



# Pachama

**"RESTORING NATURE TO SOLVE CLIMATE CHANGE"**



# COMPANY OVERVIEW



- Founded in 2018 by Diego and Tomas
- Based out of San Francisco
- "Pachama"
  - Named after Pachamama, the Mother Earth goddess for the indigenous people of South America.





# MISSION

## **Restoring nature to solve climate change.**

Pachama is focused on leveraging data, AI and automation to protect ecosystems, restore forests, and improve carbon markets to generate real impact through our environment.



# VISION

Pachama's vision is to develop these tools into a platform that organizations and individuals can use to create new forest carbon projects, conserving and restoring millions of hectares of forest worldwide.



## OFFERINGS

Pachama created a “remote sensing platform” using machine learning (ML) modeling software and satellite imaging to estimate models of forests to measure and monitor deforestation and the carbon stored in forests over time.

They offer the purchase of carbon credits for purchase to people who care about a healthy, living planet.



# CLASSIFICATION FOR PROJECTS

**REFORESTATION**

**FOREST CONSERVATION**

**IMPROVED FOREST MANAGEMENT**



# TARGET CUSTOMERS



## INDIVIDUALS

- Support projects by purchasing CO2 metric tons on the marketplace



## SMALL BUSINESSES

- Whose mission of their business may involve sustainability and carbon footprint



## ENTERPRISES

- Who aim to reduce carbon emissions for larger goals such as Net Zero.



## PARTNERS

- Can propose their own project and collaborate with Pachama



# QUALITY STANDARD



## ACCURATE

The project's emissions reductions have been conservatively quantified

- Baseline
- Emissions
- Carbon Inventory



## ADDITIONAL

Emissions reductions would not have occurred without the incentive of carbon credits

- Project Boundary
- Financial Additionality
- Legal Additionality
- Forest Cover
- Forest Maturity



## DURABLE

The project delivers a long-lasting climate impact ensured by continuous monitoring and public reporting

- Emissions
- Fire Risk
- Other Natural Risks
- Buffer Pool



## NET

The project has not simply moved deforestation from one place to another, producing no net climate benefit

- Leakage Summary
- Quality Checks



## BEYOND CARBON

The project causes no net harm and delivers biodiversity and community benefits

- Free Prior & Informed Consent
- Ecological Impacts
- Certifications
- Forest Management
- Quality Insights



# HOW DOES PACHAMA MAKE MONEY

## **SELLING CARBON CREDITS**

- A carbon credit / offset is a permit that allows the owner to emit a specified amount of CO<sub>2</sub>.
- Pachama sells these carbon credits for \$17.60 per metric ton of CO<sub>2</sub> emissions on the marketplace within their platform

## **PARTNERING WITH COMPANIES**

- Using high tech satellite imagery and machine learning mapping models, Pachama can connect high quality forest carbon projects with companies that seek to reduce their carbon footprint
- They can also start a new project through their extensive data analysis to find a suitable location and goal for the company



# FINANCIAL

## TOTAL FUNDING

Pacahma has received 79.3 million dollars to this date

## FUNDING ROUND

They are currently in Series B round and have completed 6 funding rounds

## TOTAL VALUATION

The total valuation stands at around 60 million when factoring revenue, growth projections, and investor equities

## MARKET CAP

Experts estimate the market for carbon offsets could reach 100 billion by 2030



# INVESTORS / KEY PARTNERS

## Breakthrough Energy Ventures

Investment firm focused on companies who seek to eliminate greenhouse gas emissions throughout the global economy

## Saltwater

A holding company that seeks high return investment opportunities in companies they believe have exponential growth potential

## Individuals and Prospective Companies

Companies and individuals can use the Pachama platform to purchase carbon credits to help offset their carbon emissions and furthermore work with Pachama to identify high value sustainable reforestation projects all around the world





# BRAND + MARKETING



Pachama



**Positioning :** To individuals and business who cares about climate change, Pachama is a restoring forest project that give customers easier access to verified carbon credit through their global portfolio of high-quality forest projects



