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EVIDENCE. IMPACT. VALUE.

Simply giving value to what enables a sustainable future

Pitch Deck | 2025

Transforming the environmental performance of cleantech companies into commercial and financial asset

Target themes

Deeptech for Climate 2030

Certification and monetisation of the environmental performance of green DeepTech used as a commercial and financial lever to facilitate their access to the market.

Sustainable and resilient cities Africa 2030

Accelerating the sustainable urban transition of cities in Africa through technical and financial support (climate finance) tailored to projects and territories.

Elimination of fluorinated gases with high GWP

Collection and elimination of HFC/SF6 fluorinated gases with high global warming potential in the refrigeration and air conditioning sector

Electromobility & Renewable Energy

Accelerating the deployment of low-carbon mobility and the infrastructure necessary for its sustainability by subsidising avoided emissions.

Save Water 2030

Financial support to accelerate water transition projects and access to drinking water in France and internationally.

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Our approach

Trusted platform and ecosystem to catalyse climate finance and industrial buyers towards innovative green deep tech companies in order **to accelerate their market access and large-scale deployment.**

Green and blue solution provider
Green and blue

DeepTech, cleantech, greentech, climatech

Data provider

Observation
Geospatial
System

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Environmental verification platform

Trusted third party + catalyst

Project developer

Company, Industrialist, Public institution, Territory

>> Sustainable purchasing and projects

Financial

Contributor, Financier, Investor, Donor

>> Sustainable financing

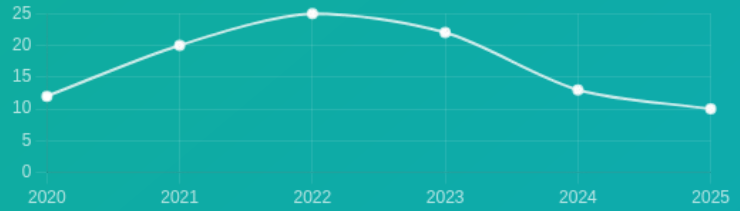
THE PROBLEM

Huge potential but funding challenges

A harsh reality

-40%

Drop in green deep tech funding in 2024



Critical technological dependency

> 35%

of the emissions reductions needed to meet the Paris Agreement's 1.5°C target depend on new technologies that **are not yet deployed.**

Source: International Energy Agency, 2023

Deeptech' challenges

Demonstrate their economic and environmental impact → **Securing R&D funding and pre-sales** → **Structure and accelerate scaling**

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The Opportunity

Untapped value of your solution

CO2e emissions avoided or removed/sequestered

Maximising the negative environmental footprint

Environmental benefits of your solution that reduces the GHG footprint of others

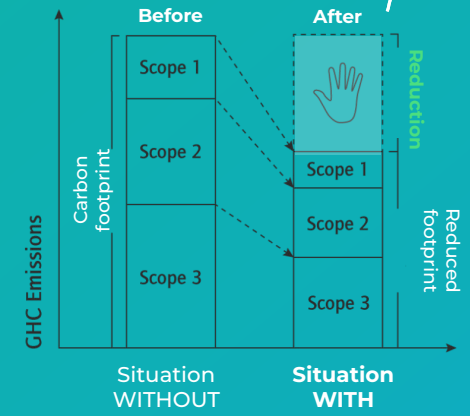
Your innovative solution/project

Direct and indirect emissions from your solution (manufacturing, use, end of life)

CO2e emissions generated by your solution

Minimising the positive footprint on the environment

Carbon emissions of the client company



Difference in GHG emissions between a business-as-usual scenario and one with your solution.

