

PITCH DECK



PLANET-B

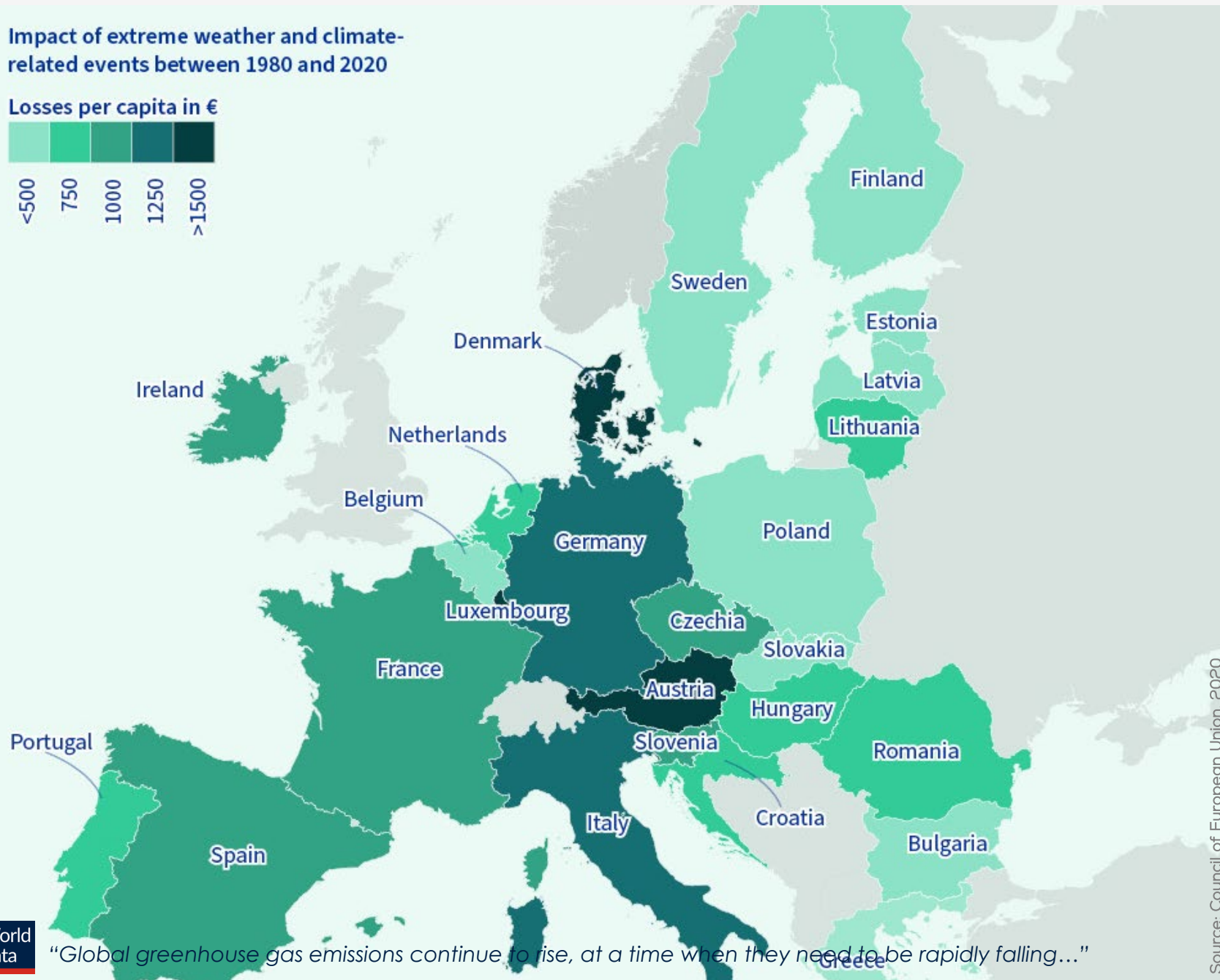
Green Twin - Blue Planet

Impact of extreme weather and climate-related events between 1980 and 2020

Losses per capita in €



<500  
750  
1000  
1250  
>1500



Our World  
in Data

"Global greenhouse gas emissions continue to rise, at a time when they need to be rapidly falling..."

Source: Council of European Union, 2020

€487bn

Financial losses of climate-related events in the EU27 over 40 years.

(Equals to build ~ 2.5 million houses in Europe)

This is significantly more than what EU spends over two years on all its policies and programmes.

The overall cost was the highest for Germany, Italy & France.

