Futuricorn

Carbon offset each human

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Your deck needs to clearly explain the problem and how it affects your target market.

- Human activity is producing greenhouse gas emissions at **a record high**, with no signs of slowing down

- The average Australian has a carbon footprint of **15 tonnes** of CO2 per year, significantly higher than the **2 tonnes** recommended for each human

- To slow down global warming and avoid a climate catastrophe, we need to offset our emissions
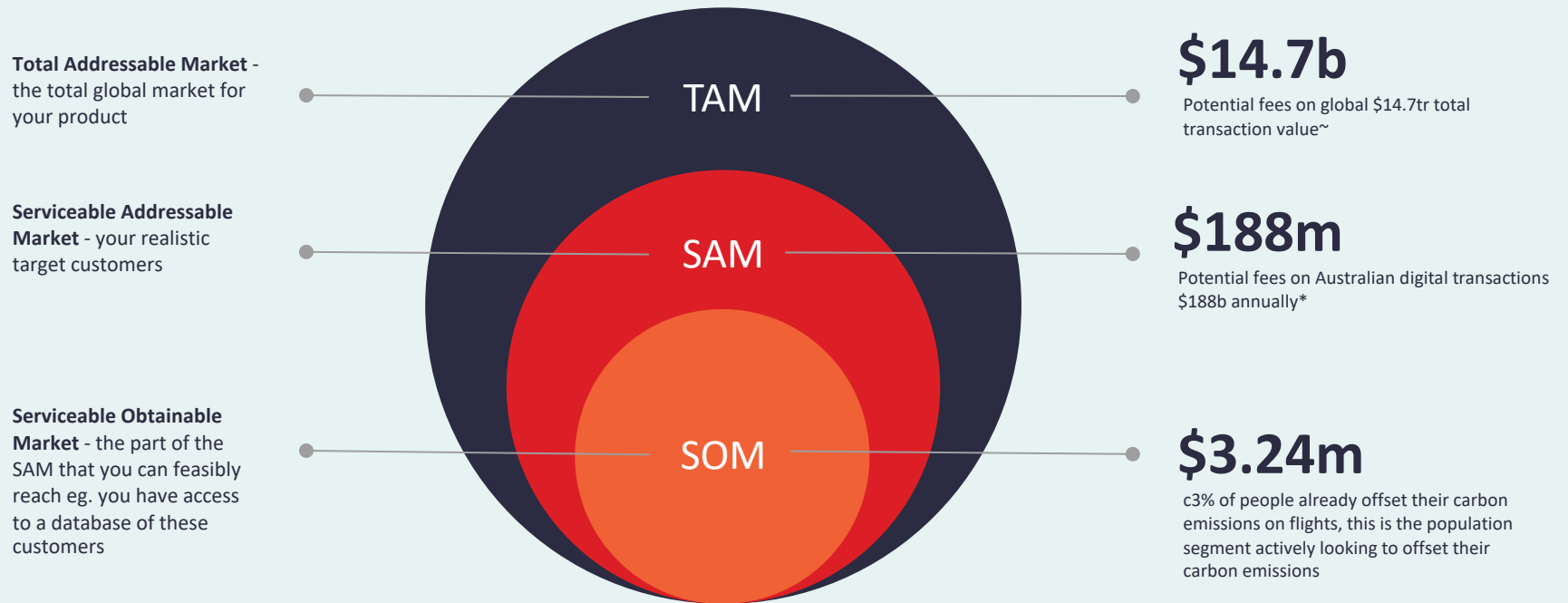
Source: The World Bank