**Consistency of messaging :** Consistent targer market, producost, and advocacy to fight greenwashing



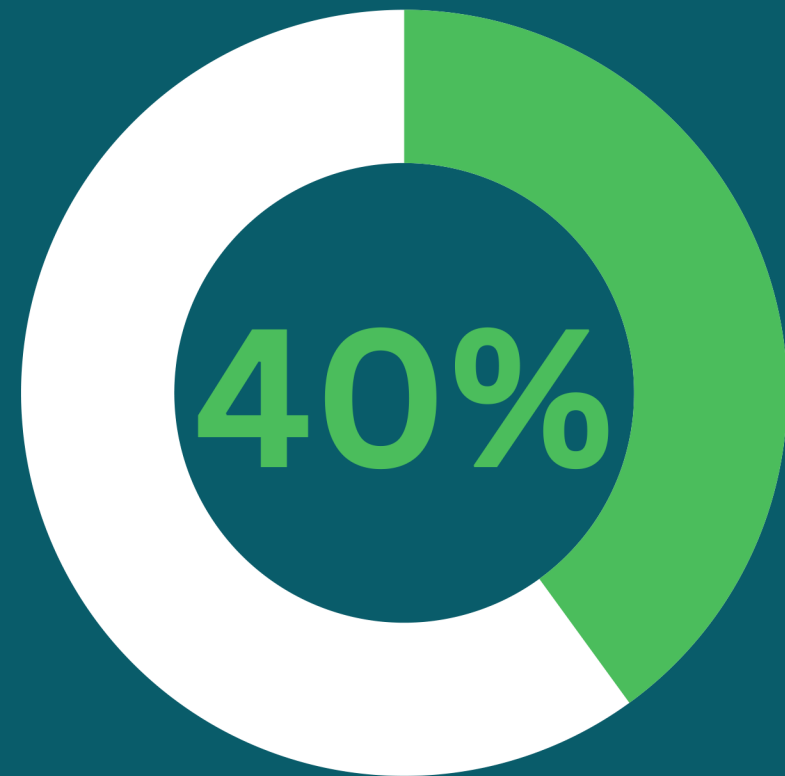
**Awareness building:** API allow business to plug Pachama into their website or App and give customers / partner carbon credits



**Inspiring a movement:** Not really.

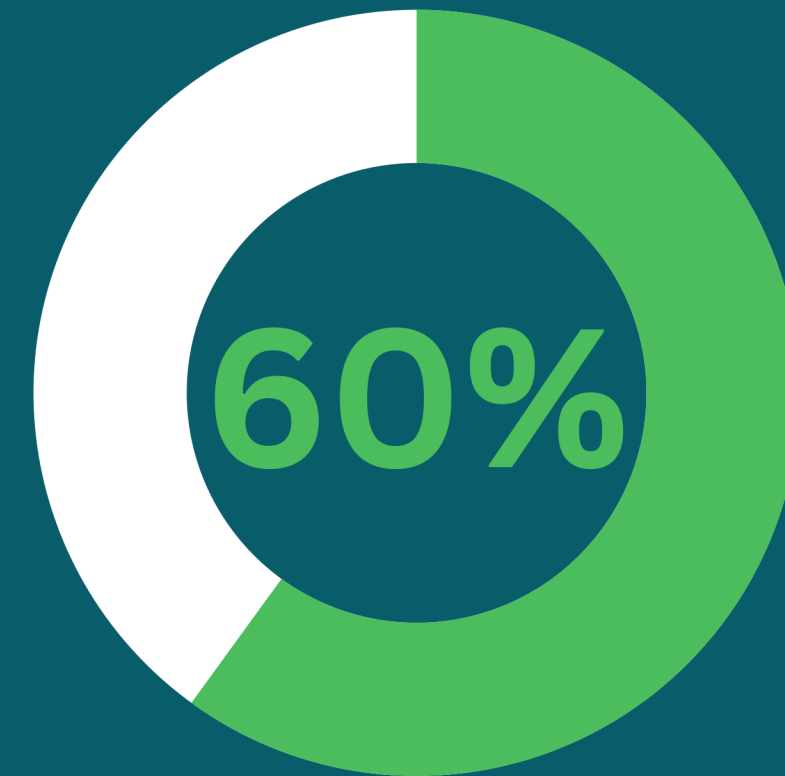


# RELIANCE ON PRODUCT VS PROVES SUSTAINABILITY COMMITMENT



## RELY ON PRODUCTS

- Comprehensive portfolio of global carbon projects
- Over 150 forest carbon projects across 14 countries



## DOES MORE TO PROVE

- Rely heavily on their technology, and continue to invest in machine learning



# SUSTAINABILITY (ENVIRONMENT)

- **Remove carbon, restore nature to tackle climate change, protect biodiversity and support local communities**

Use remote sensing, lidar, satellite images, and ai to protect/restore world natural ecosystem

- **The Climate Pledge**

- **Technology to restore nature at scale**

- Estimate Carbon
- Observe deforestation
- Monitor forests

- **Nature Positive Company**



N A T U R E  
**Positive**

- **Restoring ecosystems by planting native species and enhancing water filtration**