Your contribution to decarbonising your customer's value chain

Environmental and climate service

Company

Planet

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The opportunity

Non-visible value

Stakeholders
Demand-side ecosystem

- Investor
- Bank
- Corporate buyers
- Contributor
- Project developer

Carbon footprint
Company or Product

Emissions avoided
Product/service use

Unit - Project - Company

Business and financial leverage

Direct emissions

Indirect emissions

Indirect emissions

Wall

Direct & Indirect emissions

Scope 1

Scope 2

Scope 3

Avoided emissions (Scope 4)

From sources you own or directly control

e.g. fleet fuel consumption

From the energy you consume

e.g. office electricity

From upstream and downstream of your business value chain

e.g. use of your product

Emissions that you reduce or eliminate for others

e.g. green energy production

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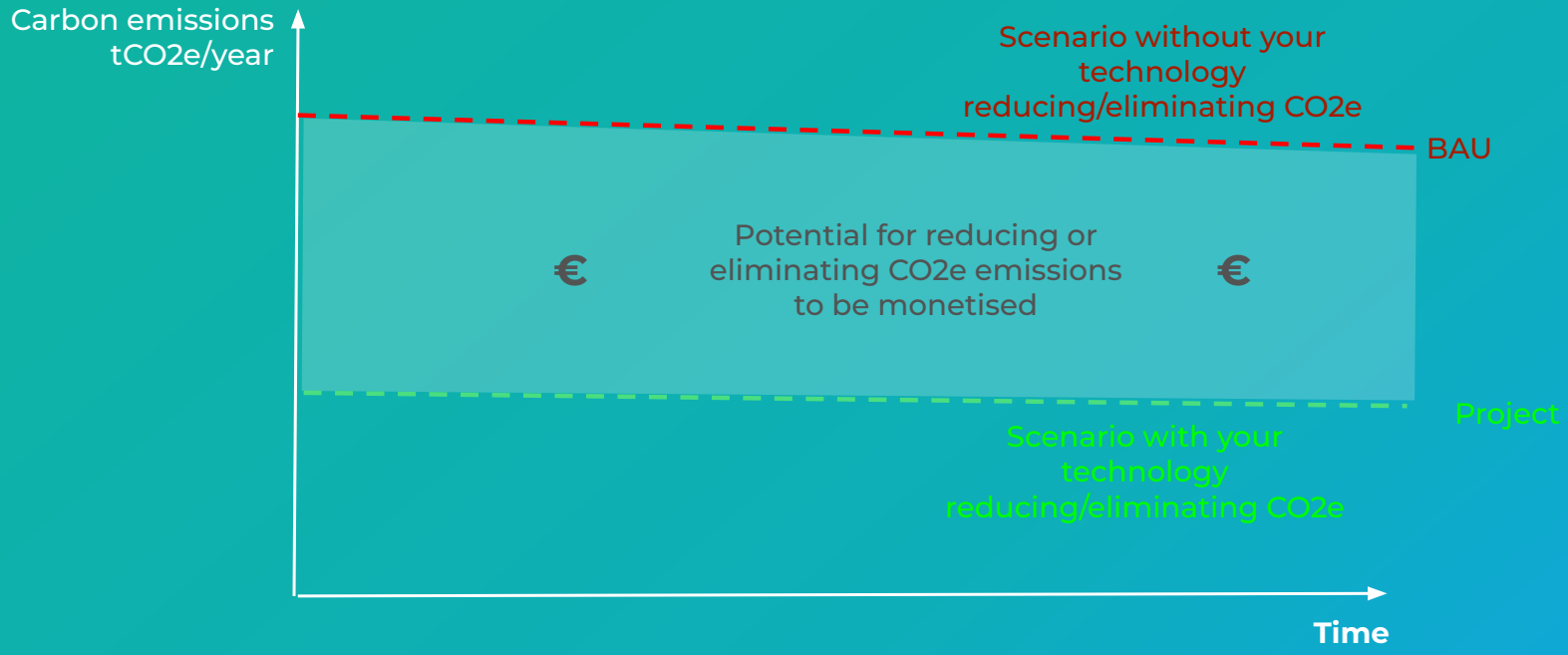
The opportunity