€5bn /year

Economic cost of river flooding in Europe on average

€2bn /year

Economic damage caused by forest fires



## OUR VISION

we want to create a marketplace for every **petrochemical** product for everyone to compare and select their products based on **CFP**

**Deloitte.**

*“Putting a price on emissions can meaningfully support your net zero transition.”*



## ELEVATOR

For Hydrogen producers who has complexity and ambiguity in their carbon footprint seeking for a market to introduce their product, our product acts as a marketplace to trade their hydrogen with proven GHG emission in their life cycle that is certified in an integrated and universal methodology using ISO standards, unlike the current situation with uncertain process control and the possibility of greenwashing needing to prove themselves in a growing market, our product prepares a platform letting the supply and demand meet each other and find themselves in a fair, transparent and verifiable manner, while also promote the net zero ambitions of Europe at a higher level.



6.1%  
of Global Emission

Chemical &  
Petrochemical  
Industry

Our World  
in Data

3.6%  
of Global Emission

Energy use in Chemical  
& Petrochemical  
Industry

The  
Guardian

"Big polluting industries have been given almost €100bn in free carbon permits by the EU in the last nine years..."

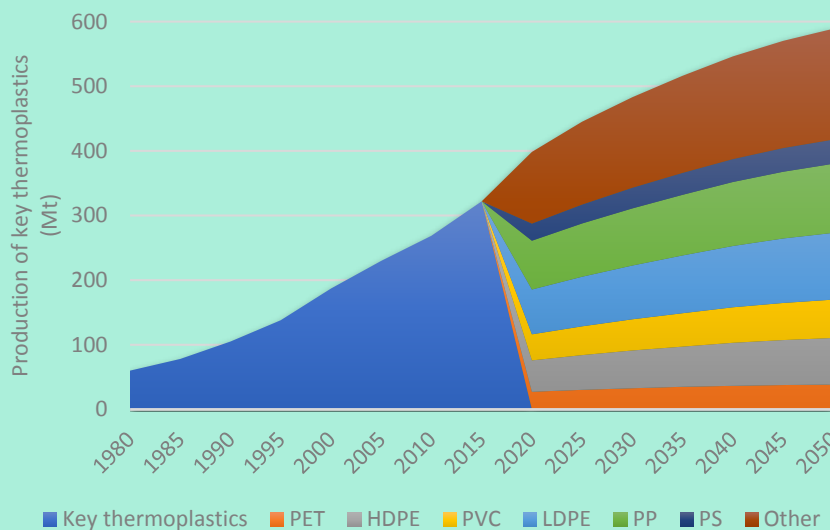


\$1T

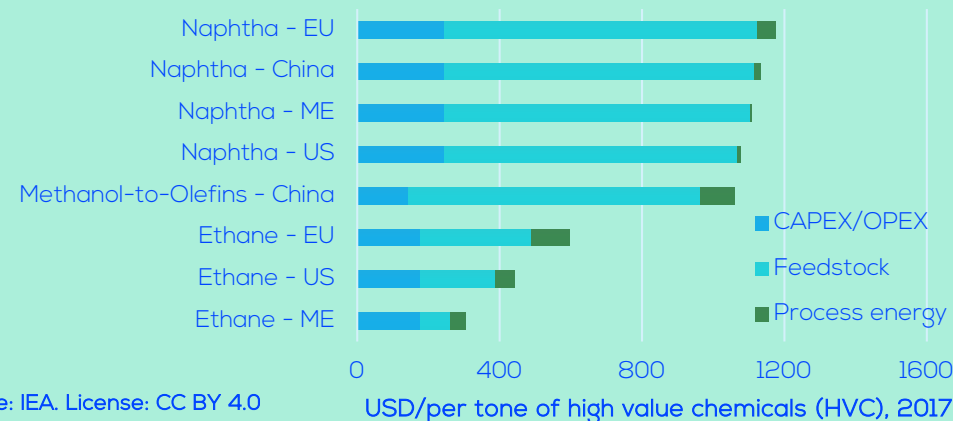
Market Value of the Industry  
By 2030



# Market Size of Petrochemical Industry



iea The future of Petrochemicals, 2018





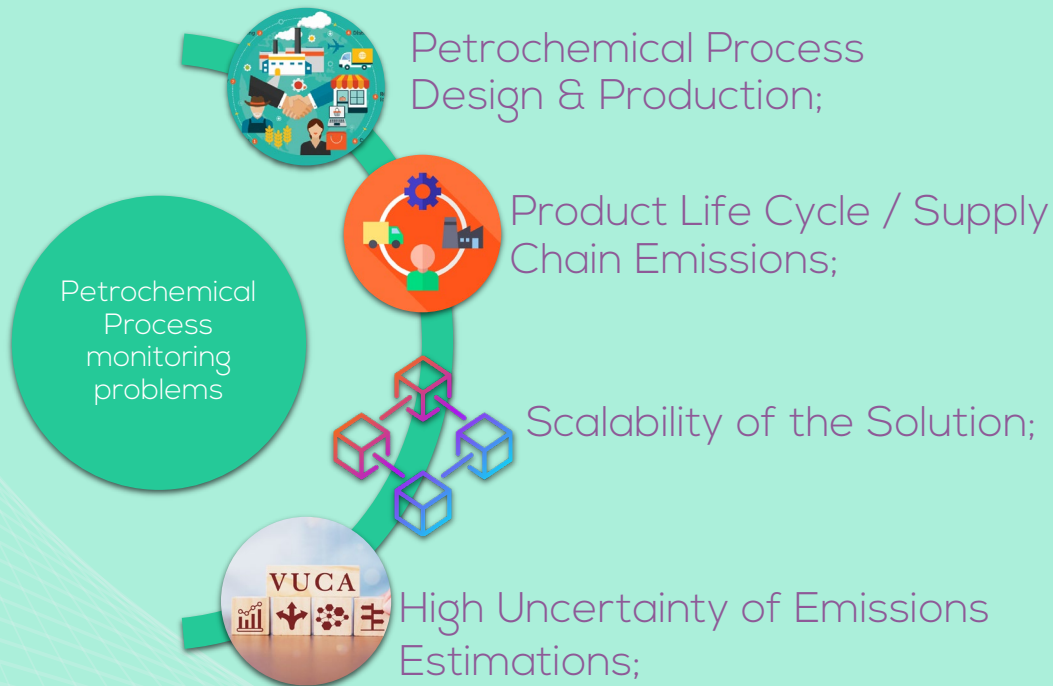
# THE PROBLEM

“Davos 2023: UN chief urges 'credible' net-zero pledges or risk greenwashing”



Why Petrochemical Industry can't trace their emissions effectively ?

## Industry Analysis



## Remote Environment



**Inequality** of communities in global supply chain;



Low TRL for **infrastructures** worldwide;



Lack of public **awareness** about global impact of chemicals;



Lack of **governmental** capabilities to monitor & control emissions;



Lack of **commitments**: high frequency of corruption in emission reporting



3



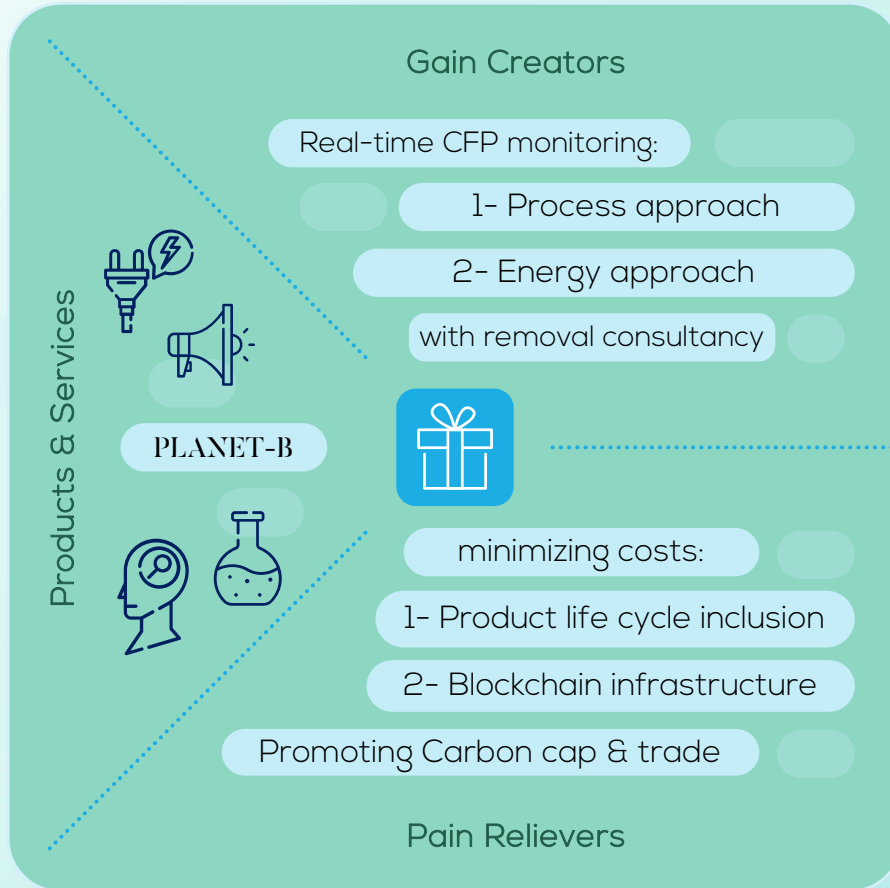
# THE SOLUTION

Blueprint:

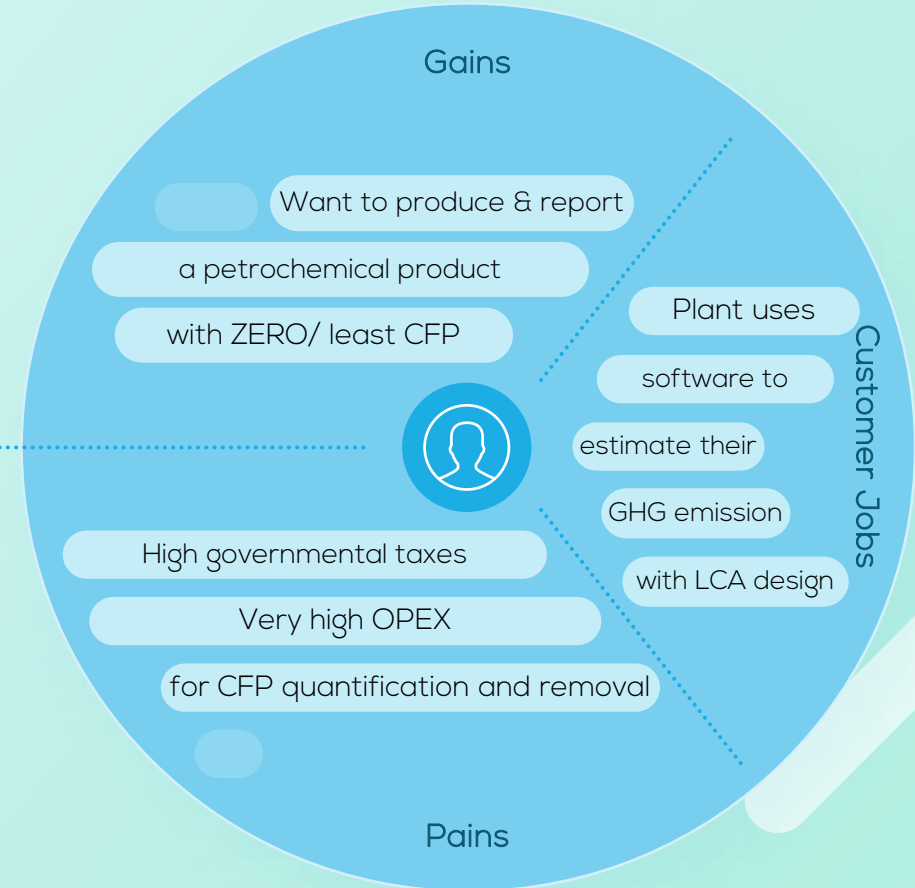
We need to increase accuracy, transparency, and reliability

