



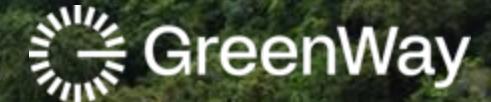
GreenWay

SOLUÇÕES EM DESCARBONIZAÇÃO

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About Us



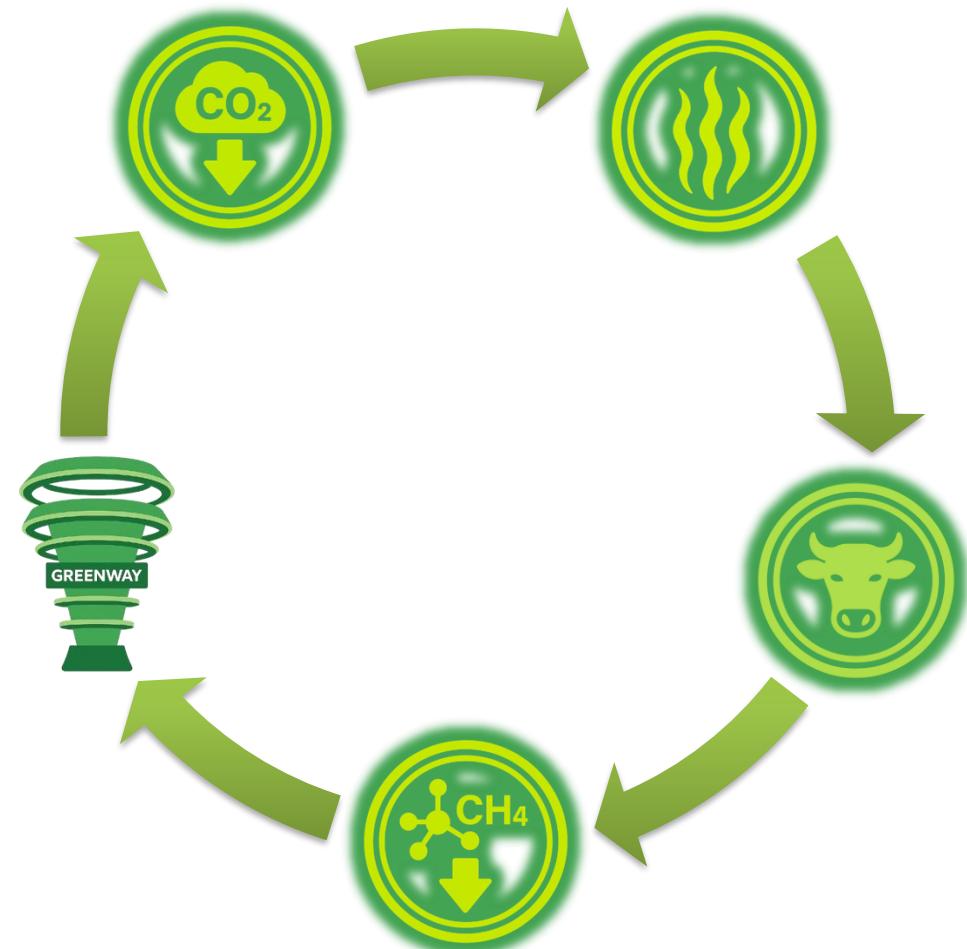
We are an innovation ecosystem focused on **removing carbon from the atmosphere** using innovative technologies to combat **climate change**

