

CARCOSA

Executive Summary

An online marketplace for sustainability projects that mitigate climate change and biodiversity loss whilst creating jobs all over the world.

Business Summary

A marketplace and service which enables people to create, engage in, and complete sustainability projects. Project listings can be accessed via the website or mobile application. A project can be donation, investment or debt based, and is divided into milestones. Completing milestones in a project unlocks financial rewards, creating real economic incentive for people to work on the projects, creating jobs all over the world.

The Planetary Problem

Human activity has measurably disrupted spaceship Earth's life support systems, triggering extreme climate change and extinction level rates of biodiversity loss. Maintenance is now urgently required to ensure all life, but especially intelligent life, can continue to thrive on this pale blue dot in the cosmos.

The Customer Problem

People that urgently want to do something to directly help mitigate climate change and biodiversity loss, and there are many, are frustrated by the limited channels available to directly engage with this issue, the largest threat our species has so far faced.

Business Model

The company is a broker and receives percentage service fees and commissions. From project creators, a 6%-15% fee, and a 1-3% transaction fee for each payout on the network. Forfeited deposits from failed pay-to-play efforts will also factor into revenues.

Target Market

A global median of 51% say climate change is already harming people around the world, while another 28% believe it will do so in the next few years. This view is especially common in Latin America, 90% of Brazilians say climate change is harming people now. Europeans are also particularly likely to hold this opinion. Only 41% of Americans believe people are being harmed by climate change today due to the partisan nature of the topic.

Customers

Project creators and job seekers are both issue and financially motivated.

- if the project has an investment structure, that the value of the underlying asset will increase as a result of the project.
- motivated by issues, a donation structure can be used to marshal financial and human resources to clean up a polluted area.
- each milestone within a project pays out when completion is verified on the network and recorded to the blockchain. Executable onsite and remotely, job seekers can specialise and use existing and learned skills across multiple projects.

www.carcosa.com

Industry: Internet Company
Employees: 1-5
Founded: 10/2017

Contact

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Financial Information

Development Stage: Start Up
Funding Opportunity: \$1.8m
Equity Offered: 25%

Use of Fund

Runway: 18 months
50% Product Development
30% Marketing/Sales
10% Operation
10% Legal/Other
0% Existing Debt
Monthly Burn Rate \$100k
Current Monthly Revenue \$0
Existing Debt \$0

Milestones

M12 Product Launch
M15 100k users
M18 Series A/ICO

Management

James Bonney, CEO

Advisors: tbc
Lawyer: tbc
Accountant: Jason Dubnik

Products and Services

1. **Reforestation and Conservation** The world's forests have shrunk by almost 50% since agriculture began 11,000 years ago. 75% of this deforestation occurred in the last two centuries. Restoring forest cover is critical to the carbon cycle. Reforestation and conservation projects can be programmed for defined geographic areas using our smart contract GUI. Critical areas of deforestation, such as the Amazon and Indonesian rainforests, can be reforested if the value of the smart contract to reforest becomes more economically attractive to the landowner than livestock farming or other land uses.
2. **Habitat Renewal** An extinction level rate of biodiversity loss is underway, driven by habitat loss, caused by deforestation and pollution. Conservation projects to protect and rebuild biodiversity habitats can be programmed in a similar way.
3. **Pollution** Organisations, communities, and individuals can program and manage pollution cleanups in defined areas, from beaches to the Pacific garbage patch. A pollution ledger can be maintained of the top 100 most polluting companies' 'externalities', which can be quantified and debt can be issued in a smart contract to undermine their business model and provide a powerful data set against them.
4. **Financial Aid** Fundraising can be disintermediated, the complete transparency and auditing functions of the blockchain mean participants can allocate resources with optimised efficiency and police each other for good behaviour. Combined with frictionless global payments this technology can 10x the efficiency of donations and revolutionise charity worldwide. Programmed smart contracts can fundraise and self-distribute financial aid directly to verified recipients with unparalleled speed and efficacy. Disaster relief fundraising can be automated, AI can detect where crises are unfolding and autonomously execute and broadcast a smart contract to raise and distribute financial aid.

Competitors

Myriad state institutions, charitable organisations, and community initiatives are actively involved in mitigating climate change and biodiversity loss, and accelerating the transition to sustainability, none are a project platform all can use, which is the gap in the market we will occupy.

Sustainable Advantage

Like any marketplace, Carcosa's biggest competitive advantage is its network effect. This will be captured by incentivizing adoption and effective marketing.

Sales and Marketing Strategy

For any internet company, personal branding, content marketing, search engine optimization (SEO), conversion optimization, social media marketing, and email marketing are cornerstones of the strategy

Financial Projections

Financials US\$	2018	2019	2020	2021	2022
Revenues	0	250,000	1,000,000	3,500,000	10,000,000
Expenditures	1,200,000	1,200,000	2,000,000	3,000,000	5,000,000
Net	(1,200,000)	(950,000)	1,000,000	(500,000)	5,000,000