# The Value Proposition Canvas

## Value Map



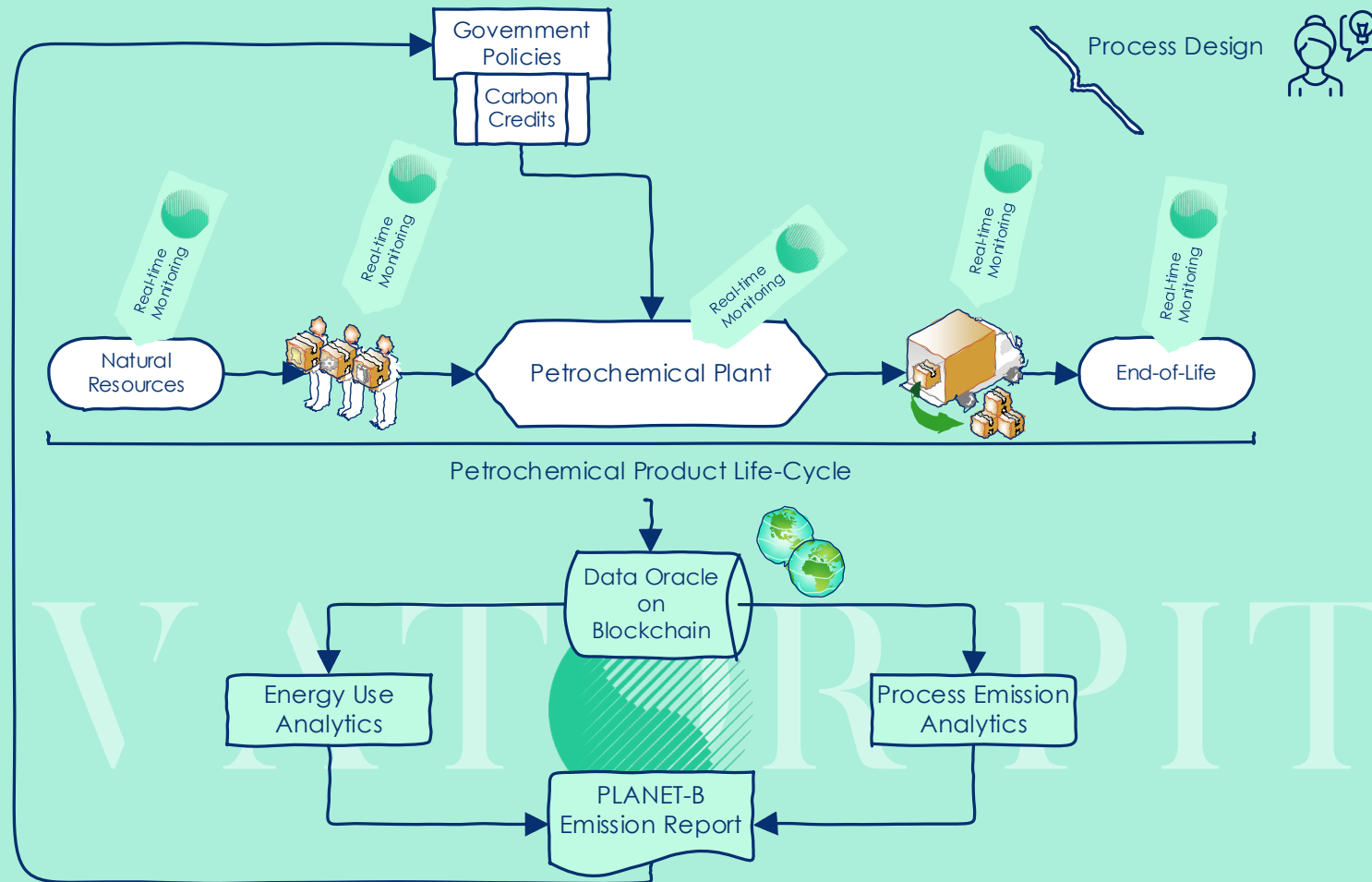
## Customer Segment: Petrochemical Plants





# Learn from problems in the **past**, Embrace the opportunities in the **future**:

PLANET-B is an AI-assisted solution to quantify the most precise CFP for petrochemical industry by real-time monitoring