Our mission is to **decarbonize the world**

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

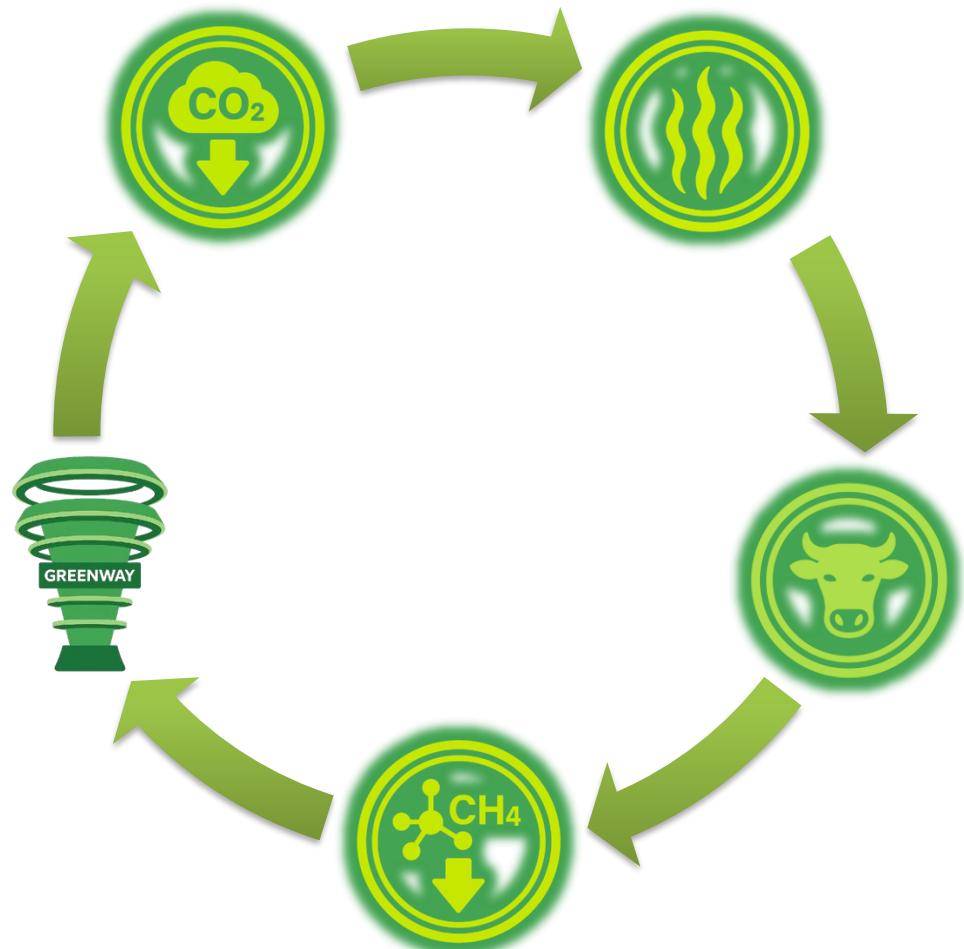


SOLUTION



SOLUTION

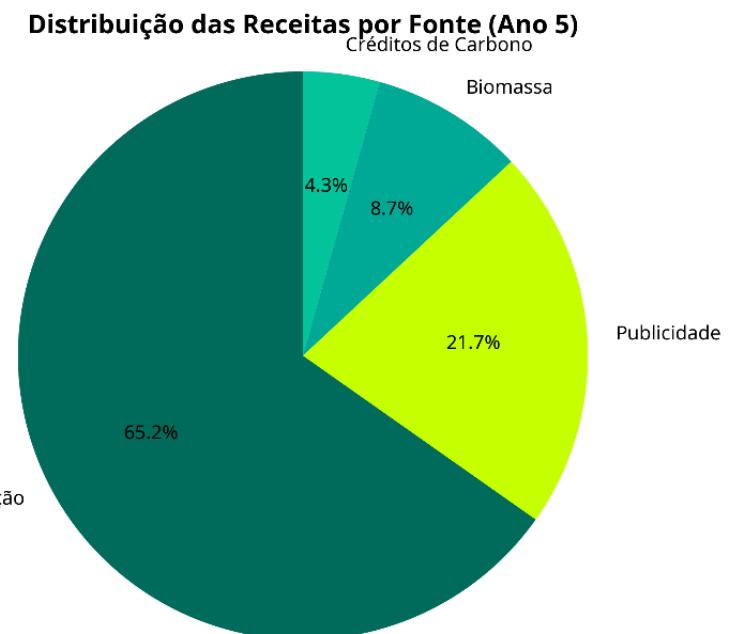
- 1 Our biotech trees (algae) suck up atmospheric air and capture carbon
- 2 Through photosynthesis, Spirulina (algae) removes 2 tons. CO₂ and other pollutants
- 3 Spirulina has been ranked as the food of the century and is used as an additive in ruminant feed to reduce enteric methane production



MARKET AND BUSINESS MODEL



- Operation and maintenance;
- Advertising - Green Marketing;
- Biomass commercialization;
- Generation and sale of carbon credits;
- Leads - B2G and B2B.



Plano de Escalabilidade

Fase	Período	Objetivo	Unidades
Consolidação Local	Anos 1-2	Estabelecer presença em mercados-chave brasileiros	15-31
Expansão Nacional	Anos 3-5	Ampliar presença em todo território nacional	48-85
Internacionalização	Anos 6-10	Estabelecer presença global em mercados estratégicos	105-195

VALIDATION AND TRACTION COST, PRODUCTION AND SCALE

1. Production cost: R\$ 200,000 for the MVP and road show;
2. Current production capacity: 01 (one) tree;
3. Rental price per tree: R\$ 25,000 to R\$ 50,000/month.



Idea → Research → **PROTOTYPING** → Patent filed → Pilot in progress → Pre-sale



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, ESAction, 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. He acts as an advisor to the startups AlgaBloom, Alga&nzyme, Spirulinhas do Sul Catarinense and AlgaEquipments. He teaches subjects such as Applied Phycology, Marine Biotechnology, Aquatic Botany and Limnology.

WHY INTERNACIONALIZI?

- Accelerate the 10 million tCO₂e removal target by 2040
- Scaling Microalgae Biotech Tree Technology
- Access new markets for carbon credits, biomass and green advertising
- Meeting the global demand for decarbonization solutions