



# Marketing book





# Pivoting from Environmental Pledges to Proven Action

Building the tech infrastructure to **scale and secure**  
environmental action through integrity



# Our Greatest Advocates



"In our net-zero journey, Pierre Fabre needed a partner that reflected our commitment to local impact, biodiversity and carbon sequestration.

Carbonable emerged as an ideal partner thanks to its agility in aligning international projects with our eco-social goals, its transparent pricing for quality projects, its state-of-the-art monitoring and reporting tools, as well as its all-in-one carbon sequestration management platform."

**Alexandre Panel - Green Mission Manager**



Pierre Fabre

## Hanabi Consulting



"Carbonable is the game-changer in carbon contribution management. As a Beta user of their platform, we've experienced how it streamlines the execution of our contribution goals. With all critical features integrated, the management process is effortless. Further, by ensuring every carbon credit's origin, journey, and impact are visible and verifiable, Carbonable guarantees accountability and compliance - both indispensable in our sustainability journey."

Fabien Donadey  
Co-CEO, Hanabi Consulting

## argent



"At Argent, we see transparency and traceability as the foundations that solidify the integrity of carbon removal. Carbonable's application of Digital Ledger Technology, coupled with Satellite Imagery and Artificial Intelligence, is instrumental in achieving this. They provide an essential audit trail, confirming that carbon sequestration activities genuinely contribute to atmospheric carbon reduction, thus fostering stakeholder trust."

Itamar Lesuisse  
Chief Executive Officer - Argent

## klub



"Carbonable's reports provide a consolidated view of inputs from all stakeholders in our carbon removal initiatives. The use of both quantitative and qualitative data offers a level of trustworthiness and tangibility that was previously missing. It enables us to confidently exhibit the environmental, biodiversity, and livelihood impacts of our investments, while reinforcing accountability and trust to our internal and external audiences."