## KEY ENVIRONMENTAL INITIATIVES

- **Protect ecosystems**
- **Restore forests**
- **Improve carbon markets**
- **Deforestation**
- **Reduces GHG emissions**
- **Removes carbon dioxide from air**
- **Protect critical forest ecosystem services and wildlife habitat**
- **Net-Zero**
- **Preserve biodiversity**

**1,560,510**  
**Hectares of Protected Forests**



# PEOPLE-FIRST



Competitive salary & equity



Flexible PTO & all company holidays



Health Insurance



Dental & Vision Coverage



Home Office Stipend



Learning & Development Stipend

# SUSTAINABILITY (SOCIAL)

## KEY SOCIAL RESPONSIBILITY INITIATIVES

- **Employee and gender diversity**
- **Supports local communities**
- **Stakeholder relations**
- **Allow organizations to offset their emissions and restore nature by supporting forest projects through the Pachama marketplace.**
- **Respect for Indigenous Communities**
- **Working conditions**
- **Customer relations**

## VALUES

**PURPOSE**

**INTEGRITY**

**EXCELLENCE**

**TENACITY**



# SUSTAINABILITY (GOVERNANCE)

- **Framework for evaluating projects follows UN Framework**

- |               |               |                            |
|---------------|---------------|----------------------------|
| 1. Real       | 3. Permanent  | 5. Enforceable             |
| 2. Additional | 4. Verifiable | 6. Impactful beyond carbon |

- **All projects are verified by 3rd party and pass Pachamas own standards to ensure they follow international standards for carbon credit**

- Verified by Verra, American Carbon Registry, Carbon Action Reserve, and Gold Standard

## KEY GOVERNANCE INITIATIVES

- **Diversity of board members**
- **Alignment of interests between executives and shareholders**
- **Carbon credits were formalized by the United Nations Kyoto Protocol who developed the key regulations for verified credits today**
- **Disclosure and transparency**
- **Shareholder rights**
- **executive compensation**
- **Investor relationships**
- **Risk Management**
- **Monitor Progress**
- **Digital measurement, reporting, and verification (DMRV) tools**

## PARTNERS





# PACHAMA ORIGINALS

- Portfolio of technology-enabled reforestation and forest conservation projects
- Pachama enhances project design, tracks project performance through a dedicated portal, and brings unprecedented accuracy and efficiency to carbon credit issuance
- Low-risk, high-quality, high transparency pathway
- Community First Approach
  - Working with those deeply embedded in local communities
  - Help partners secure upfront funding

# THE PACHAMA MARKETPLACE

- Over 150 forest carbon projects, 14 countries
- Provides a detailed overview and full transparency of reports with each project & provides a platform where people can invest
- Highlights the various advantages from preserving biodiversity, job creation, and socio-economic development



Indonesia

## Central Kalimantan Peatlands

- aims to reduce Indonesia's emissions by preserving 15,091 hectares of tropical peat swamp forests.
- REDD
- 47,237 hectares
- 2009-2068



# PACHAMA'S PROGRESS



**2018**

Pachana was founded, with the mission to restoring nature to solve climate change and helping enterprises achieve Net Zero targets



**2021**

Grew the team from 12 to 39, revenues more than 5X, adding leading global companies to their clients, received 76 pieces of media coverage, avoidance or removal of more than 1 million tonnes of CO<sub>2</sub>



**JAN 13, 2022**

Pachama Selected for Cleantech Group's 2022 Global Cleantech 100 list of Companies Committed to Taking Action on Climate Change



**MAY 22, 2022**

Pachama has raised \$55 million in Series B funding



**NOW**

Evaluates over 150 forest carbon projects across 14 countries, and counts more than 800 "sustainably-minded" organizations, including Salesforce, Microsoft, Netflix, Nespresso, and Softbank



# AREAS FOR IMPROVEMENT

## MARKETING

- **Inspire a movement** maybe on social media to engage more customers
- **4P** : trial program to let potential know more about products
- **Collaboration with their BIG customer:** leverage on their exposure and client base

## BRANDING

- **Increase brand awareness:** Search Engine Optimization to avoid irrelevant search on Google
- **Narrow at the top of brand funnel:** low awareness and consideration can affect performance in other metrics

## SUSTAINABILITY

- **lack of specific EGS goals:** no linkage with SDG goals can make investors hesitant
- **Governance:** Information of their governance efforts are scattered, making people hard to tell



# GET TO KNOW OUR TEAM



ALEXIS MULLARD



GABE DENG



VIVIANNE STEER



JOLIN CHUANG