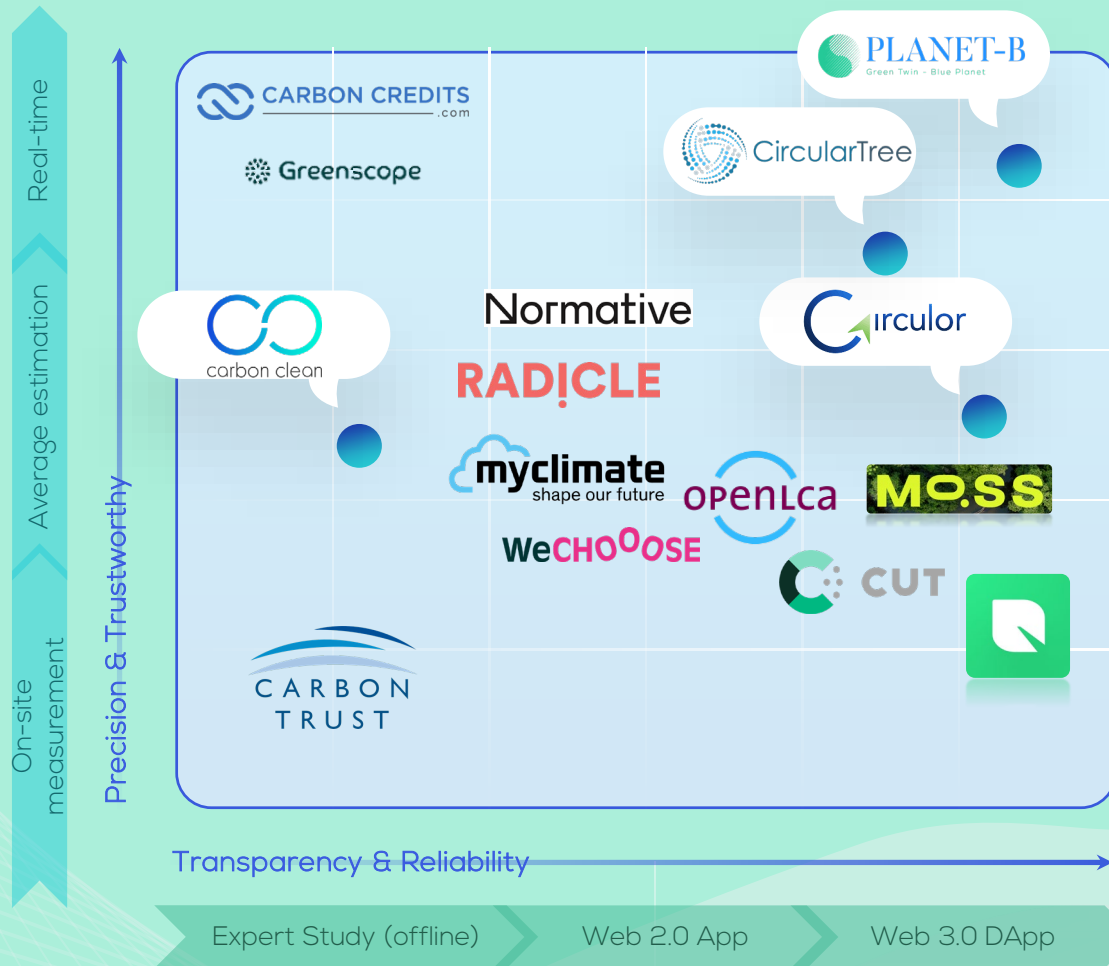
# DEMO

Our MVP is an app which guide customers through measuring their carbon footprint, getting them familiar with ISO standards requirements and LCA requirements. It's part of our social responsibility that promote our customer's awareness about the subject.

Then we want to simply introduce our customers their own carbon emissions inside their business, while let them to play with our platform to see how it works and give a feeling that they can rely on it. So, we put an option for them to import their P&ID and other documents into the engine to calculate intelligently their estimation of emissions. They're also wanted to load their Electrical load-list to see how much is their emissions based on electricity and heat. Therefore, they can see fundamentally their emission extracted from both process and energy. The report doesn't just give an estimation of their total emissions, but also gives the detailed information including hot-spots of their emissions, so they can consider the improvement base point.

Then they will be guided to use our premium membership to use other services such as real-time measurements.

# Brand Positioning Chart



## Some Environmental Activists

### CarbonClean

- ✓ CCSU process & Technology    👍 Refineries, Cement, Steel Industries
- ✗ LCA    ✗ Scope 1, 2, 3    ✗ Petrochemicals    ✗ Low-Carbon Market

### CircularTree

- ✓ Blockchain Supply Chain    👍 Chemical & Automotive Industry
- ✗ LCA    ✓ Scope 1, 2, 3    ✓ Petrochemicals    ✗ Low-Carbon Market

### Circulor

- ✓ Supply Chain Traceability    👍 Batteries, Mining, Construction Industries
- ✓ LCA    ✓ Scope 1, 2, 3    ✗ Petrochemicals    ✗ Low-Carbon Market

### PLANET-B

- ✓ CFP Quantified Market    👍 Petrochemicals, Power Plants, FCVs
- ✓ LCA    ✓ Scope 1, 2, 3    ✓ Petrochemicals    ✓ Low-Carbon Market