Martin Rosenbaum  
Co-Founder and Chief Investment Officer, Klub





# Summary

1. Carbonable's mission

2. The Carbonable ProSuite

3. Our online presence

a. Followers on social medias

b. Webinars

c. Public relations

d. Educational contributions on Medium

e. Conferences links

f. Podcasts

4. Participations in events and conferences

a. Main events

b. Awards and prices

5. Contributions for research

a. Hackatons

b. Research activities and reports

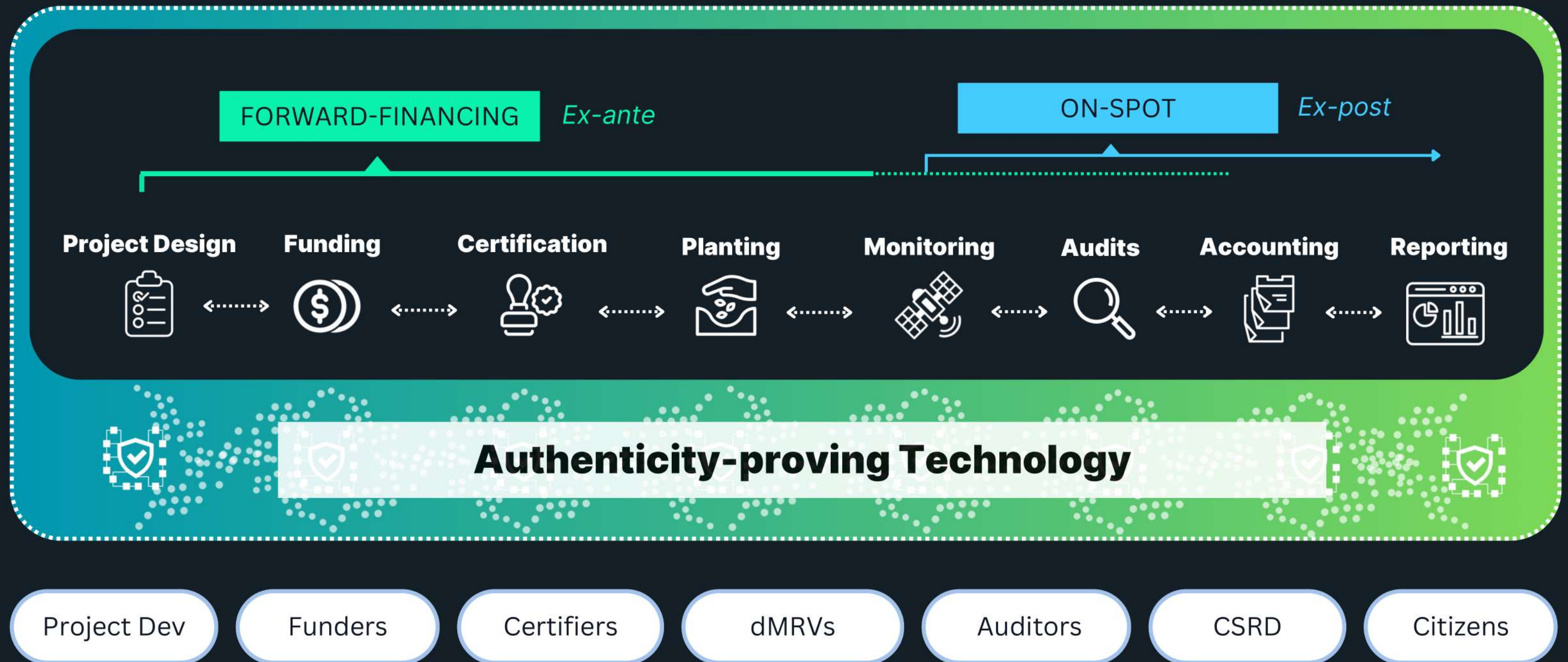
6. Testimonials

# 1 - Carbonable's mission



**Three Core Guiding Principles:**  
**Data. Execution. Integrity.**

# Establishing the **Trust Layer** for Eco-Contributions in the Entire Supply Chain



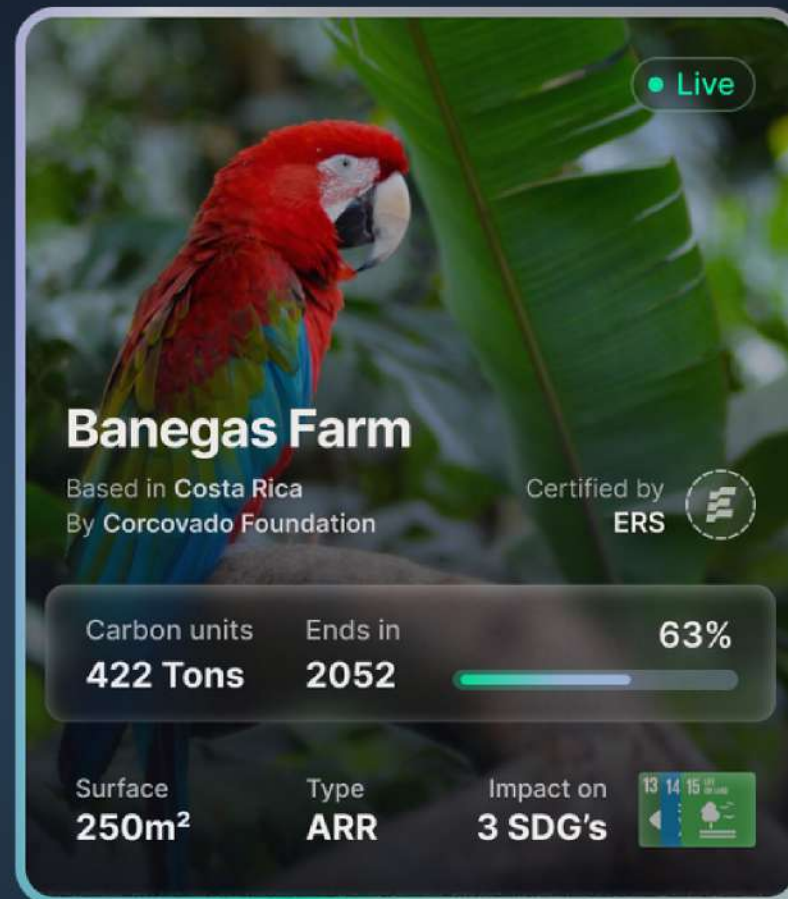
Fostering a Trust-Driven Ecosystem



**Our Bedrock for Action:  
A Pioneering Technology**



# Authenticity-Proving Tech built on Smart-Contracts & Cryptography



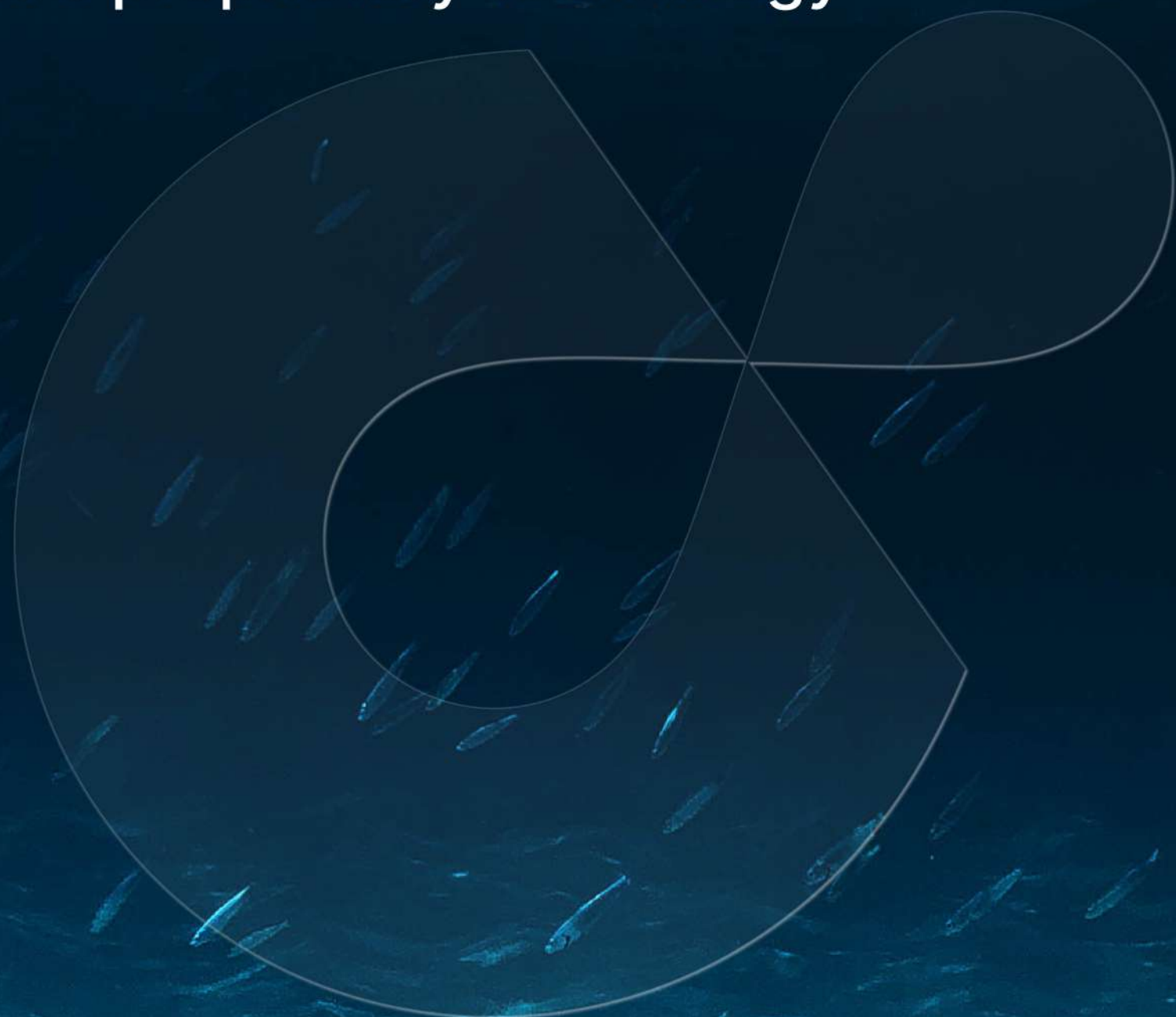
- Generating proof of action
- Guaranteeing data integrity
- Immutable, Transparent, Traceable