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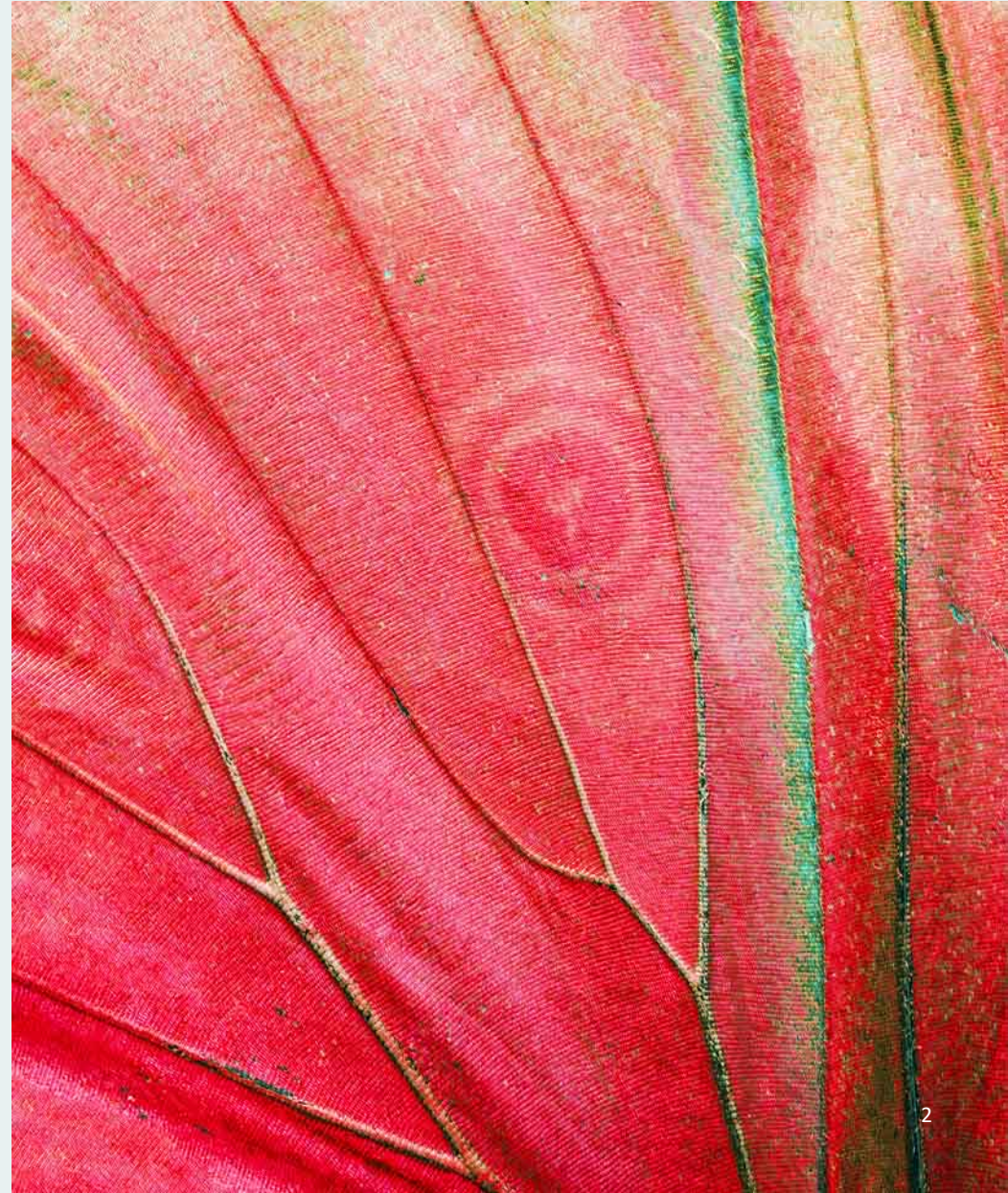
Introduce your product/service and provide a succinct explanation of how this solves the problem.

