



GreenWay

SOLUÇÕES EM DESCARBONIZAÇÃO

contato@greenwayeac.com
www.greenwayeac.com

2050



Avoid new emissions, reduce existing emissions and
remove 10B ton de CO₂e/ano until 2050 to $\leq 1,5^{\circ}\text{C}$



Who are we?

We are a biotechnology-based innovation ecosystem that combines nature-based and engineering solutions to **remove carbon from the atmosphere** using innovative technologies to combat **climate change**.

Our mission is to **decarbonize the world**.

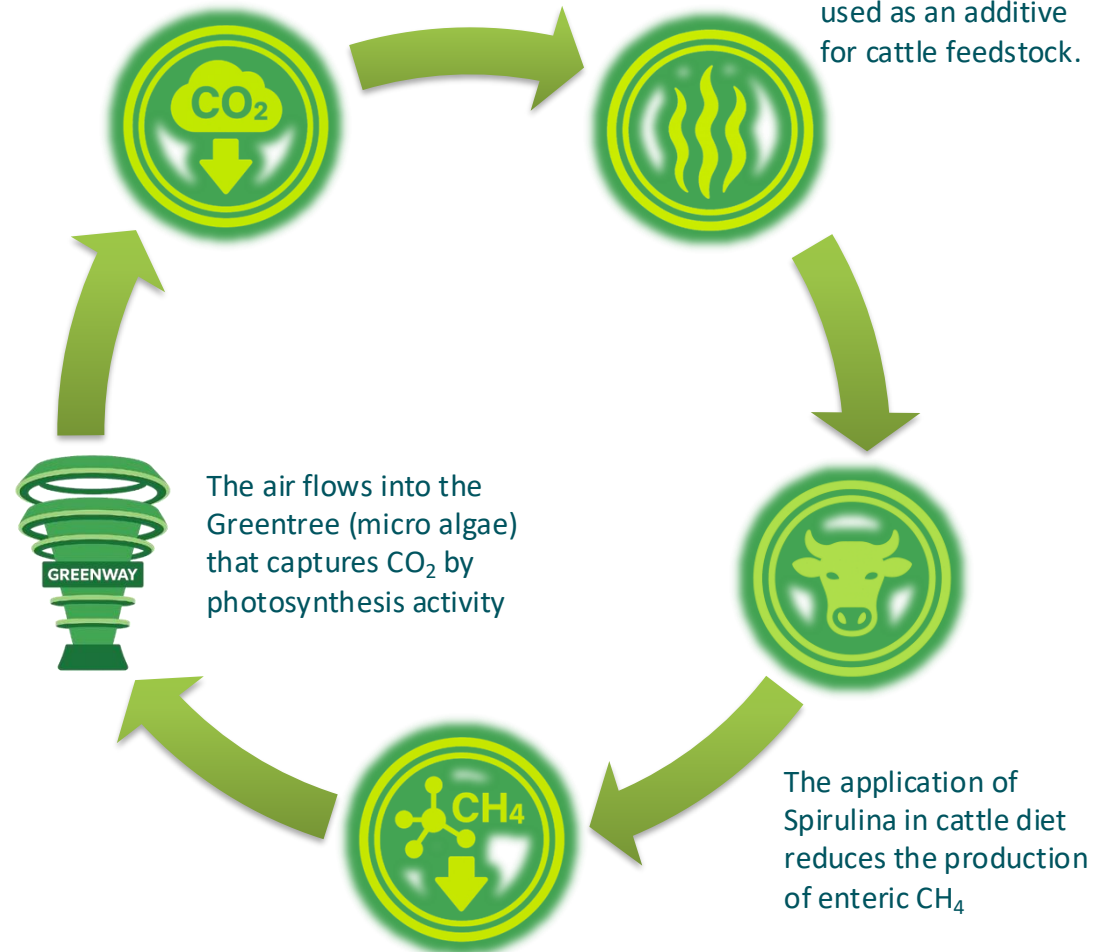
We want to remove **10,000,000 tons of CO₂e** from the atmosphere by **2040**.