**Showcase Proof, not Promises.**



# 2 - The Carbonable ProSuite

Leveraging Carbonable's proprietary technology



1







Carbonable Project Manager

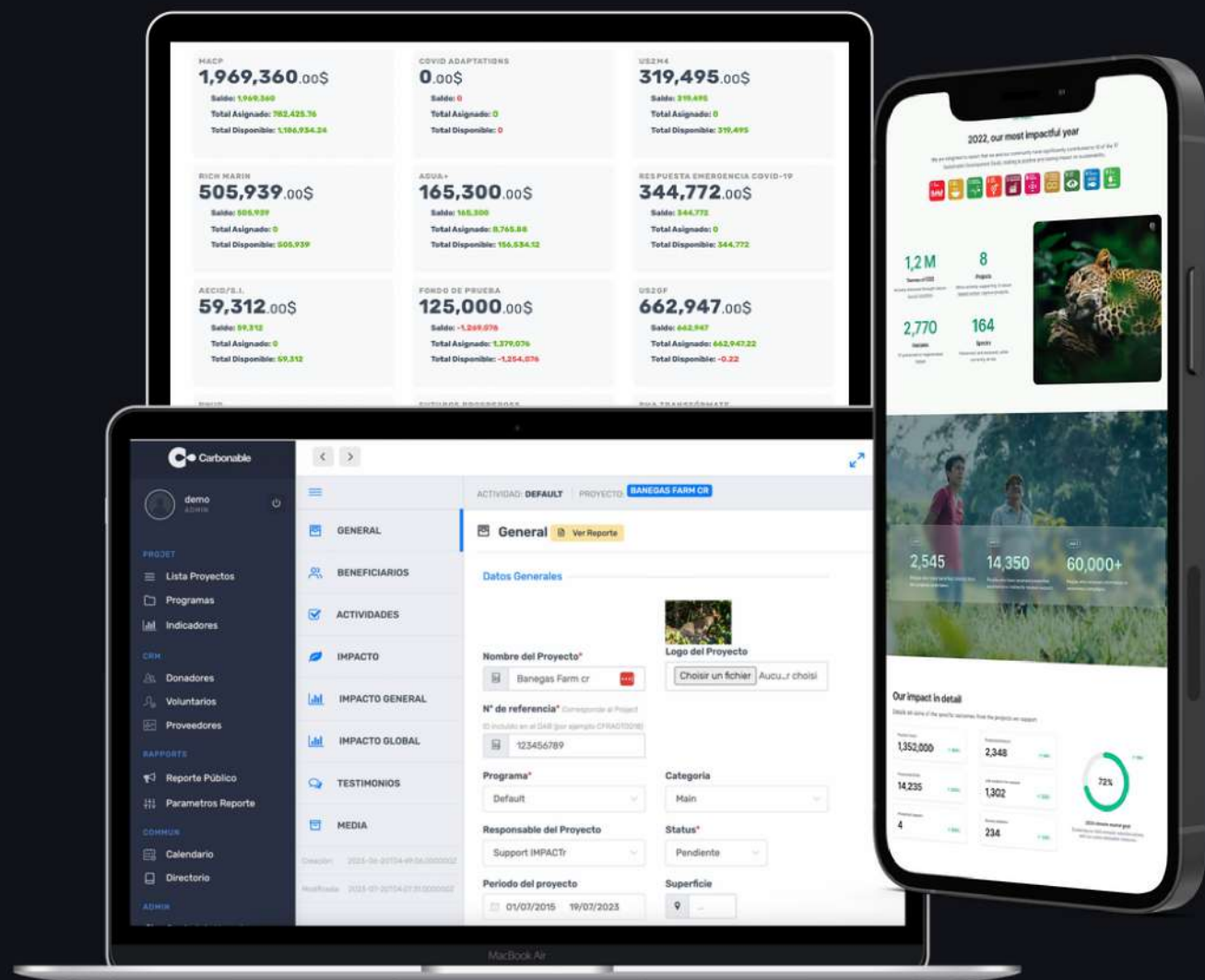
Funders

Project Dev

CSRD

# Your Hub for Projects' **Tasks**, **Budgets**, and **Reporting**

-  Team collaboration and progress
-  Plan your budget and expenses at every steps
-  Ensure the integrity from ground to stakeholders
-  Report verifiable extra-financial value



2



Funders

Citizens

# Giving Access to Tailored & Trusted Funding

Tech-powered Sourcing & Ratings

Margins Transparency & Cost-efficiency

Financial Decision-Making Tool

Risk Diversification

Incompressible Yearly Emissions (t)  Define a starting year of investment

Investment Strategy Split

59% - Forward  41% - Purchase

### Features

Everything you need to take your carbon investment to the next level.

### Brokers

Buy your carbon credit OTC with a broker

### Carbonable

Buy premium carbon credit generated by Carbonable projects

### Carbonable

Invest in nature regeneration projects which generate premium carbon credit overtime

### Carbonable

Build the best strategy that fits your need between funding and buying

|                           | Brokers    | Carbonable | Carbonable | Carbonable |
|---------------------------|------------|------------|------------|------------|
| Total cost: 2024          | \$ 2.97M   | \$ 2.67M   | \$ 255K    | \$ 1.25M   |
| Average yearly cost: 2024 | \$ 148.55K | \$ 133.68K | \$ 12.75K  | \$ 62.34K  |
| Total cost: 2023          | /          | \$ 2.5M    | \$ 255K    | \$ 1.17M   |
| Average yearly cost: 2023 | /          | \$ 124.83K | \$ 12.75K  | \$ 58.7K   |

Save up to \$72.66K on your project by starting today.

Ex-post

Ex-ante



ARR



Green



REDD+



Blue



3

 Carbonable Portfolio

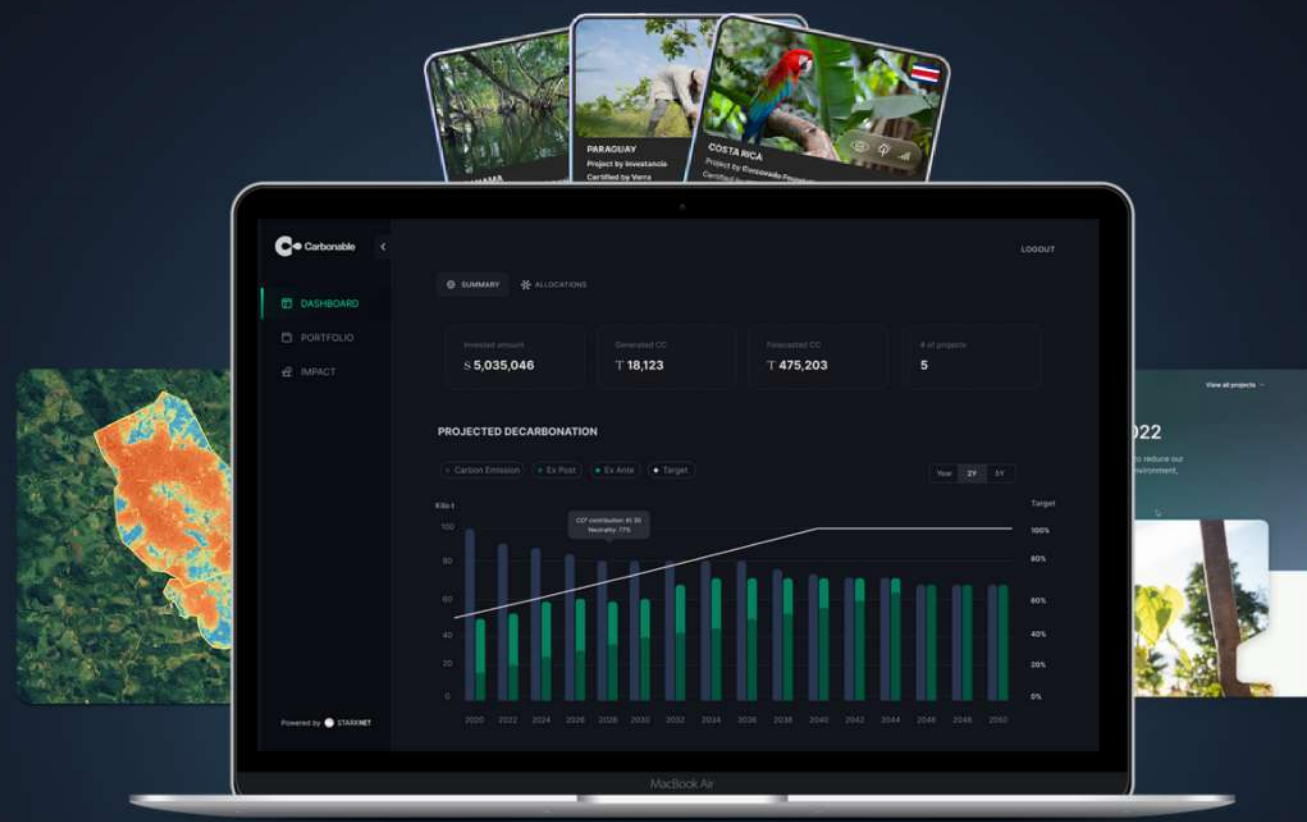
Funders



Project Dev

CSRD

Citizens

# 3.0 ERP: Streamlining contributions from A to Z



-  Unified Portfolio Management
-  Dynamically aggregating key data
-  Seamlessly Plan, Manage, Monitor, Report
-  Accounting & Auditability