- Futuricorn allows **every human to offset their carbon emissions** by planting native forests across the world

- To finance our revolutionary tree generation projects, individuals automatically round-up their daily purchases to the nearest dollar via our app

- Futuricorn will plant enough forests to capture the carbon emissions that every human offsets over the course of their lifetime

- Futuricorn takes a 0.1% fee on transactions

Key details about your customers and their defining characteristics

Total Addressable Market - the total global market for your product

Serviceable Addressable Market - your realistic target customers

Serviceable Obtainable Market - the part of the SAM that you can feasibly reach eg. you have access to a database of these customers

TAM

SAM

SOM

$14.7b
Potential fees on global $14.7tr total transaction value~

$188m
Potential fees on Australian digital transactions $188b annually*

$3.24m
c3% of people already offset their carbon emissions on flights, this is the population segment actively looking to offset their carbon emissions

~https://www.statista.com/outlook/dmo/fintech/digital-payments/worldwide#:~:text=Total%20transaction%20value%20is%20expected,US%246.03tn%20in%202023.
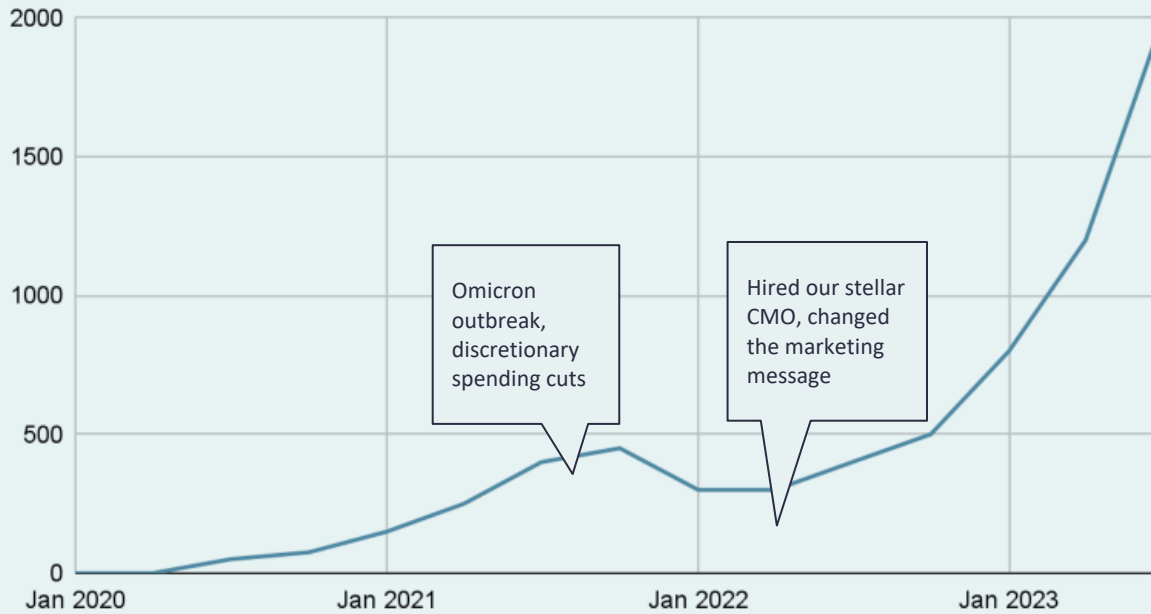*https://www.hellozai.com/blog/australia-payment-statistics#:~:text=There%20are%20over%2075%20million,are%208.7%20million%20registered%20PayIDs.

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**Example for revenue generating businesses

Revenue (Thousands of $)

5x
YoY revenue growth

20,000
New customers expected

8
Articles written about Futuricorn

Alberts

**Example for pre-revenue businesses

4,000	**700**	**3**
Website visits	On Waitlist	Successful patents

Our Partners

GENERIC COMPANY
— ABC —

LOREM IPSUM
SLOGAN GOES HERE

FAKEPOINT
- SLOGAN HERE -

G2M STRATEGY

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How are you going to reach your customers?

Partnerships (12-18 months)	Create a consumer flywheel (12-24 months)	Land and Expand Internationally (24-36 months)

We have established core partnerships with allied green players who are incorporating our payment solution as part of their services. These include:

- Airlines E.g. Qantas with their carbon offset scheme;
- Fashion brands E.g. Stellar Mcartney and Brogger

Upgrade the product to create an instant referrer channel enabling consumers to refer more corporates and act as activists for switching businesses to a carbon offset model. This product suite is in R&D and we expect to launch beta tests in the next 12 months

Use customer referrals and growing enterprise agreements to land and expand internationally. Our primary expansion market will be the UK and Europe due to their earlier adoption to the carbon credit market.