A resource to be exploited



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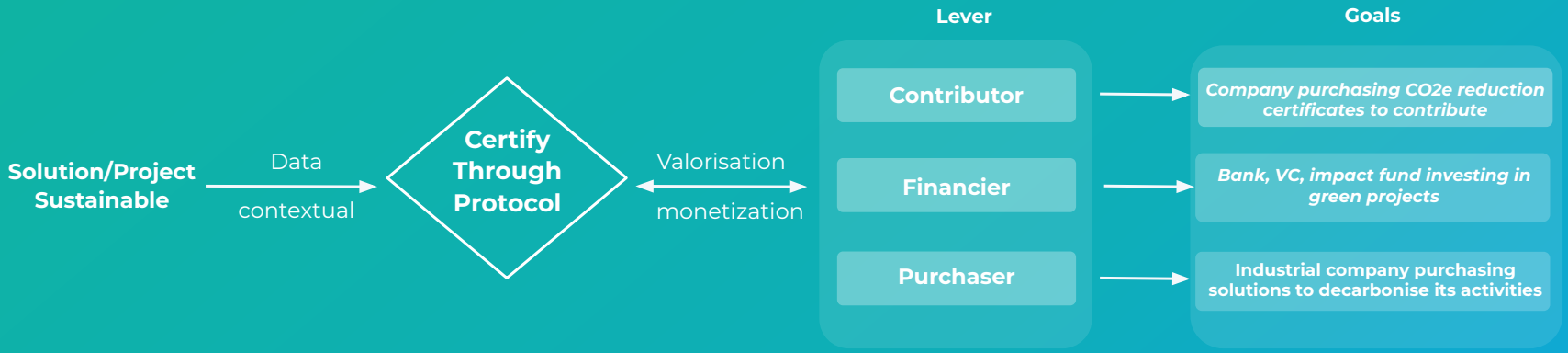
Our solution

Environmental and Climate Service (ECS)

An innovative approach that integrates an environmental and climate service into your green solution.
This service is promoted and monetised as a commercial (buyers) and financial (investors, banks) lever.



The promotion and monetisation of the SEC accelerates deal flow with buyers and investors.

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Veracity® BluePrint

Timeframe: 3 to 4 months

Environmental and climate impact	Design studio Digital methodology	Monitoring, Reporting and Verification (dMRV+)	Certification and Monetisation
GHG impact assessment at unit level and across your deployment.	Comprehensive design of the methodology for evaluating your technology/project	Automated digital monitoring and continuous reporting of environmental performance	Issuance of certificates and (extra-)financial monetisation.

Fundamental Principles

- Scientific rigour
- Conservatism
- Transparency
- Additionality
- Practicability
- Sectoral adaptation

Sectoral adaptations

- Energy: Focus on electricity mix
- Transport: Modal shifts
- Industry: Alternative processes

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Benefits by Stakeholder

Innovators

- Enhanced **credibility** with investors
- Enhanced **credibility** with buyers
- **Valorising** your environmental performance
- Finance your R&D maturation
- **Reduced time-to-market** and barriers to entry

Investors

- Access to **robust, certified** environmental impact **KPIs**
- **Reduced risk** through third-party validation
- **Standardized documentation** for ESG audits and reporting
- **Alignment** with CSRD, SFDR, European taxonomy
- **Maximize** the impact of your investment portfolio to attract LPs

Manufacturers

- Data-driven **sustainable procurement decision**
- Effective **decarbonization strategy** (scopes 1, 2, and 3)
- Marginal Abatement Cost (MAC) visibility to choose the best solution
- Control and **decrease your cost of decarbonization**
- Easy and reliable **extra-financial reporting** aligned with SBTi, CDP..

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Preliminary phase

Pre-Assessment climate Impact

Assess the GHG impact of your green solution before designing your valuation methodology

Objective

Enable green deep tech companies to assess the GHG impact of their innovative solution on a unit and scale basis, in order to accelerate their maturation and market access.