4



# The Trust Layer for all your Eco-Contributions

- From ~~Mistrust~~ to Proven Data and Action
- Provider agnostic: cover the entire value chain
- Time stamp for Transparency & Traceability
- Auditable for incoming regulations (CSRD)



| Project Name        | # Units | Generated CCs | Fcst CCs | APR | Fcst avg. APR | End Date                        | Allocation | Undeposited |
|---------------------|---------|---------------|----------|-----|---------------|---------------------------------|------------|-------------|
| Charco Agroforestry | 2,500   | 24.20         |          | 34% | 05/21/2028    | <div style="width: 34%;"></div> | 2          | ...         |
| Las Delicias        | 7,000   | 89.09         |          | 34% | 04/18/2032    | <div style="width: 34%;"></div> | 0          | ...         |
| Banegas Farm        | 22,000  | 188.52        | 188.52   | 52% | 03/14/2032    | <div style="width: 52%;"></div> | 1          | ...         |



Biodiversity Data



Renewable energy certificates & guarantees of origins



Carbon Removal



# 3 - Our presence online



# Followed by thousands of people

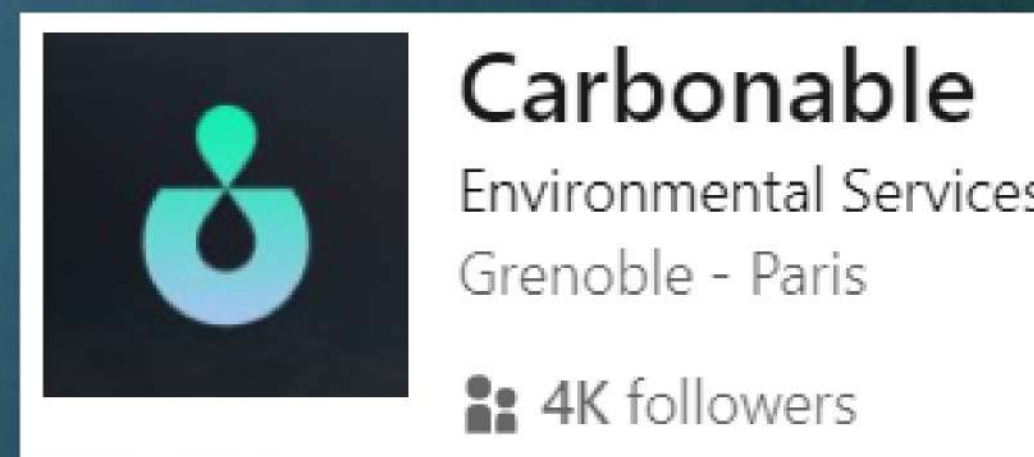
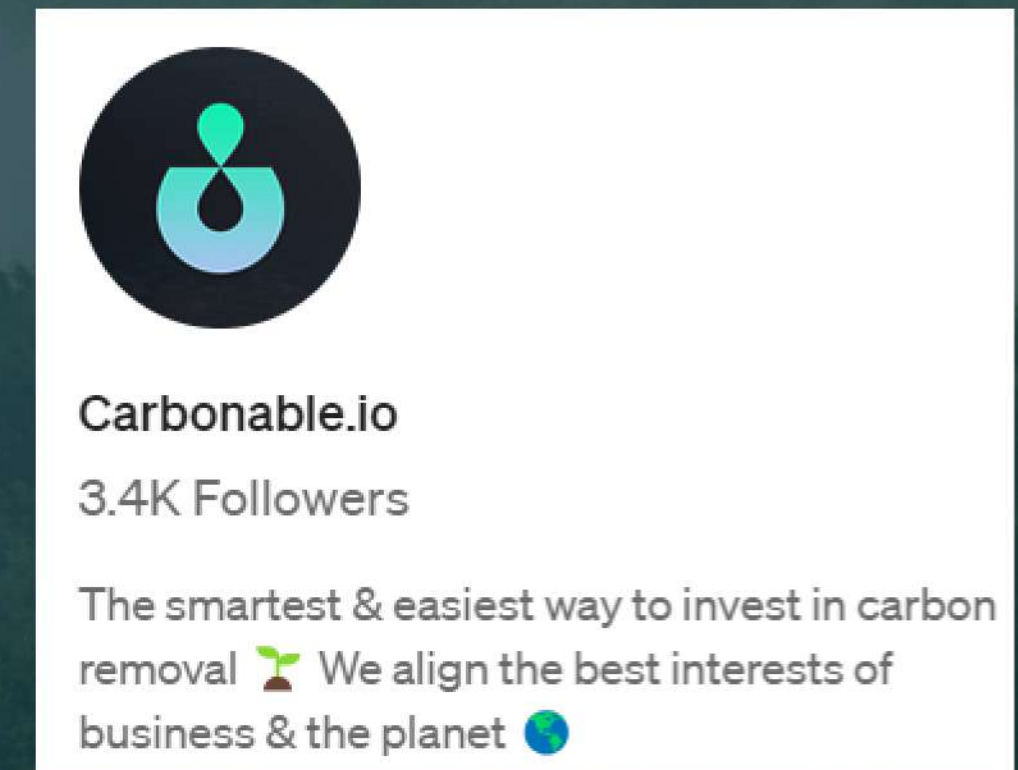
**18.5K** Twitter

**8K** Discord

**4K** LinkedIn

**3.4K** Medium

**2K** Newsletter





# Webinars

## Navigating the Voluntary Carbon Market

Its Crucial Role and Emerging Challenges



Free Webinar

## Exploring Nature-based Solutions

What defines a qualitative project?