How do you compare to other players?

	Our Company	Competitor A	Competitor B	Competitor C
Feature A	✖	✖	✖	
Feature B	✖	✖		✖
Feature C	✖		✖	
Feature D	✖			✖
Feature E	✖	✖		
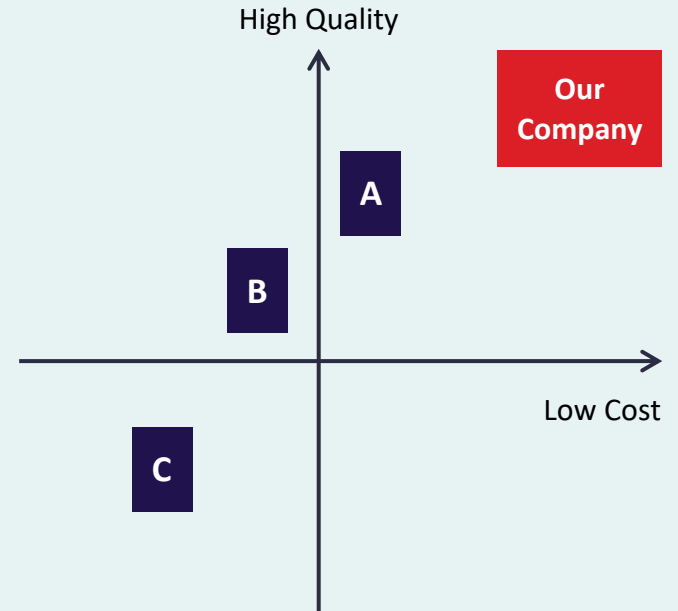
OUR TEAM

Jess Chou
Co-founder & CEO

Successful $200M exit of Fintech
15+ years working with startups

Mike Patel
Co-founder & CTO

Head of Product at Google for 5 years
10 + years in senior tech roles at
Atlassian

Rachel Smith
CMO

VP Marketing at Greenpeace for 3 years
Former Senior Director at Unicef

Lily Stott
Advisor

CFO at Solar Express

Raj Pendell
Advisor

Partner at McKinsey

Morgan Little
Chief Strategy Officer

3 years strategy
experience at Amazon

Coming Soon
Chief Growth Officer

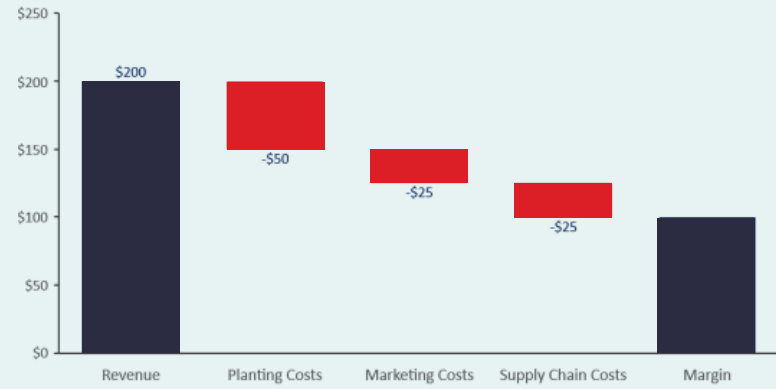5+ years growth experience
Grew a business 10x

