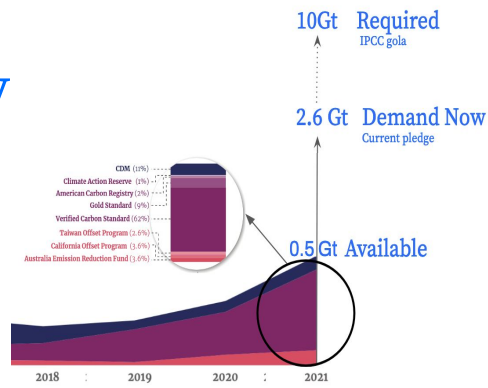# Terrra.
Letting nature heal herself.
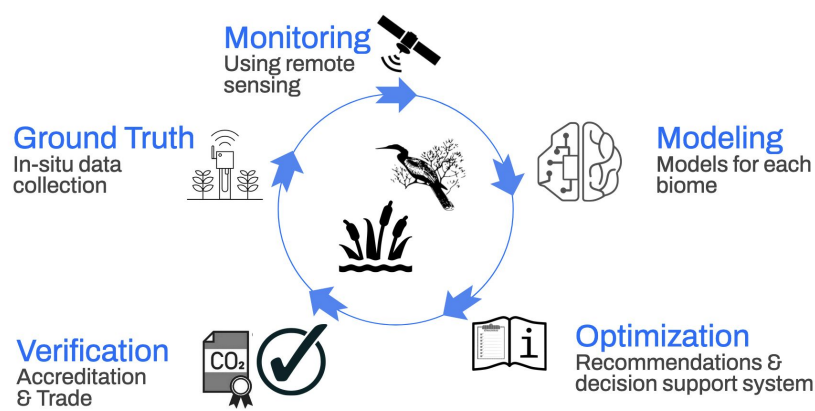
TERRRA

Problem:
Removals Supply

Carbon Credits' supply accounts for less than 5% of the demand.

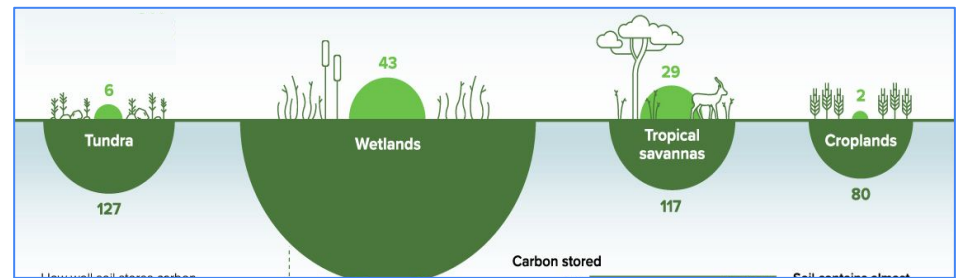Many of the available credits are of poor quality

10Gt Required
IPCC gola

2.6 Gt Demand Now
Current pledge

0.5 Gt Available

CDM (2%)
Climate Action Reserve (2%)
American Carbon Registry (2%)
Gold Standard (3%)
Verified Carbon Standard (62%)
Taiwan Offset Program (1.6%)
California Offset Program (1.6%)
Australia Emission Reduction Fund (1.6%)

2018   2019   2020   2021

Technology:
Airbnb/Shopify like platform to manage you carbon opp.

Monitoring Using remote sensing

Ground Truth In-situ data collection

Modeling Models for each biome

Verification Accreditation & Trade

Optimization Recommendations & decision support system

Manage nature & democratize carbon removal: our vision is to measure, optimize the wetland, issue and monetize credits for landowner seamlessly as you let your home office on Airbnb
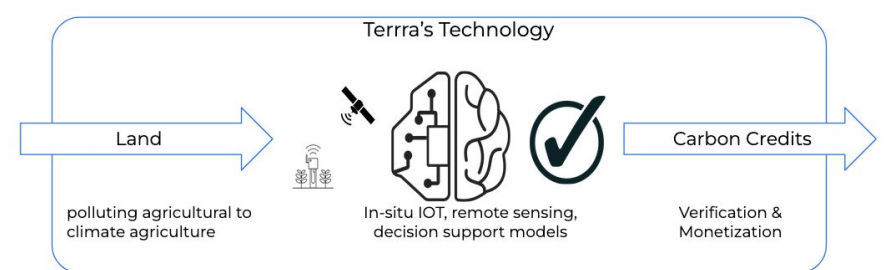
Business model:
Technology licensing
TAM: $145B (or drained wetlands only)

Supply/Land

Time

Land ownership dictates linear growth (land acquisition), while democratization using technology create exponential growth (users acquisition)

Strong traction:
landowners are calling us to make an offer; sales at premium price without marketing.

Solution:
Manage wetlands to provision high quality credits at scale

- Best land removal tool nature has
- Biodiversity, fooldmitagtion and water pufuction impact
- High scale & low cost

Tundra 6 / 127
Wetlands 43
Tropical savannas 29 / 117
Croplands 2 / 80

Carbon stored

Wetlands is the most thorough and efficient (cost/t) removal method that nature offers.
Source: Carbon Streaming, based on IPCC, NASA data.
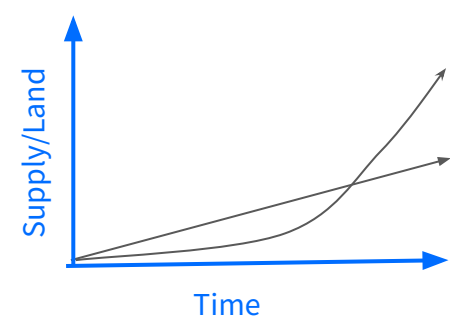
Terra is a management platform for nature

Terrra's Technology

Land
polluting agricultural to climate agriculture

In-situ IOT, remote sensing, decision support models

Carbon Credits
Verification & Monetization

We harnesses the power of nature to do the heavy lifting: solar energy and photosynthesis to remove from the atmosphere, soil and biomass for storage

Team

Yuval Lavi, CEO
Seasoned entrepreneur, product engineering expert

Eyal Gal, CTO
PhD - Data science & AI, AI industry leader

Regev Harush, COO
international expertise in agricultural projects.

Itai Amit, VP-R&D
8200 veteran, remote systems operations

Advisory

Yisrael Dancziger
Former Director General Ministry of Environmental Protection

Adina Paytan, PhD
University of Santa Cruz, wetland researcher

Boaz Nishri, PhD
Fluid mechanics and heat transfer

Yoav R., PhD.
Geological Survey of Israel, Stratigraphy

Go To Market, our path to revenue:

- Initial validation: Few international projects
- Penetration: Airbnb model
- Growth: Land & expand, biomass products

Open SAFE before seed round:

Seed will bring to proven market fit and readiness for penetration stage

- Full platform for 1 biome
- ARR > $2M

Google Startups for Sustainable Development
NVIDIA
Microsoft for Startups Founders Hub
Kornit Digital
MIGAL Galilee Research Institute LTD.

CLIMATE NET
ADM Unlocking Nature. Enriching Life.
bank hapoalim
GRANOT Intl. FROM FIELD TO YIELD
GEOLOGICAL SURVEY OF ISRAEL