



<p>Business Summary: CarbonCrop uses remote sensing, machine learning and automation to help landholders of all sizes get paid for restoring permanent biodiverse forest on their land.</p> <p>This turns nice forests into revenue-generating assets that enable further investment in restoration.</p> <p>We offer a free remote assessment that lets landholders know what they've got, and what it's worth. If they like what they see, they sign a contract and we enter them into the ETS or voluntary carbon markets or both, depending on what forest qualifies.</p>	<p>Company Website: carboncrop.nz</p> <p>Industry: AI/ML + Carbon Forestry</p> <p>Employees: 22</p> <p>Contact Details: Jo Blundell, CEO jo.blundell@carboncrop.nz +64(0)2102333559</p>
<p>Customer Problem: It's expensive and complex for most landholders to participate in carbon forestry markets that would unlock funds to make forest restoration financially viable, so they don't.</p> <p>Being locked out of these markets and the associated economic incentives means forests are not being restored, regenerated or replanted.</p>	<p>Funding Stage: Pre-Series A to Series A</p> <p>Funding to date: US\$2m</p> <p>Management: Jo Blundell - CEO</p>
<p>Target Market: Landholders with 10-100ha of forest is our sweetspot alongside landholders with native regenerating forest of all sizes, which is traditionally hard to assess without technology.</p>	<p>Nick Butcher - CTO</p> <p>-----</p>
<p>Customers: We signed our first contract in September 2021. To date we have over 250 landholders and over 12k hectares of forest signed up to 10 year contracts, unlocking a 10 year annuity and asset base.</p> <p>The LTV of contracts is \$12m and our first significant revenue due in Q1 2023 is around \$3m.</p> <p>Customers range in land size from 1 hectare to 2k hectares.</p>	<p>Kevin Nass - Head of Accounts</p> <p>Rebecca Hunink - Head of Marketing</p> <p>Patrick Dejong - Senior Forestry Advisor</p>
<p>Sales/Marketing Strategy: To-date our focus has been on inbound demand-gen and our free land assessment is driving this demand. We have not begun investing in our marketing engine or on outbound sales yet as we've had enough organic interest to keep our team busy but it is certainly our plan to fuel this as we improve the self-serve experience for customers and increase our scale up capacity.</p>	



<p>Channel partners are where we see the biggest opportunity to scale landholder acquisition, and further investment is required to build this out. We are working on a pilot with NZMerino Company who have 2m hectares of land supply via their wool growers.</p>	
<p>Business Model: Customers sign 10 year contracts with 70% break fees. We take a % of credits earned over the lifetime of the contract starting at 20% of the offsets earned.</p> <p>New credits are issued annually, and we clip the ticket annually, which creates an annuity product and an asset base.</p>	
<p>Competitors: Traditional Forestry Assessors and other remote sensing/AI tech startups such as NCX although both are targeting different segments of the market. The small segment (under 100 hectares) and those with large areas of complex native forest are unserved by competitors and that is who we are targeting.</p>	
<p>Competitive Advantage: A globally scalable technology platform incl:</p> <ul style="list-style-type: none">• We can deploy our technology at a relatively early stage in a new market where it doesn't know the vegetation and it will self-learn, making it globally scalable• We've got a talented team of ML, forestry, science and app engineering experts• We've filed 1 patent and have a further two in the process of being filed	
<p>US Market Plans: Our next expansion market is Australia in 2023 and then Canada and the US in 2024 in terms of landholder acquisition. We plan to hire a US-based sales person in 2023 to drive direct sales of our VCM product targeting companies looking to purchase high quality carbon removal offsets.</p>	
<p>Capital Raising Plans for next 12-24 months: We will be raising US\$5m in H1 2023 that will fund international expansion.</p>	