



**ALVORA**

Global scale carbon trading

# What is **ALVORA** ?

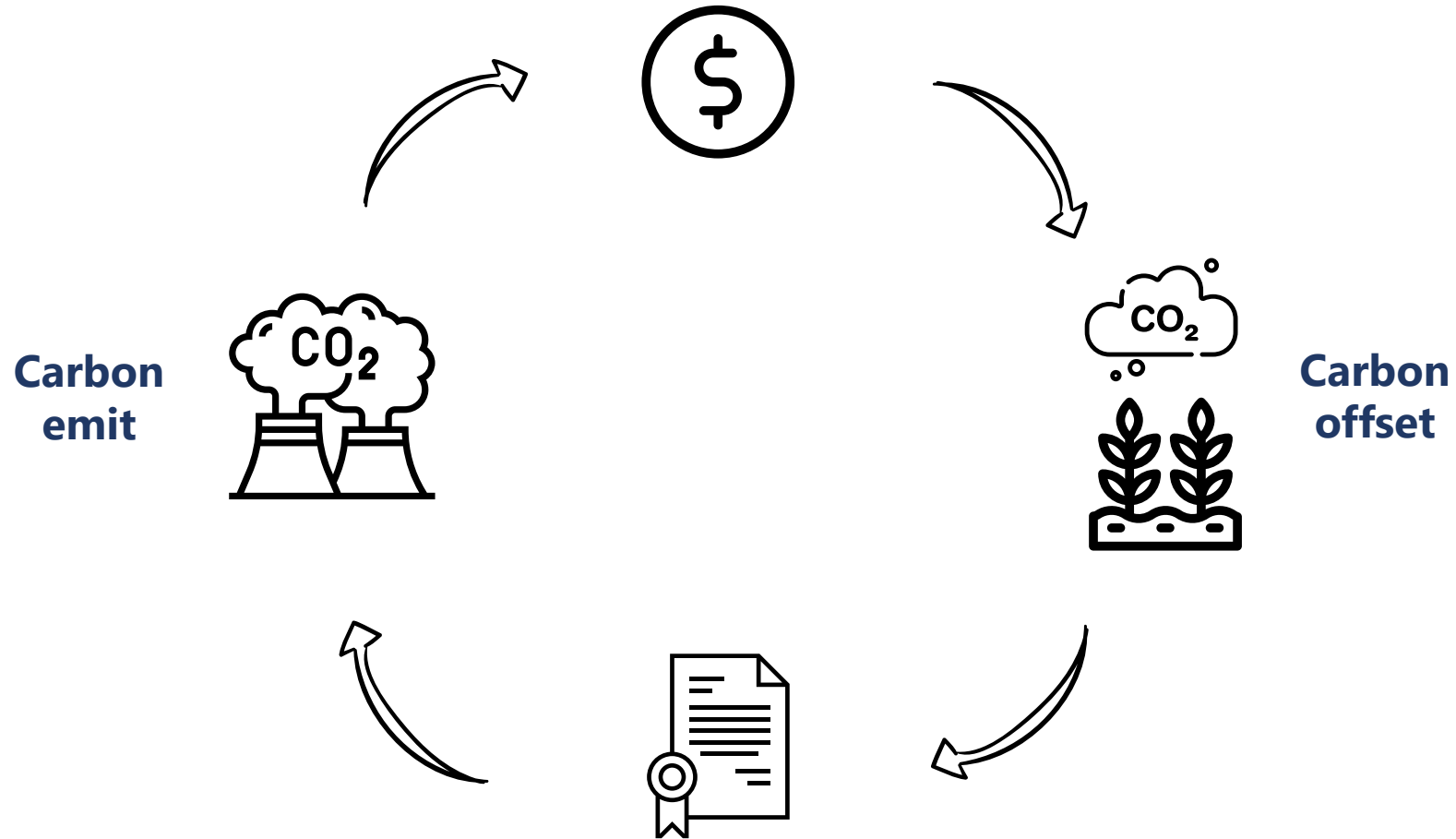
ALVORA is a Climate Tech startup company addressing the issue of quantify and accredit carbon credits in a global scale. We use remote sensing and advanced machine learning techniques to supply the global carbon offset markets with all the carbon credit they need to create a sustainable world.

# Our mission

Is to accelerate climate restoration by marketing a global scale carbon capture technology as soon as possible, positively changing people's life.

