024
- **Two** SaaS clients to start March 2025
- **One** major offsetting partnership in place



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Financial Forecast



Revenue from carbon sales & software dev.

Revenue objective moves towards SaaS for Projects.

Cashflow breakeven by month 24.

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50+ years of combined carbon experience

Founders – previous exit

Mark David – CEO

Scaled global revenue $6M to $100M in 6-years. Led a successful IPO, market cap of US$450M.

Tom Herman – COO

Serial entrepreneur & specialist in blockchain carbon trading.

Dan O'Hara - CTO

Previous CTO of publicly listed company & multiple Internet start-ups.



Investors

US$1.22M raised

Animoca Brands (US$7bn market cap) as lead with other specialist carbon and private equity investors (across CAN, AUS, HK, IDN)

Team



Board

Thomas McMahon

Co-Founder and CEO of Air Carbon, a carbon trading platform.

Jeffrey Brown

Managing Director for Terra Focus, which develops climate impact strategies.



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Why now!

Regulatory Shifts (govt. pressure)

- Compliance & mandatory carbon reporting are expanding (EU ETS, SEC climate disclosure rules, CSRD) resulting in fines for non-compliance.

Corporate Shifts (net zero pressure)

- 40% of Fortune 500 companies have net-zero targets (McKinsey).

Market Shifts (outdated carbon practices)

- Most sellers still use Excel & manual processes, leading to errors, delays, and increased transaction costs.

Technology Shifts (blockchain transformation)

- Meta Carbon's SaaS platform simplifies carbon management and reporting, positioning it as a market leader through on-chain technological advantage.

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Investment sought

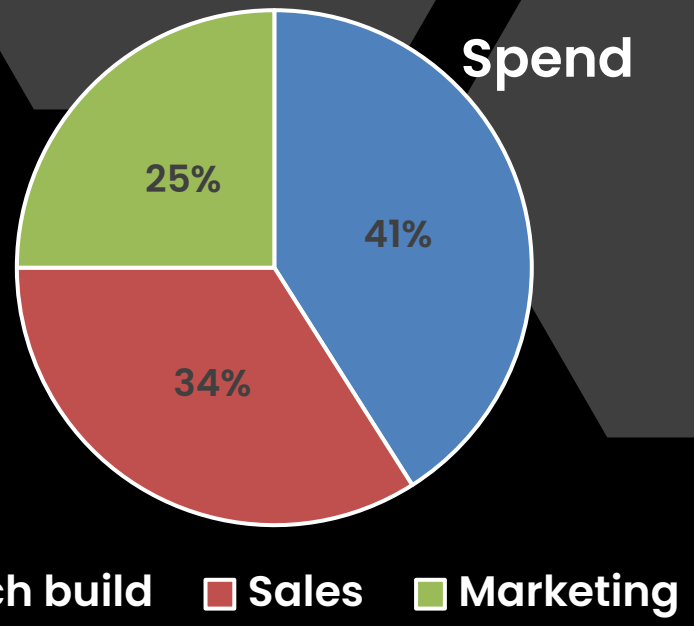
USD$750K post seed raise

- Valuation: $4M pre-money (last valuation)



Investment Spend

- Year 1 OPEX forecast: <$60K monthly avg.





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