



What We Do (& Don't Do)

- Software services to streamline the \$125B+ global carbon market
- First product: SaaS workflow platform to reduce costs associated with creating CDM* offset carbon credits (\$33B) under the Kyoto Protocol
- Partnered with leading carbon verifiers:



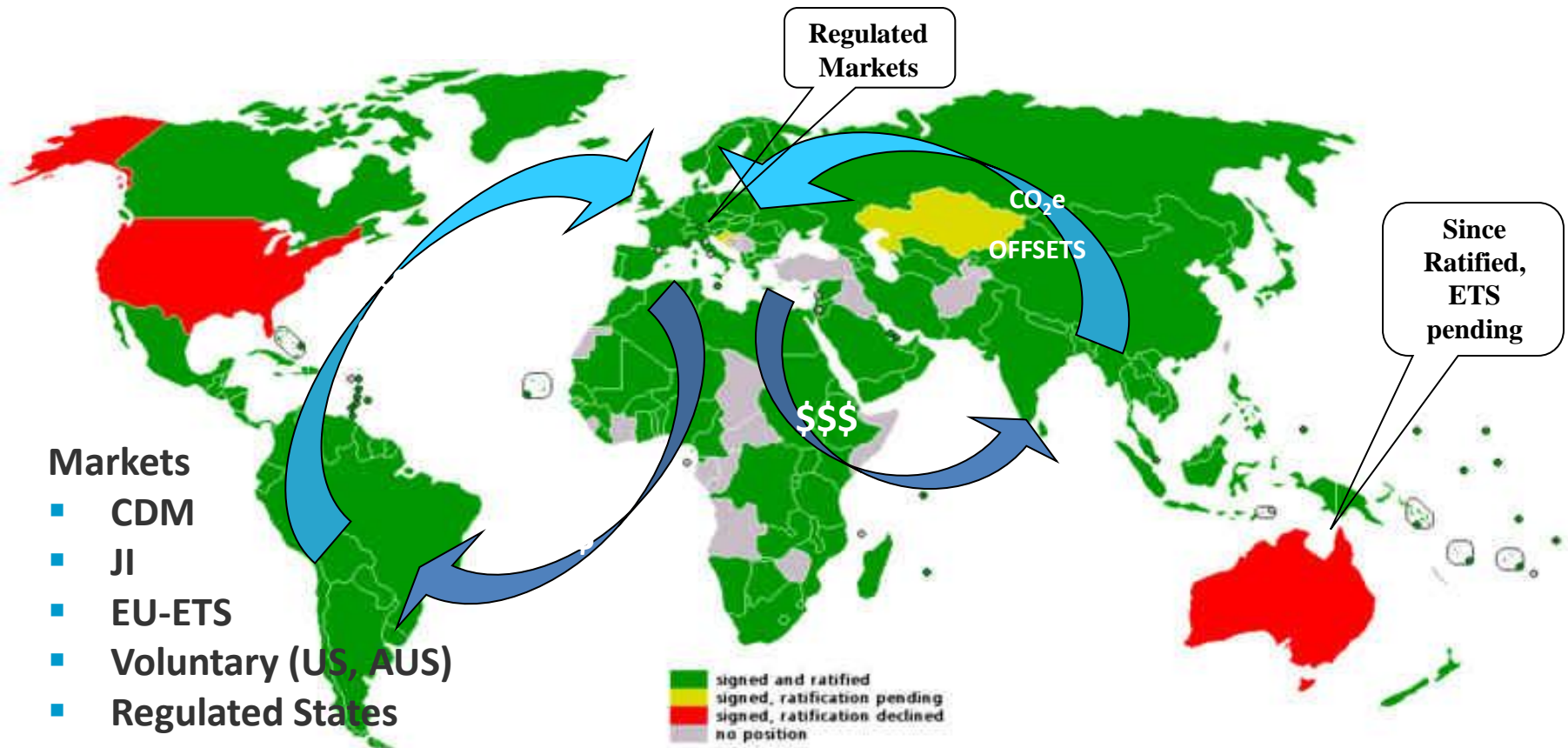
- Not a GHG inventory, carbon footprint dashboard, not a carbon trading exchange

* Clean Development Mechanism

Neal Dikeman

- Chairman & cofounder of Carbonflow
- Partner at cleantech merchant bank Jane Capital Partners
 - Cofounder of Zenergy Power (AIM:ZEN), Fideris, Waiterpad, and
 - Alternative energy advisor to ConocoPhillips, Meridian Energy
- Formerly Director Business Development at the parent company of Yellowpages.com
- Started in oil & gas at Bankers Trust/Deutsche Bank and private equity at Doyle & Boissiere
- Chairman of Cleantech.org, founding board member San Francisco Carbon Collaborative
- Texas Aggie

What is this \$125B Carbon Market?



