Marketing book
Pivoting from Environmental Pledges to Proven Action

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

**FORWARD-FINANCING**  *Ex-ante*

**ON-SPOT**  *Ex-post*

**Project Design**  **Funding**  **Certification**  **Planting**  **Monitoring**  **Audits**  **Accounting**  **Reporting**

**Authenticity-proving Technology**

**Project Dev**  **Funders**  **Certifiers**  **dMRVs**  **Auditors**  **CSRD**  **Citizens**

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
Your Hub for Projects’ Tasks, Budgets, and Reporting

- Team collaboration and progress
- Plan your budget and expenses at every step
- Ensure the integrity from ground to stakeholders
- Report verifiable extra-financial value
Giving **Access to Tailored & Trusted Funding**

- Tech-powered Sourcing & Ratings
- Margins Transparency & Cost-efficiency
- Financial Decision-Making Tool
- Risk Diversification
3.0 ERP: Streamlining contributions from A to Z

- Unified Portfolio Management
- Dynamically aggregating key data
- Seamlessly Plan, Manage, Monitor, Report
- Accounting & Auditability
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)
3 - Our presence online
Followed by thousands of people

18.5K Twitter
8K Discord
4K LinkedIn
3.4K Medium
2K Newsletter

Carbonable.io
The next generation of Climate Refi
Funding Nature Regeneration and getting prime carbon credits.
Join discord.gg/Hus

Carbonable.io
3.4K Followers
The smartest & easiest way to invest in carbon
removal. We align the best interests of business & the planet.
Navigating the Voluntary Carbon Market
Its Crucial Role and Emerging Challenges

Exploring Nature-based Solutions
What defines a qualitative project?
“Carbonable: a startup has raised $1.2 million in a seed round... to tackle greenwashing”

+15 articles talking about our innovation
# Educational interventions

20 articles on Medium in 6 categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon removal projects</td>
<td>8</td>
</tr>
<tr>
<td>Projects' screening &amp; monitoring</td>
<td>3</td>
</tr>
<tr>
<td>Carbon credits market</td>
<td>7</td>
</tr>
<tr>
<td>Sustainability</td>
<td>6</td>
</tr>
</tbody>
</table>

Conference on Fintech Case studies - Université Panthéon Sorbonne
Online conferences about **CSR** and **blockchain**
4 - Participations in events and conferences
12+ events in the last 2 years
“Pitch recruteur” to introduce Carbonable to our future interns and employees!
Corporate Investments for Forestry and Biodiversity - London - October 2023
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?”
Conference: “Drive and manage carbon removal investments through Web3”
Conference with PwC: “Developing immersive experience to win hearts and minds”
MIXE Lyon: “Forum for Energy transition” May 2023

Conference: “How to manage your carbon plan”
Conference: “From Shadows to Light: Engineering Trust in the Carbon Market”
Participations as attendees in other events

The Good - Forum for Sustainable Finance 2023

Change Now 2023

Impact blockchain - Climate Academy
Participations in other conferences

Blockchain Impact July 2023

INATBA September 2023
Awards and distinctions

Republik achats May 2023 - Jury award

Finalist Challenge Fintech for Tomorrow - 2022
5 - Contributions for research
7 technological hackathons in 2023

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

**Pierre Fabre**

"In our net-zero journey, Pierre Fabre needed a partner reflecting our commitment to local impact, biodiversity, and carbon sequestration. Carbonable stood out as a perfect match thanks to their agility in aligning international projects with our eco-social goals, transparent pricing for quality projects, cutting-edge monitoring and reporting tools, as well as their all-in-one carbon removal management platform."

Alexandre Panel
Green Mission, 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
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
- Wall of Fame contribution repos
Single source for all the info:
https://drive.google.com/drive/folders/1cVlx_s_g_1LFivH3hbje6sWie
nrP39Qg

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