**Adrien Pages**  
CEO, MORFO

**Thibaut Sorret**  
CEO, ERS

**Guillaume Leti**  
CEO, Carbonable

# Public relations



“Carbonable : a startup has raised \$1.2 million in a seed round... to tackle greenwashing”

**+15 articles talking about our innovation**

**21 M**  **coindesk**

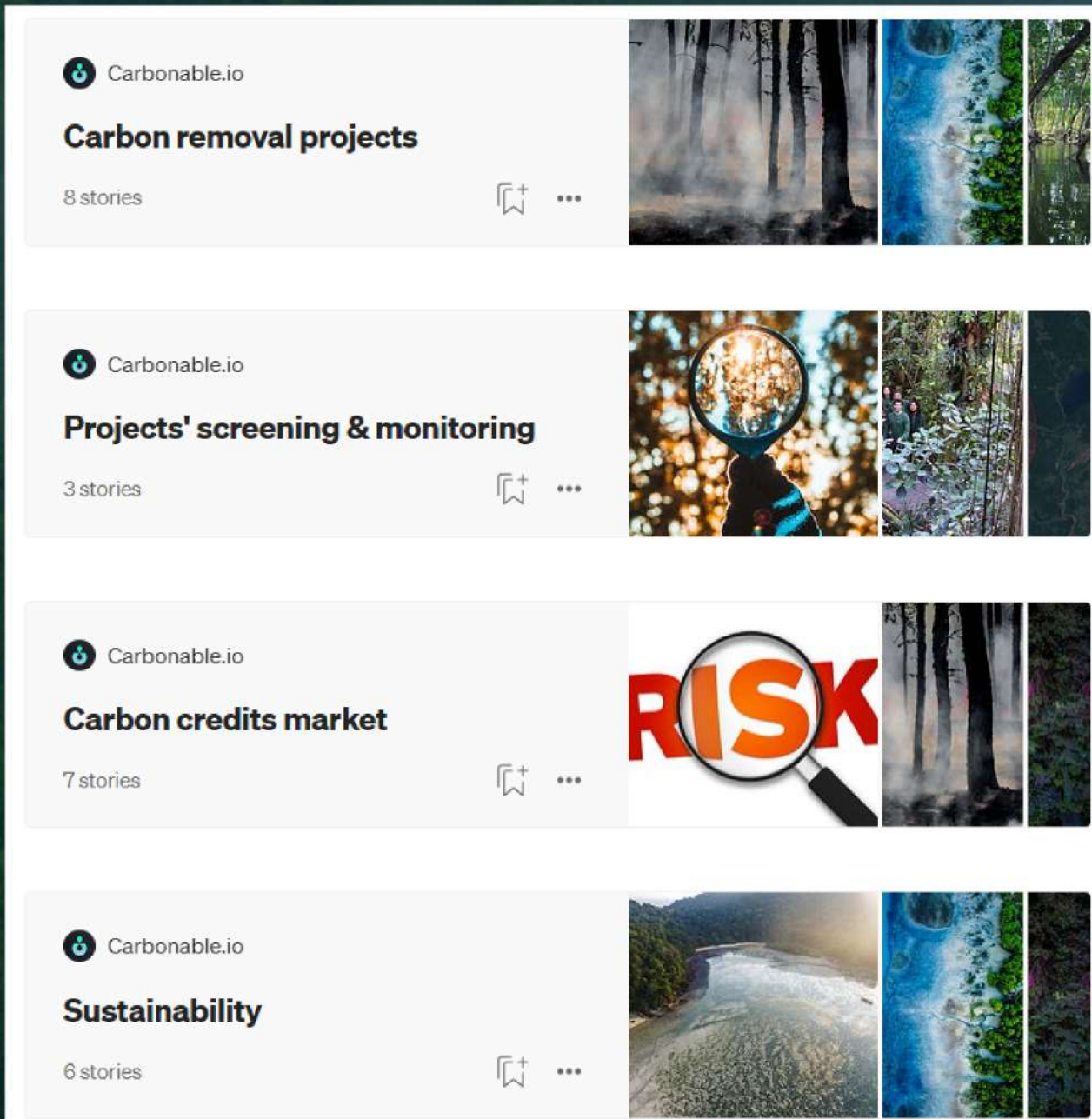
**FORTUNE**

**Carbon Herald**

**THE FINTECH TIMES**

# Educational interventions

20 articles on Medium in 6 categories



A screenshot of a Medium feed showing four articles from Carbonable.io. Each article card includes the profile icon and name, a title, the number of stories, and a small image collage. The categories are: 'Carbon removal projects' (8 stories), 'Projects' screening & monitoring' (3 stories), 'Carbon credits market' (7 stories), and 'Sustainability' (6 stories).

- Carbonable.io**  
**Carbon removal projects**  
8 stories
- Carbonable.io**  
**Projects' screening & monitoring**  
3 stories
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**Carbon credits market**  
7 stories
- Carbonable.io**  
**Sustainability**  
6 stories



Conference on Fintech Case studies - Université Panthéon Sorbonne



# Public videos

 From Shadows to Light: Engineering Trust in the Carbon...  Share

**Guillaume Leti**  
Co-Founder & CEO  
Carbonable 

 Watch on 

 Blockchains et développement durable - Tables rondes ...  Share

« MONNAIE P2P » « CLIMAT »

|   |  |   |  |
|---|--|---|--|
| <br><b>FAUSTINE FLEURET</b><br>Présidente, CEO<br>ADAN | <br><b>NELLY CHATUE DIOP</b><br>Co fondatrice, CEO<br>Ejara | <br><b>FATIH BALLYELI</b><br>Co fondateur, CEO<br>Exalon | <br><b>GUILLAUME LETI</b><br>Co fondateur<br>Carbonable |
|---|--|---|--|

Watch on     

Online conferences  
about CSR and  
blockchain

 Developing immersive experiences to win hearts and mi...  Share

  
**Romain Bonjean**  
PwC



Watch on 

 Guillaume Leti Drive and manage carbon removal inve...  Share

Climate change • Climate change refers to long-term shifts in... 

  **CC[6]**  
July 17-20, 2023 

Watch on            

# 4 - Participations in events and conferences





# 12+ events in the last 2 years



# JOB FAIR Change Now - October 2023



“Pitch recruteur” to introduce Carbonable to our future interns and employees !



# Corporate Investments for Forestry and Biodiversity - London - October 2023



Technology Applications and Their Use in Quantifying R...

