

# terra unleashing nature



**Problem:** supply of reliable carbon credits

**Engineered**

- Easy to verify
- Hard to scale



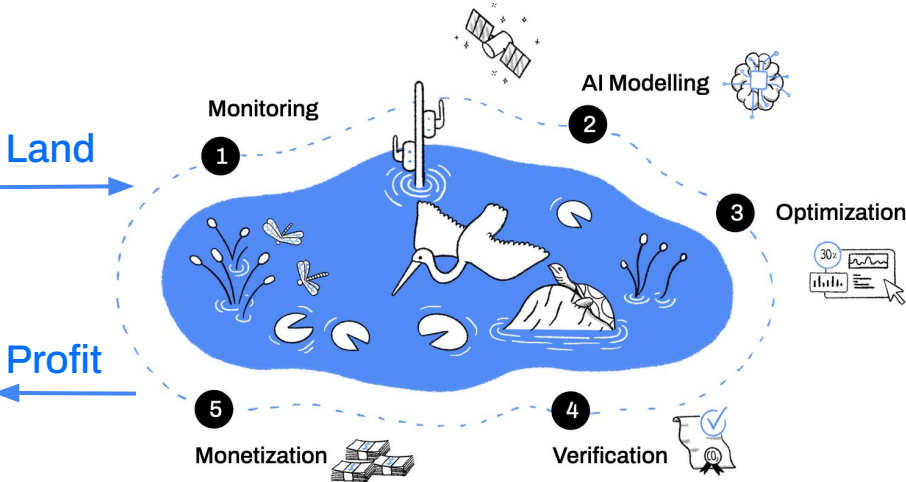
**Nature based**

- Hard to verify
- Easy to scale

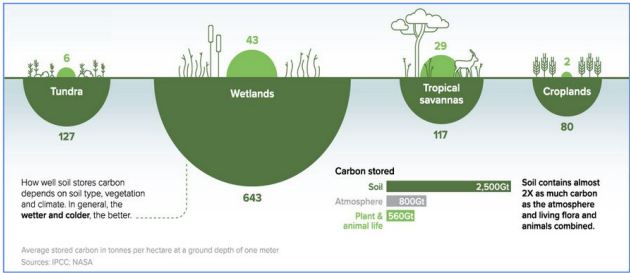


**Solution:** End-to-End platform

Focused on data with in-situ patented GHG flux and AI models



**Focus:**Wetlands - nature's most potent biome

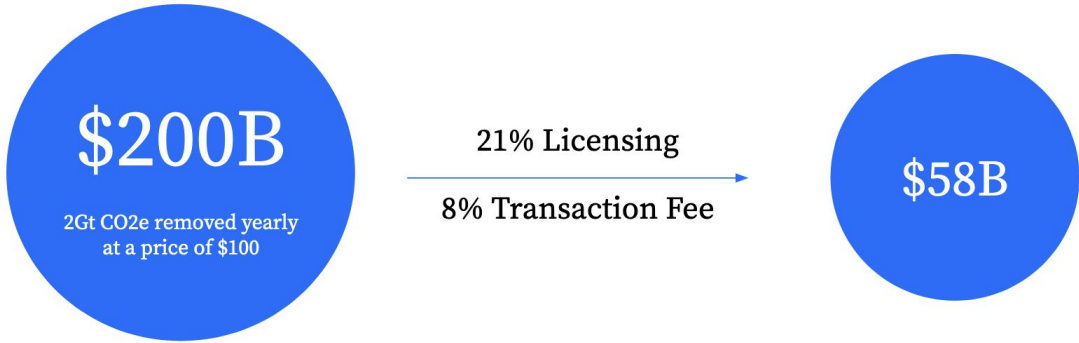


\* 2 Giga Tonne CO2e Credits yearly at \$100 per tonne,

**Wetlands are the most thorough and efficient biome for soil carbon sequestration**

Source: Carbon Streaming, based on IPCC, NASA data

**Business Model:**  
Tech licence + Credit sales



Drained wetlands agriculture yearly rate

TAM

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



**Value Proposition (two-sided market)**

Landowners

- Converting unproductive land into profitable wetlands
- Low risk with dual-use (credits+fodder/feedstock)
- Management, accreditation & monetization technology

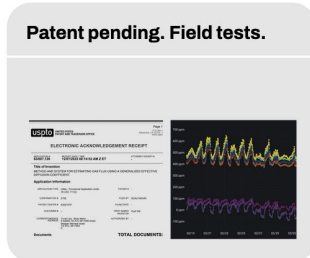
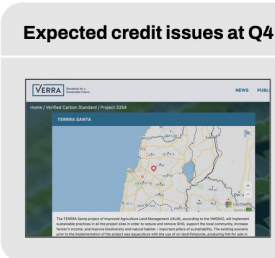
Buyers

- Premium credits
- Reliable verification
- Permanence
- High impact, visible & measurable
- Competitive price

VVB audit Feb 2024

Tech concept proven

Business concept proven



**\$500K grant** after a thorough due diligence



**The ask: \$700K matching**

\$1.2M will allow us to achieve:

- Revenue goal > \$250K ARR
- Protocol draft & Multi site tech validation:
- Project approval & credit issuance by VERRA

**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.



**Adam Cromer, Product**  
Sustainable initiatives experience and climate action expert

**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