Simplified approach

Climate impact analysis incorporating simplified scenario modeling with (project scenario) and without (business-as-usual scenario) the solution over 5 to 10 years.

Target Audience

Intended for investors and industrial buyers to assess investment opportunities, facilitate decision-making, and **justify purchases based on profitability that incorporates the cost of decarbonization.**

Added Value

- Accelerate your market access by providing a credible report quantifying the environmental and climate impact of your solution at scale to your identified partners
- Prepare the design of the valuation methodology (Phase 1)

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Preliminary phase

Key features and capabilities

1. Define the solution
Characterise the functional unit

2. Unit impact
Calculate GHG impact per unit

3. Market adoption
Project growth and penetration

4. Overall impact
Calculate avoided emissions /removed

Prospective impact modelling

Estimation of avoided emissions (GHG) based on customisable scenarios and assumptions for any climate technology. Calculation based on the formula **Net Impact per Unit × Volume = Total GHG Impact**.

Step-by-step guided process

We support deep tech companies through every stage of the assessment process: definition of unit impacts, estimation of market volumes, penetration projections, calculation of total GHG impact.

Creation of new models

Creation of new models for innovative breakthrough technologies (First Of a Kind - FOAK): energy, Water, transport, agriculture, industry, construction, chemistry.

Multi-format export and collaboration

Download models in Excel, PDF or JSON formats to facilitate sharing and collaboration between stakeholders. Complete documentation of assumptions and sources for total transparency.

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Veracity® BluePrint

Value delivered per phase

Phase 1

Design studio Methodology

Deliverables

- **Preliminary phase: impact pre-assessment**
- Design of accounting methodology, GHG verification of the project (ISO, GHG protocol, etc.)
- Digitization and public consultation
- Validation of deeptech methodology v1.0
- Contract draft (pre-)sale certificate
- Support for buyers and financiers

Fixed cost
Design

1 month

Phase 2

Monitoring, Reporting, and Verification (dMRV+)

Deliverables

- Project validation with stakeholders
- API data point integration
- KPI monitoring and alerts
- Risk modeling and assessment
- Environmental performance reporting
- Methodology consolidation
- Issuance of provisional certificates for pre-sale of future volumes

Fixed + variable cost
Setup
SaaS / equipment

1 month

Phase 3

Issuance and Monetization

Deliverables

- Certified environmental claim
- Issuance and management of certificates
- Secure escrow account
- Activable sales contract
- *Marketplace and Exchange integration (optional)*
- *Support for the issuance of impact-related financial products - Green bonds (optional)*