Corporate Investments into Forestry & Biodiversity Summit

04-05 October 2023, 30/001 Canary Wharf, London, United Kingdom

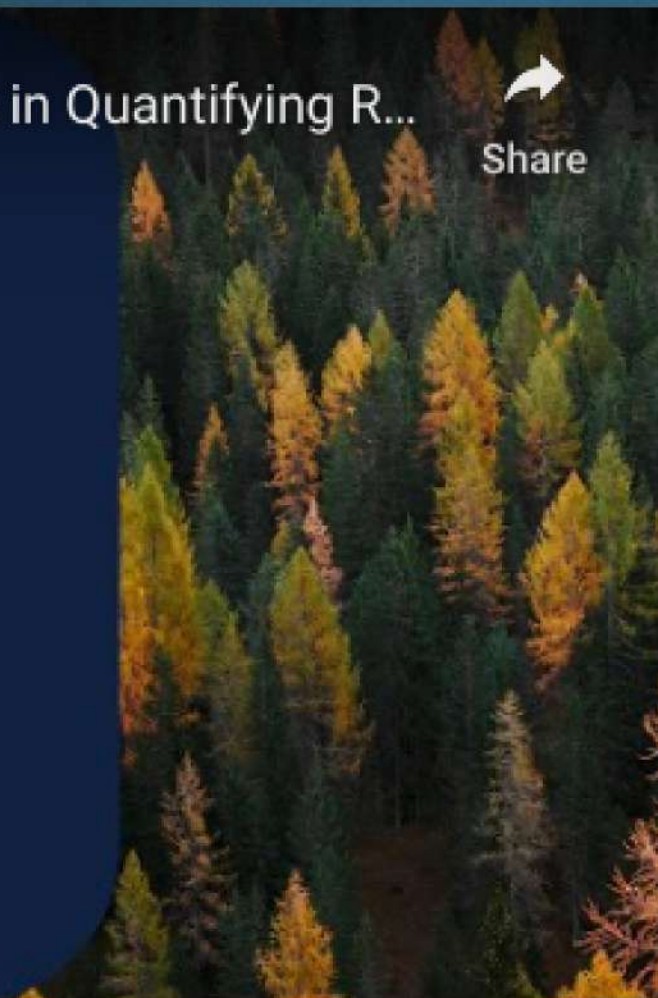
Share

Technology

Technology Applications and Their Use in Quantifying Results



Watch on  YouTube







# SIDO : The key event for new technologies and AI - September 2023



Conference: "Blockchain and industry : new technologies use cases"

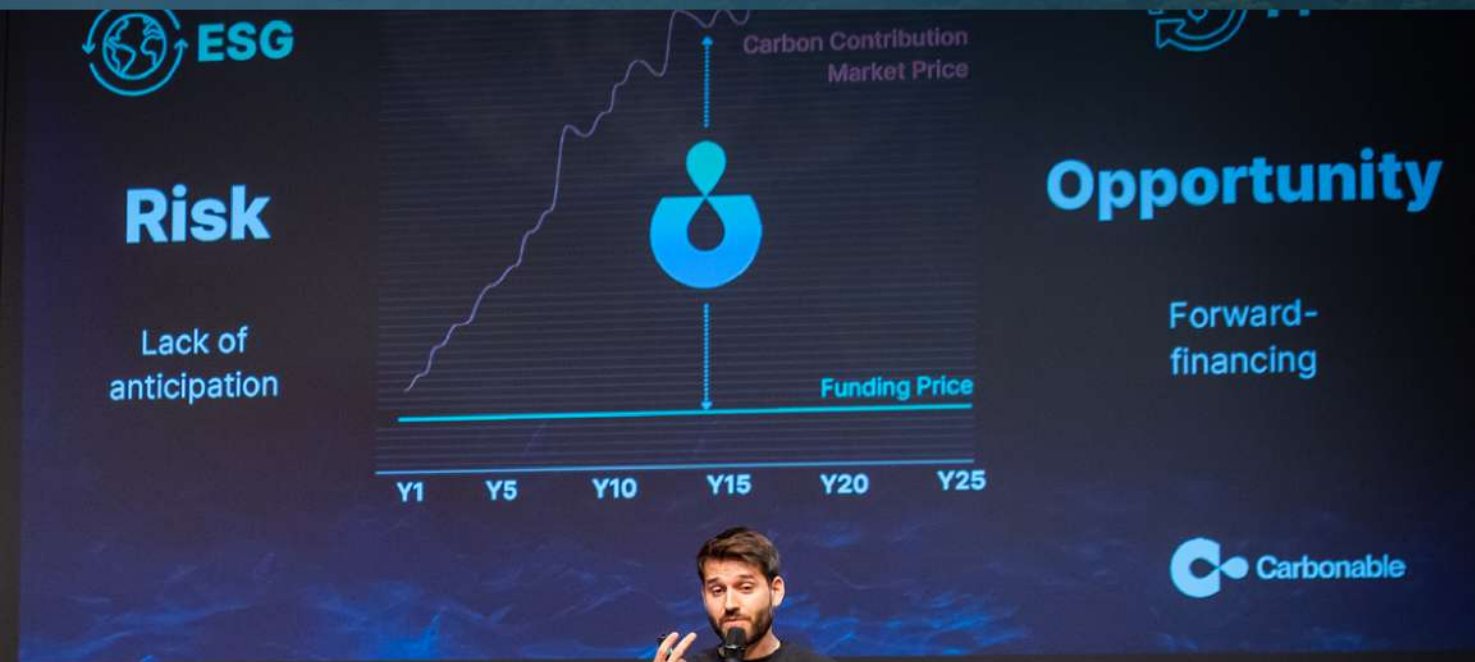


Conference: "CSR and green IT - How to enter the responsible digital world ?"

# ETH CC - July 2023



Conference : "Drive and manage carbon removal investments through Web3"



EthCC[6]

**VIVA**  
**TECHNOLOGY**  
JUNE 14-17 2023 / PARIS



Conference with PwC : “Developing immersive experience to win hearts and minds”