Carbon Markets

- Total market exceeded \$125B in 2008: World Bank
- CDM Primary and Secondary \$33B

**Dashboard / Business Intelligence
Energy Management**

Exchange / Trading Platform

**Offset
Project**

**Multiparty
eRecord**

Registry

**Emitter
Compliance
Reporting**

carbonflow
Connecting the carbon world

CSRware™
Sustainability Software

SAP Hara

enviance®

ecovent
Centre

PRé
product ecology
consultants

climate earth™

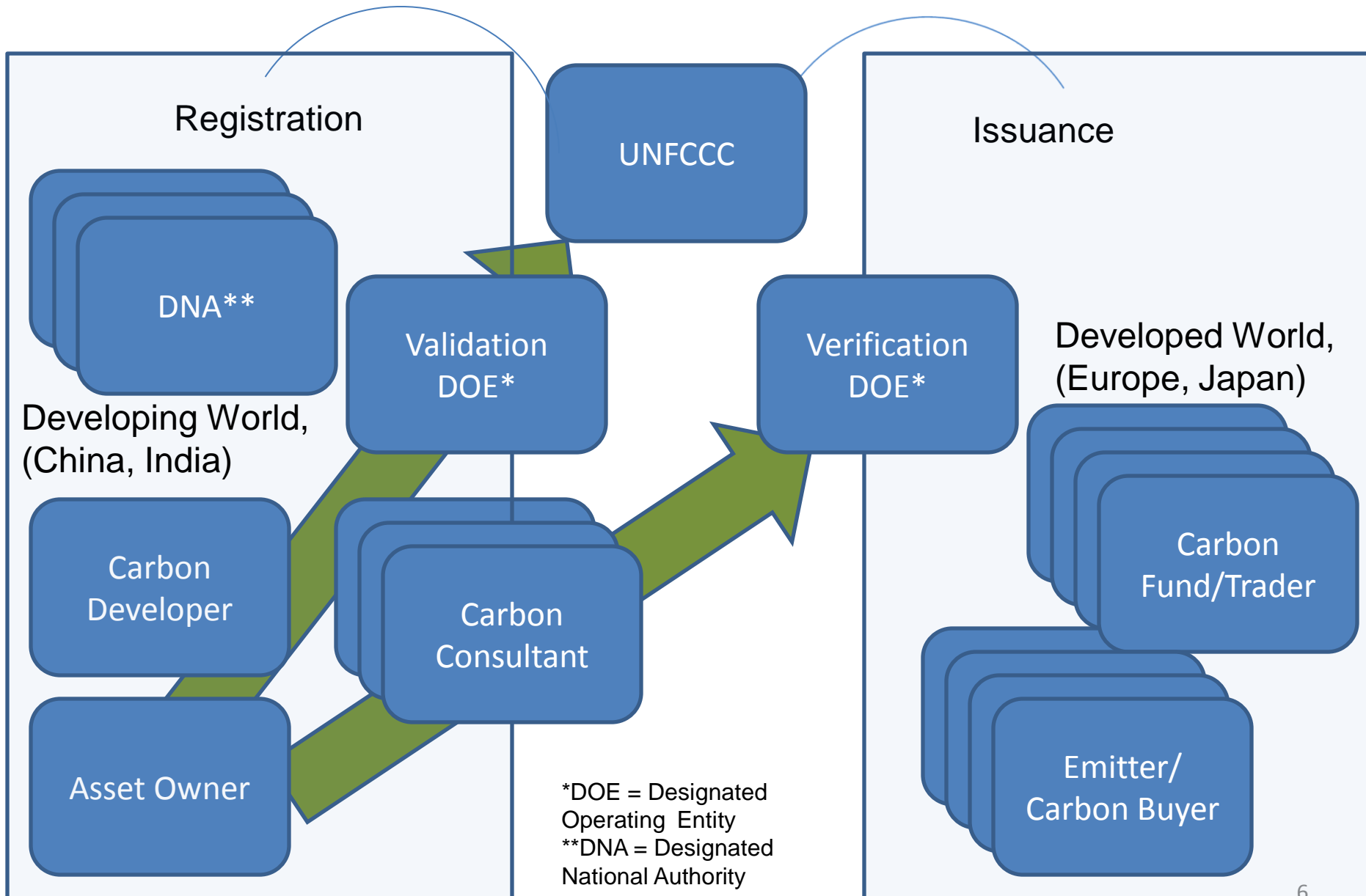
planetmetrics™

**Non-
emitter
GHG
Footprint**

Data Acquisition

**Product
Footprint/
Lifecycle
Analysis**

CDM Multi-party Process



Keys to Carbon

- A projected trillion \$ market requires significant IT infrastructure
 - \$3 Trillion Carbon Market by 2020 – (source: Point Carbon)
- Measurement & Verification is EVERYTHING!
- Lack of transparency and quality to provide scale for continued growth
- The closer to the emission, and the tighter the reg, the more risk and \$

US Carbon Reporting

- The major driver is Kyoto and its global replacement
- The current local driver is new EPA reporting requirements under Clean Air Act
 - Submit in 2011 for 2010
 - 13,000 facilities over 25,000 tons/yr
 - EPA est \$127 mm/year in industry compliance costs

Final Thought, Redux

- In carbon, measurement & verification is everything!
- ...
- If you can't count it, you can't curb it