Variable cost
Management

1 month

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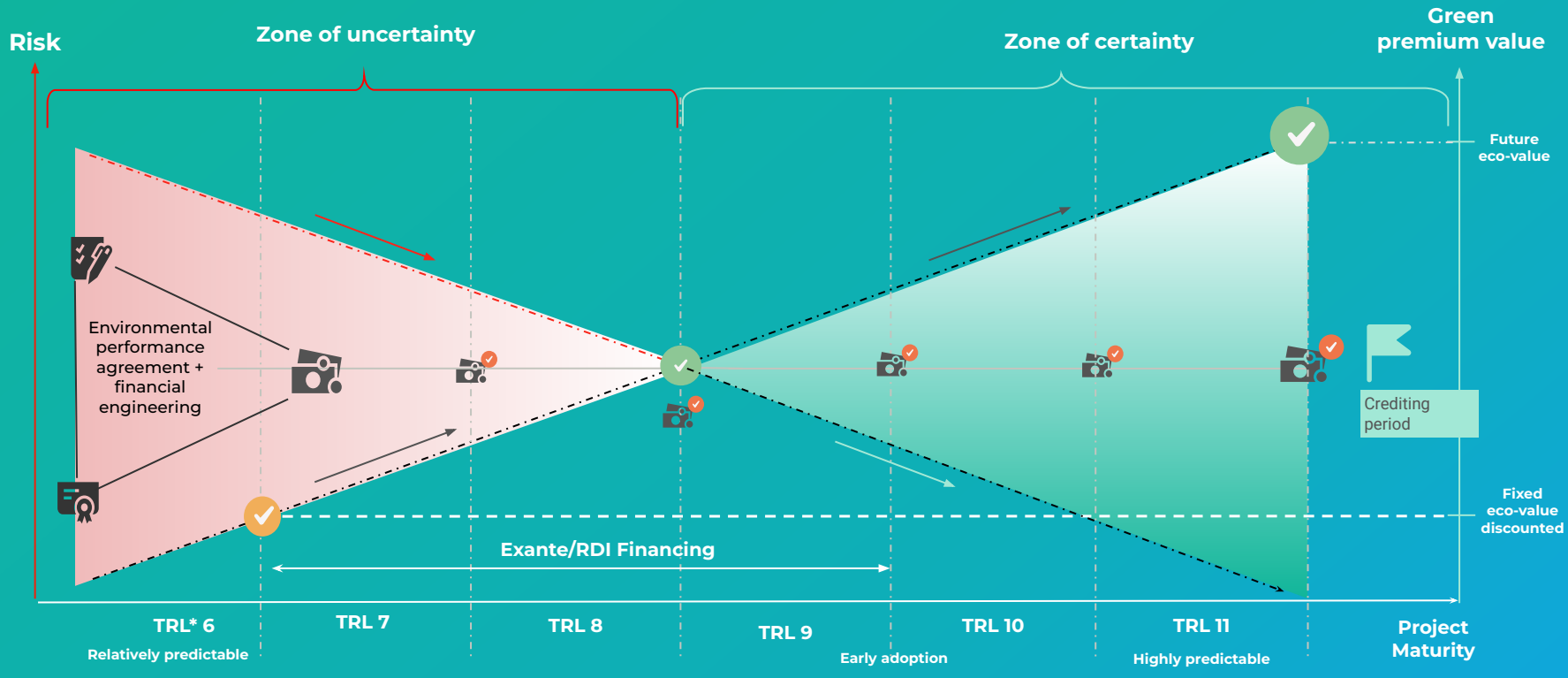
Demonstration phase TRL6+

Pre-sale of provisional certificate



*(TRL) Technology Readiness Level

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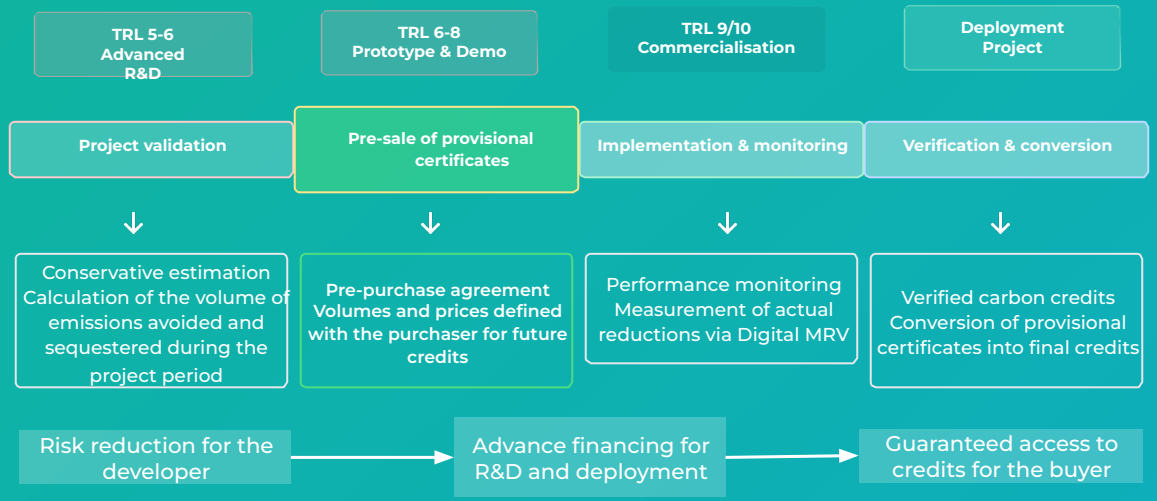
Provisional Certificates & Pre-Purchase Agreement