# MIXE Lyon : “Forum for Energy transition” May 2023

**MIXE**  
10 · 11 MAI 2023 · LYON

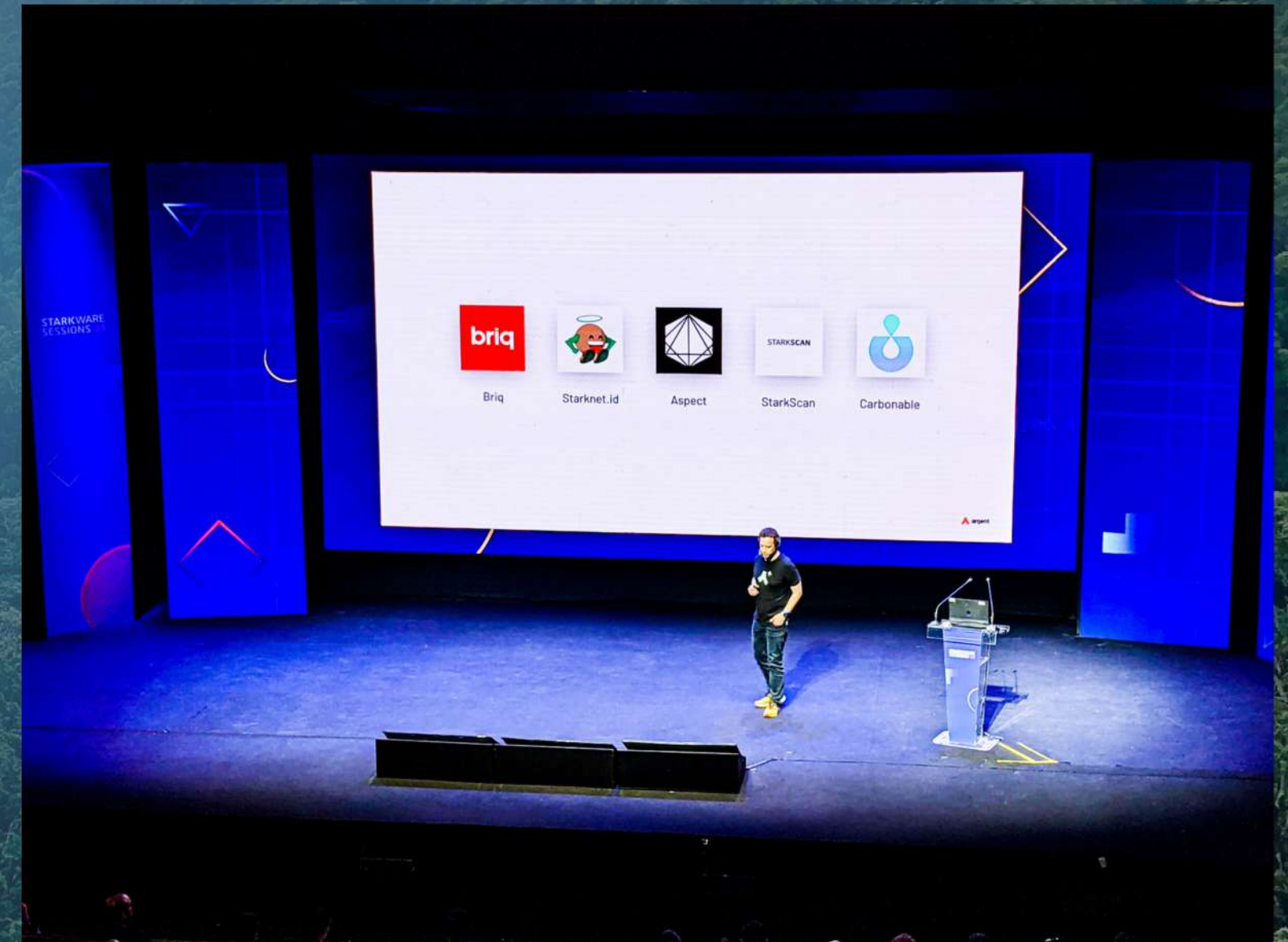


Conference : “How to manage your carbon plan”



# Starknet CC Tel Aviv February 2023

**STARKWARE**  
SESSIONS\*23



Conference : "From Shadows to Light:  
Engineering Trust in the Carbon Market"

# Participations as attendees in other events



Change Now 2023

The Good -  
Forum for  
Sustainable  
Finance 2023



Impact blockchain - Climate Academy





# Participations in other conferences



Blockchain Impact July 2023

**INATBA**  
Digital Blockchain Week  
19-21 September 2023

**SUSTAINABILITY**

From Carbon to Coins:  
Exploring  
Tokenization in the  
Green Economy

19 September  
12:00 - 13:00

**Moderator**

**Joerg Walden**  
Founder / Advisor iPoint &  
Member of INATBA  
Board of Directors

**Vincent Katchavenda**  
COO  
Erable

**Ramzi Laieb**  
Co-founder  
Carbonable

**Paul Edge**  
Blockchain Lead  
EDP

**INATBA**  
International Association  
for Trusted Blockchain Applications

Session supported  
by **Caisse des Dépôts**

**EUBlockchain**  
Observatory and Forum

INATBA September 2023



# Awards and distinctions



Republik achats May  
2023 - Jury award



TROPHÉES  
DES ACHATS

19 juin 2023 - Théâtre Mogador à Paris

Finalist Challenge Fintech for  
Tomorrow - 2022

**CHALLENGE  
FINTECH FOR  
TOMORROW**  
ÉDITION 2022

**CarbonABLE**  
Fintech for Tomorrow

CarbonABLE a pour mission de catalyser la régénération de la nature à l'échelle mondiale en réconciliant la pénurie d'approvisionnement des crédits carbone volontaires et le manque de confiance inhérent à ce marché grâce à DeFi.

**SECTEUR**  
Gestion d'actifs : DeFi

**SOLUTION APPORTÉE**

- > Lever des fonds additionnels vers la transition énergétique et écologique Proposer de nouveaux produits financiers responsables
- > Fournir de la transparence sur les flux financiers et lutter contre le greenwashing
- > Rendre l'accès au financement plus accessible

**DATE DE CRÉATION**  
Septembre 2021



# 5 - Contributions for research



# Hackathons

7 technological hackathons in 2023



 Sustainable  
Finance  
Hack 2022

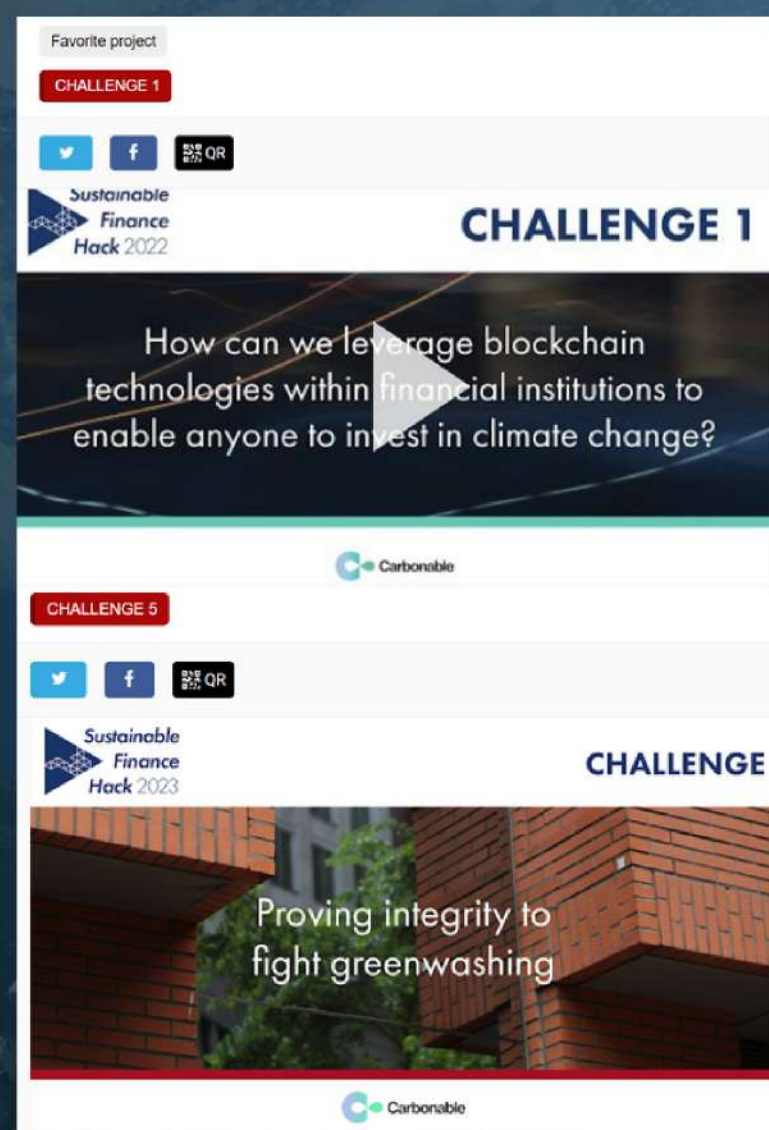


Sustainable finance hackathon Laureate - 2022



# Research activities and reports

## Sustainable finance hackatons Open Geneva 2022 and 2023



ADAN : Decentralised finance  
delegation with the French  
Minister Jean Noel Barrot