SOLUTION

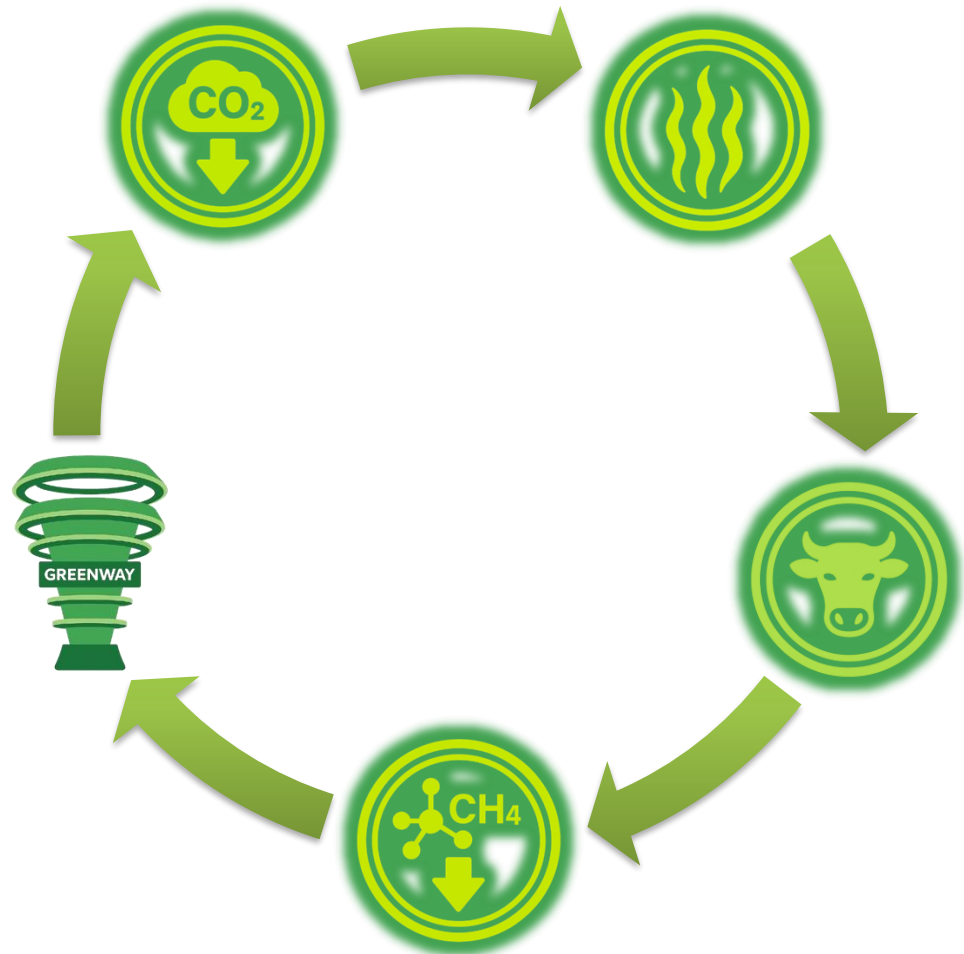
We remove other pollutants
like $\text{PM}_{2.5}$, SO_2 , NO_x

The biomass is dried
and crushed to be
used as an additive
for cattle feedstock.



SOLUTION

- 1** The air flows into the biotech tree composed by micro algae that captures carbon dioxide by photosynthesis activity
- 2** We remove CO_2 and other pollutants. The biomass produced is dried and crushed to be used as an additive for cattle feedstock
- 3** The application of Spirulina in ruminant diet reduces the production of enteric methane which is a GHG 28x worst than CO_2





SLOGAN

THE ONLY WAY TO NET ZERO

REMOVING CARBON PROTECTING THE FUTURE

DECARBONIZATION SOLUTIONS

BIOTECH FOR DECARBONIZATION



LOGO



Vertical c/ tagline



Horizontal c/ tagline



Display s/ tagline

GreenWay

CASE

Em 2024, redefinimos nosso rumo. Ser apenas trader de créditos de carbono não nos daria vantagem; escolhemos atuar em remoção, área menos explorada. Desenvolvemos as greenways trees: árvores de microalgas que capturam CO₂ por fotossíntese; a biomassa vira aditivo para ração de ruminantes, reduzindo metano — carbono circular transformado em valor. Em maio/2025, com recursos próprios, fomos a Espanha, Portugal e Holanda; no Porto, conhecemos a KOD BIO e assinamos um MoU para desenvolver as árvores em Portugal e distribuir sua solução no Brasil. De volta, vencemos um reality de startups (R\$500 mil) e somamos mais de R\$1 mi em editais para concluir as primeiras unidades. Foco: capturar carbono e gerar valor, no agro; descarbonização brasileira.

BIG NUMBERS

175.950kg CO₂e evitados em 2024 (venda de iRECS + laboratório)

+20 clientes

+200% de crescimento no faturamento em 2025

Ganhadora do Reality Show ES Start Ups

BUSINESS MODEL



- i) Operação e manutenção das árvores na qual cobramos pelo volume de ar tratado;
- ii) Marketing verde: o espaço para anuncio na árvore promove a marca que patrocina o projeto, mostrando ação concreta para a descarbonização, bem como o tratamento do ar atmosférico;
- iii) Comercialização da biomassa produzida como aditivo para ração de ruminantes, e
- iv) Comercialização dos créditos de carbono gerados.

Perfil de Cliente



- Indústrias e smart cities

WHY INTERNACIONALIZATION?

The EU is the global leader for technologies to fight against climate change.

It has made a public pledge to reach climate neutrality by 2050 and reduce emissions by 55% by 2030.

To achieve this, the EU:

- Promotes **nature-based solutions**,
- Encourages the use of climate technology, especially **disruptive innovations**,
- Seeks partnerships with Global South countries to develop high-integrity, high-impact climate projects.

Greenway is a Climatech with global impact potential.

Its solution fits perfectly with the needs of **smart cities** that suffer from urban pollution and are actively seeking **innovative climate solutions** — such as the **GreenWay Tree**.

Redes Sociais



[@greenwayeac](https://www.instagram.com/greenwayeac)



www.linkedin.com/company/greenwayeac/

www.greenwayeac.com

OUR TEAM



Israel Pestana: Executive Director, Environmental Engineer and Master in Air Pollution. 15 years of experience in serving environmental agencies and large industries (Aires, ESAção, Suzano).



Felipe Mello: Technical Director, Biologist and Master in Sustainability. PMO. 20+ years of experience in Environmental consulting for large industries (CEPEMAR, Suzano, ECOES).



Marina Cricco: Commercial director. Environmental and sanitary engineer. 10+ experience with public bids and large businesses (Aires and CEPEMAR). MBA in Project Management USP.



Maíra Pestana: Legal Director. Lawyer specialized in Environmental Law, with 10+ experience in business advisory and prevention, offering solutions to mitigate labor risks and support in corporate routines (Aires).



Fábio Neves: Professor UDESC and coordinates the Laboratory of Algae Cultivation and Biotechnology since 2014. He leads the Research Group in Applied Phycology and founded the startup Séston Biotecnologia in 2010.