Impact-based financing mechanisms



Fundamental Concepts

Provisional Certificates

Estimated during project validation
Calculated conservatively for the volume of emissions avoided/removed over the project credit period

Pre-purchase agreement

Signed once provisional certificates are estimated
Define volumes and prices of future Carbon Credits, enabling advance financing of R&D

Ownership rights

Provisional certificates may only be transferred to the purchaser after verification of the reduction/removal activity

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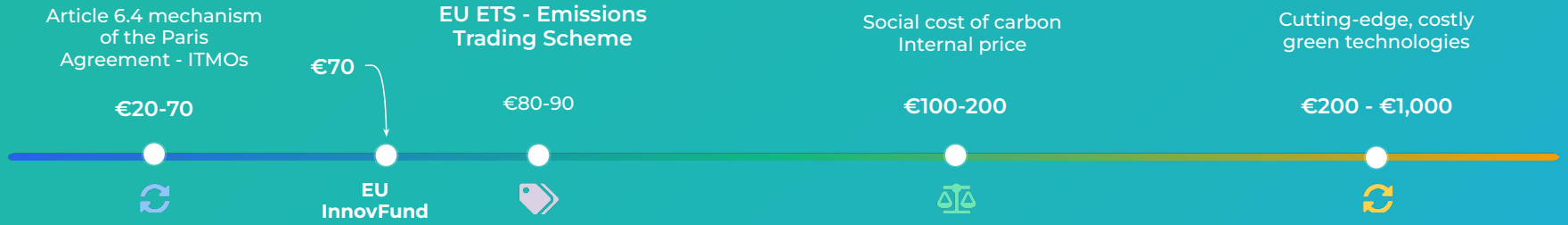
Pricing Principles

Contribution to emissions avoided or removed



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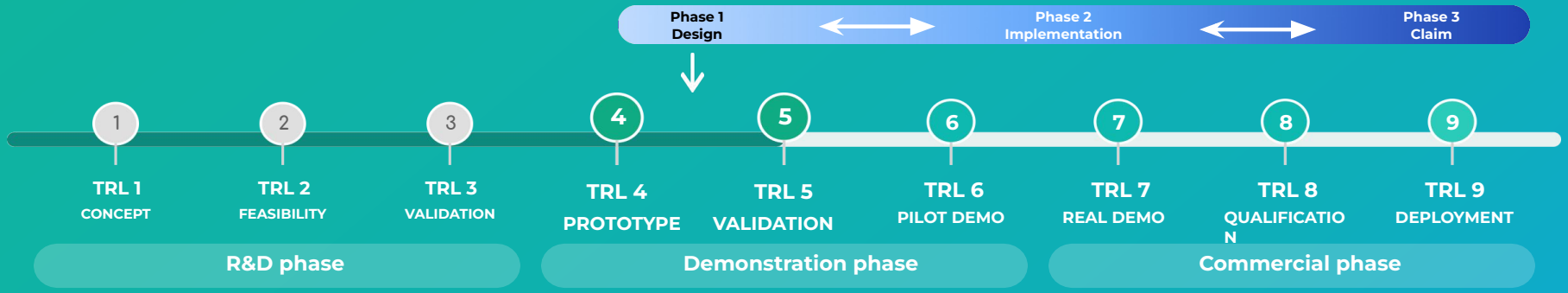
Optimal time to start

Maximise your environmental impact right from the prototype to demonstration phase



Our ongoing support

1 TRL 4/5: Unit Protocol

Develop a **valuation methodology** specific to your technology at the unit and scale level.