## Leverage Customer Data\*

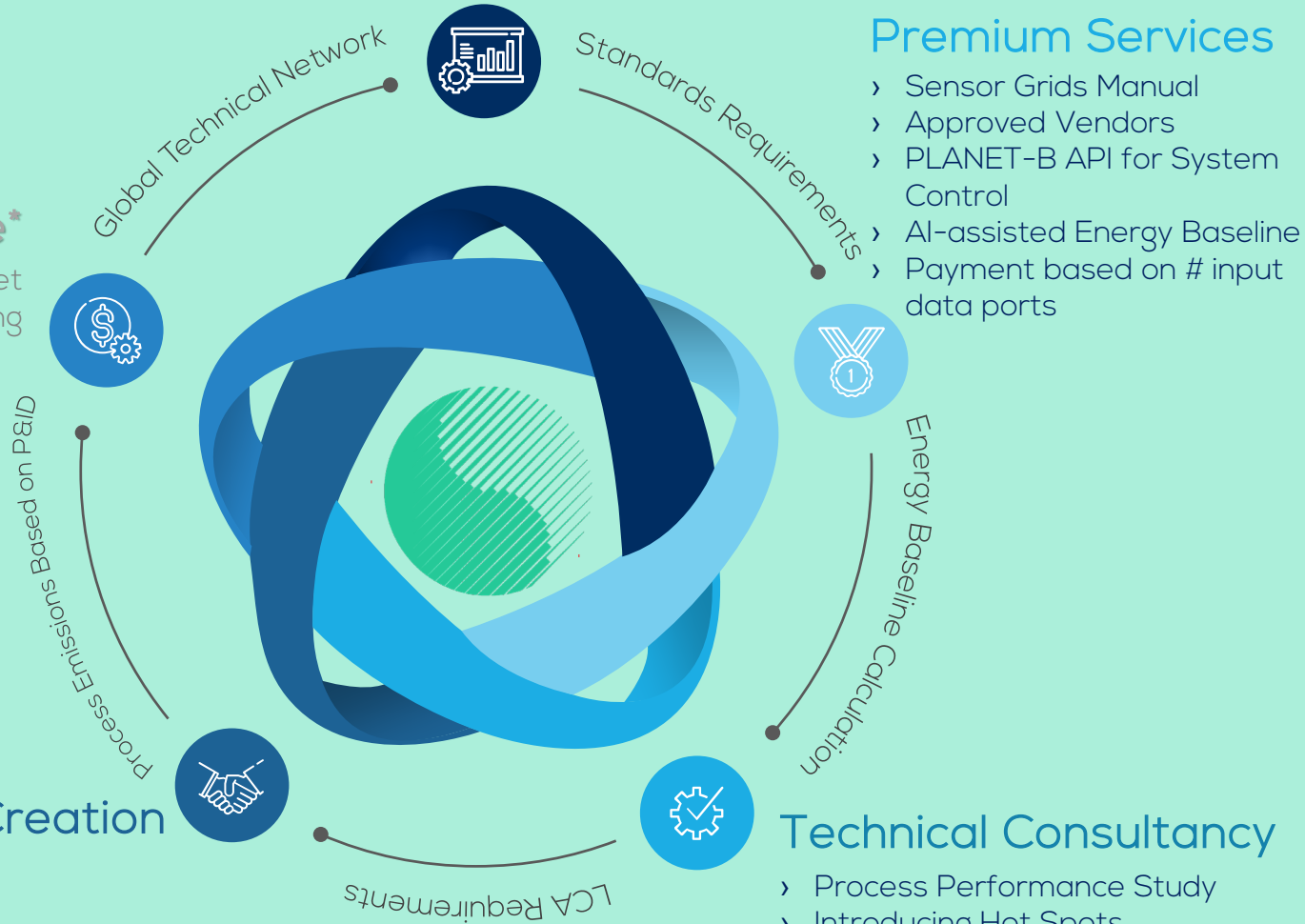
- › Global Data Analytics for Decision-Makers

## Transaction Fee\*

- › Blue Hydrogen Market
- › Carbon Credit Trading

## Customer Co-Creation

- › Real-time Monitoring
- › Sensor Installation
- › Life Cycle Assessment (Scope 2 & 3 inclusion)
- › Supply Chain Partnership (Network Effect)



## Premium Services

- › Sensor Grids Manual
- › Approved Vendors
- › PLANET-B API for System Control
- › AI-assisted Energy Baseline
- › Payment based on # input data ports