Case study : Blockchains &  
Sustainable Development  
2022/2023



# Contributions on Github

@Bal7hazar

Openzeppelin

Alexandria

Starklings

Kaaper

@Schwepps

Starknet React

@Arn0d

Shefcraft

Za Warudo

kakarot Doc

Starknet Explore

Pufu

@MartianGreed

Kakarot

@Tekkac

- Apibara Direct NodeAccess
- Papyrus
- Starknet-rs
- zkEVM exploration
- Garaga
- Garaga's predecessor
- ZeroSync predecessor
- Khepri predecessor
- Moro
- Amenhotep
- StarknightsWatch
- Starknet Docs



# 6 - Testimonials

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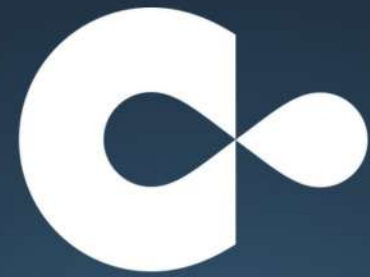
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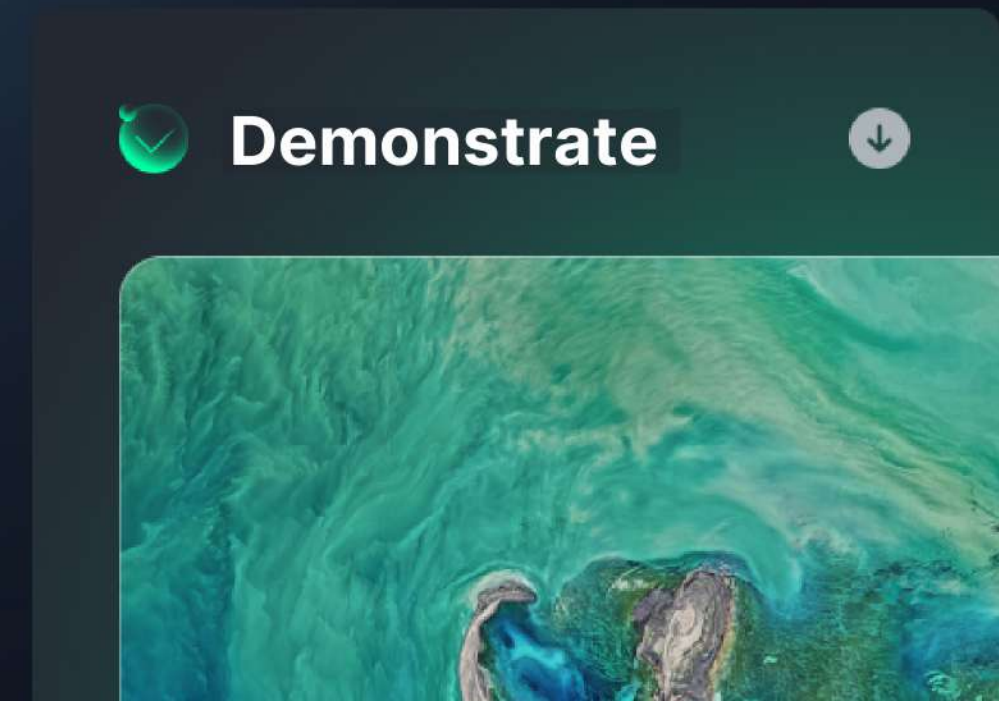
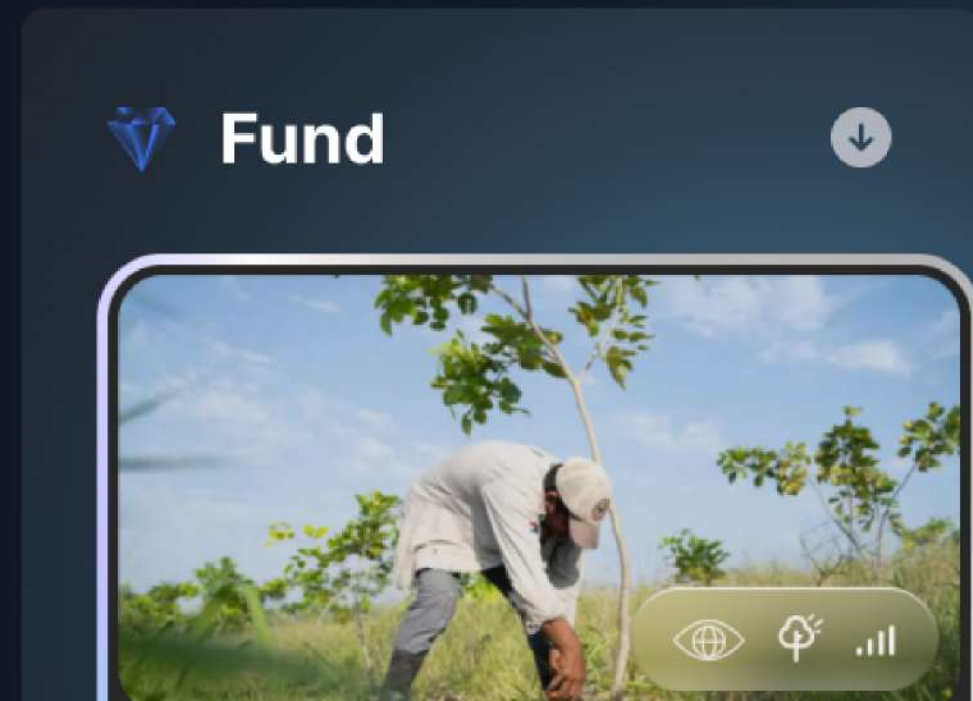
Martin Rosenbaum  
Co-Founder and Chief Investment Officer, Klub



Carbonable

**Unified. Seamless. Reliable.**

*From environmental pledges to proven action*



## Autres :

- Team
- Github?
- Organismes de recherches:  
[https://docs.google.com/spreadsheets/d/1LOfkbGwOGig0kCHnSRSczPCxPpHN50\\_3\\_-4vjGB\\_10s/edit#gid=0](https://docs.google.com/spreadsheets/d/1LOfkbGwOGig0kCHnSRSczPCxPpHN50_3_-4vjGB_10s/edit#gid=0)
- Wall of Fame contribution repos

Single source for all the info :

[https://drive.google.com/drive/folders/1cVlx\\_s\\_g\\_1LFivH3hbje6sWienrP39Qq](https://drive.google.com/drive/folders/1cVlx_s_g_1LFivH3hbje6sWienrP39Qq)

<https://www.notion.so/carbonable/List-of-links-for-public-appearances-722b7c17e7c04502bea02c7c7b487d3f>