- Design of the valuation protocol
- Valuation of eco-benefits at the unit/scale level
- Recommendation to maximise your positive environmental impacts

2 TRL 6-8: Scale-up refinement

Protocol refinement and **advanced modelling** of environmental performance in real-world conditions at the project level

- Testing in a representative environment
- Refinement of impact metrics
- Demonstration to buyers/investors

3 TRL 8-9: Certification

Large-scale **certification and monetisation** of your projects' environmental performance.

- Issuance of impact certificates
- Financial valuation of benefits
- Commercial deployment & increased funding

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Project cash flow example

Monetization of avoided CO2e emissions

Avoided Emission (tCO2e)	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**TOTAL**
Deeptech solution deployment	4	16	64	96	144	324
CO2e avoided vs. baseline	1,200	4800	19,200	28,800	43,200	97,200
Total	***1,200***	***4,800***	***19,200***	***28,800***	***43,200***	***97,200***
Carbon price	**2027**	**2028**	**2029**	**2030**	**2031**	
Average Price/ton	€40	€48	€58	€69	€83	
Eco-Value exante forecast - To monetize (€)	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**TOTAL**
Solution deployment at scale	€48,000	€230,400	€1,105,920	€1,990,656	€3,583,181	**€6,958,157**
Accumulated at scale		***€278,400***	***€1,336,320***	***€3,096,576***	***€5,573,837***	
Per unit	€12,000	€14,400	€17,280	€20,736	€24,883	**€89,299**
Accumulated per unit		***€26,400***	***€31,680***	***€38,016***	***€45,619***	
Return on Investment (ROI)	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	
Methodology Design Fee	€30,000					
Digital Monitoring and Verification (dMRV)	€9,600	€38,400	€153,600	€230,400	€345,600	
Setup Fee (dMRV + Registry)	€5,000	€5,000				
Total Cost	**€44,600**	**€43,400**	**€153,600**	**€230,400**	**€345,600**	**€817,600**
Project Cash Flow	**-20,600**	**€95,800**	**€514,560**	**€1,317,888**	**€2,441,318**	**€4,348,966**

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Strategic and economic benefits

Customer feedback - Phase 1

Promote environmental performance

Cumulative environmental value (2027-2036)

\+ €80 million

Approximate value ratio/revenue: up to 17% (2036)

Contribution to off-grid decarbonization

- Green electricity from bioethanol, biogenic carbon eliminated
- 300 kW mobile solution, ideal for charging electric vehicles at stations
- Green electricity production on demand

Strategic recommendations

- Prioritize deployment in countries with high network emission factors
- Opportunity to shift to an "as a service" model in countries with high potential
- Source bioethanol from suppliers with a low carbon footprint
- Implement a circular approach for end-of-life (recycling)

300 kW mobile bioenergy generator

Emissions avoided
2.5M tCO2e
(2027-2037)

Emissions/year
800K tCO2e
(after 2037)

Environmental value/solution cost ratio:
16 to 60% (over 10 years)

Concrete benefits / Accelerated go-to-market

- Maintaining margins
- Buyer negotiations from 6 to 2 months
- De-risked buyer on decarbonization
- TRL 6/7 commercial pilot validated
- Two strategic deals secured

- Bridge financing for the environment
- Accelerated Series A fundraising
- Enhanced pre-money valuation
- De-risked investor on impact and valued sustainable investment

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Your Journey and real feedback experience

From Assessment to Monetization

Example: DeepTech BioEnergy

1. **Rapid assessment phase**
   Preliminary phase: rapid measurement of impact potential
2. **Methodological validation**
   Design and validation of the digital methodology
3. **Deployment & Certification**
   Continuous monitoring and certification of impacts (dMRV+)
4. **Monetization & market access**
   Issuance of certificates and continuous financial valuation

Real Benefits

+ 6 months	+17%	+80M€
Won sales cycle Industrial buyer	Pre-money valuation Series A	Environmental value generated over 5 years

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