## Technical Consultancy

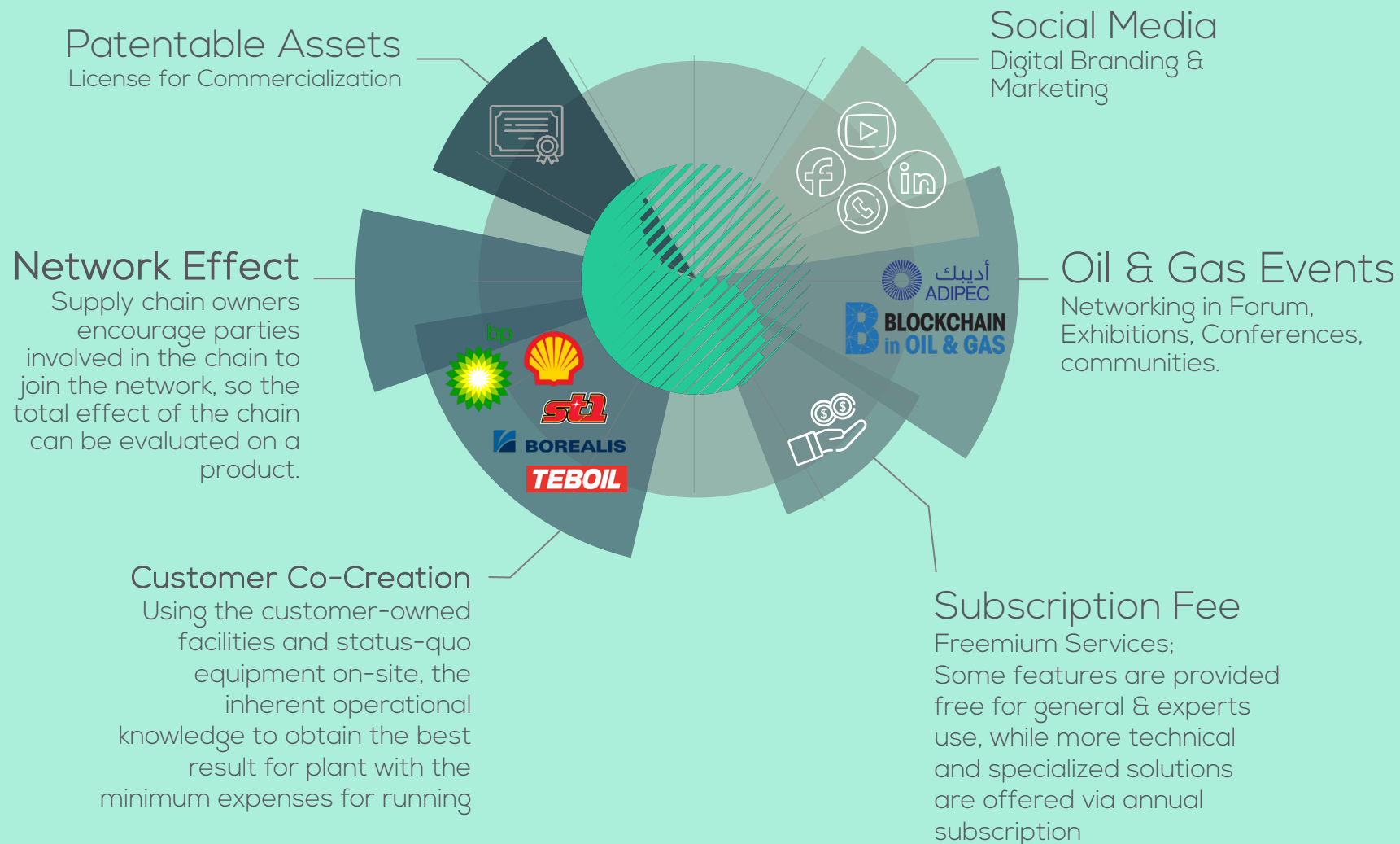
- › Process Performance Study
- › Introducing Hot Spots
- › Energy Saving Recommendation
- › Audit & Certify Plant's Emission

# Revenue Streams

A revenue model based on the global demand on climate actions, value creation for customers by their own cooperation, and crowdsourcing by enhancing industry activists.

\* Revenue in phase 4+





# Sales Strategy

With focus on:

- Network Effect
- Freemium Services
- Intellectual Properties
- Customer Co-creation
- Lock-in Business Model
- Crowdsourcing

# Product Roadmap

## Phase 4+ : ETS



Scale to energy intensive sectors (e.g. **Power Plants**) with energy management approach.



The **Hydrogen CFP** shall be extended through its life cycle, i.e. the use phase; e.g. **FCV's** & end-of-life treatment.



With the life cycle approach, we can add more value for our customers; e.g. control and monitor of **Hydrogen leakage** over the supply chain.

euronews.  
green

*"If even 10% leaks during its production, transportation, storage, or use, the benefits of using green hydrogen over fossil fuels would be completely wiped out, two scientists told Reuters."*

**Phase 3**  
12 months  
NFT certification by  
Blockchain traceability

**Phase 1**  
6 months  
Real-time monitoring &  
simulation of process  
plant

**Phase 4**  
18 months  
Introducing tokenized  
hydrogen market

**Phase 2**  
6 months  
Complete monitoring  
of the Life Cycle  
including  
transportations & use



# First 3 Years Revenue Forecast

IPO

Break-even Point (BEP)