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Total Revenue

Revenue (Thousands of $)
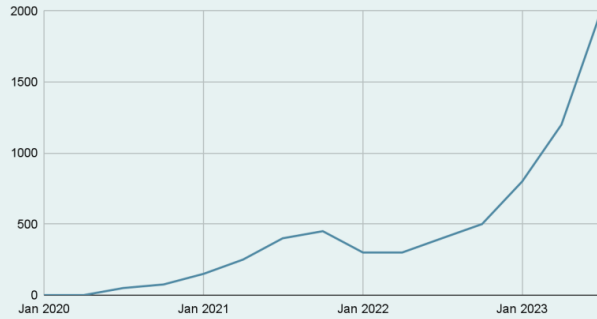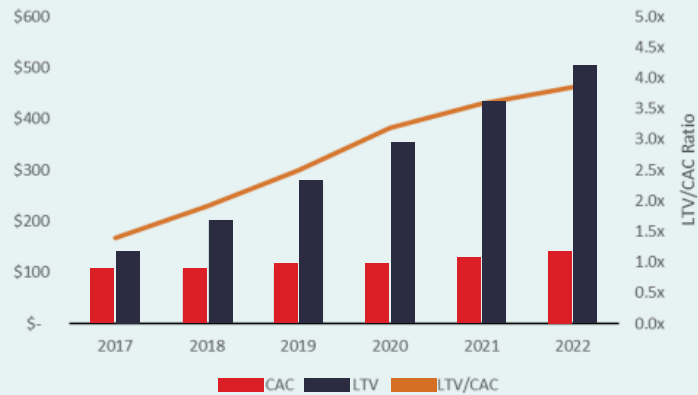

Unit Economics

$250
$200
$150
$100
$50
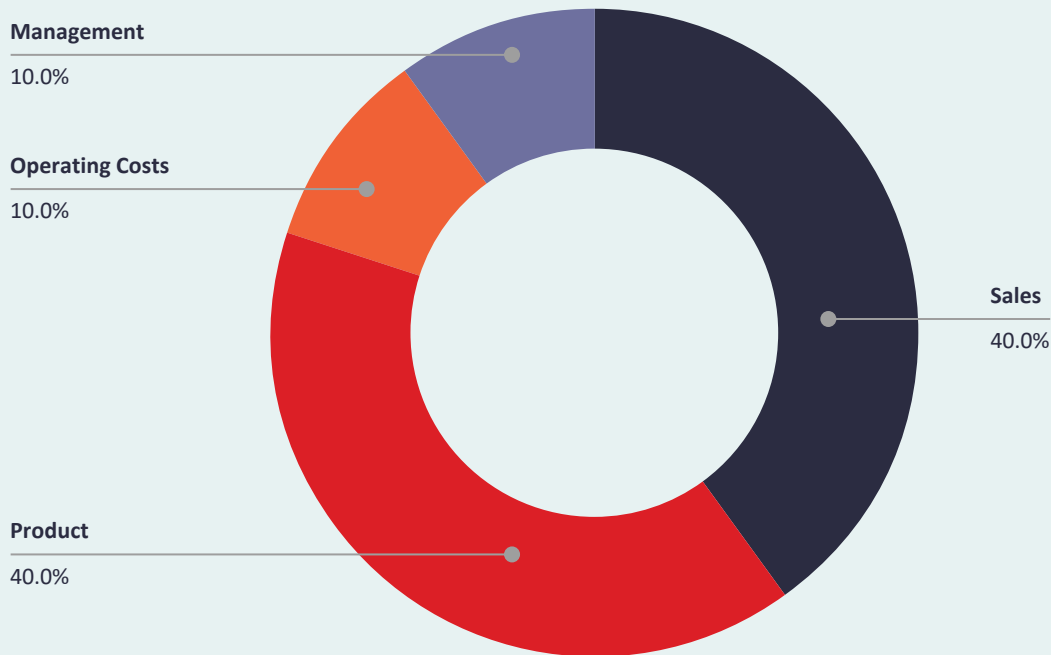$0

CAC / LTV

Commentary

5x YoY revenue growth

LTV increased $100 in 2022 due to new feature

Margins increased 20% due to upselling new feature

Use of Funds

Management
10.0%

Operating Costs
10.0%

Product
40.0%

Sales
40.0%

Growth Targets

Our sales and marketing team will work to 10x our growth by channeling our partnerships

Flywheel automation

Our product team will be building in the referral system to amplify our flywheel

Thanks

Do you have any questions?
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futuricorn.com

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