# A carbon credit is a tradable certificate that permit the holder to emit a amount of GHG

This is an instrument that allows greenhouse gases (GHG) emitters to financially compensate those who mitigate and/or remove these GHG from atmosphere



## **Climate change is driving people, governments and corporation to take action**

Cutting and offsetting GHG emissions is seen by multiple players as an way to keep mean global temperature rise bellow 2°C by the end of the century

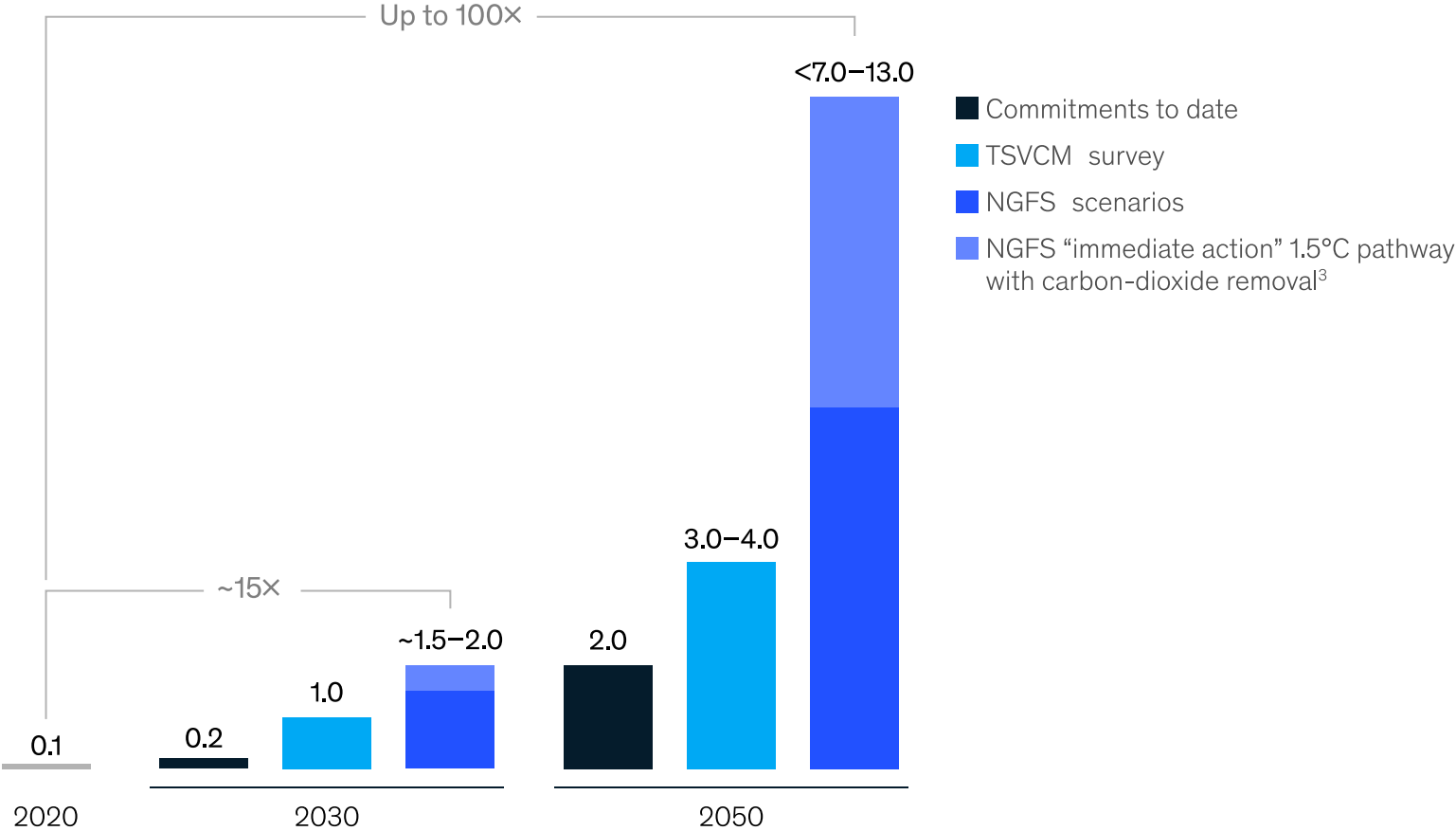
**United Nations Climate Change conferences:** Protocols like Kyoto (1997), the Paris Agreement (2015) and others established legally binding obligations for developed countries to reduce their greenhouse gas emissions. With terms starting to be fully enforced, like carbon taxes, demand is expected to surge.

**Consumer awareness :** Final consumers started be aware of their impact in the environment and begun to change their habits. More and more people is taking step into a low carbon emission lifestyle and also is demanding governments and companies to follow too.

**ESG going mainstream:** Corporations, both demanded by market and regulation, are going green. During the currently covid pandemic, we saw a lot of companies announcing actions to reduce and offset their carbon footprint in near to medium future, driving even more demand in carbon credit markets.

# Global demand for voluntary carbon credits could increase by a factor of 15 by 2030 and a factor of 100 by 2050.

Voluntary demand scenarios for carbon credits, gigatons per year



Source: McKinsey&Company. A blueprint for scaling voluntary carbon markets to meet the climate challenge. Jan 2021.

# Our business model is based in being a middleman of carbon sinkers and buyers

The farmer is NOT our client, he is our supplier. Our client is the global carbon markets.

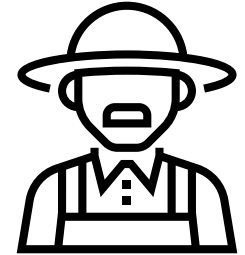
Carbon credit prices in global markets strikes the whole chain to create and accredit more.



Global carbon credit markets strikes supply chain

# ALVORA

We arrange farmers to store atmospheric carbon in soil



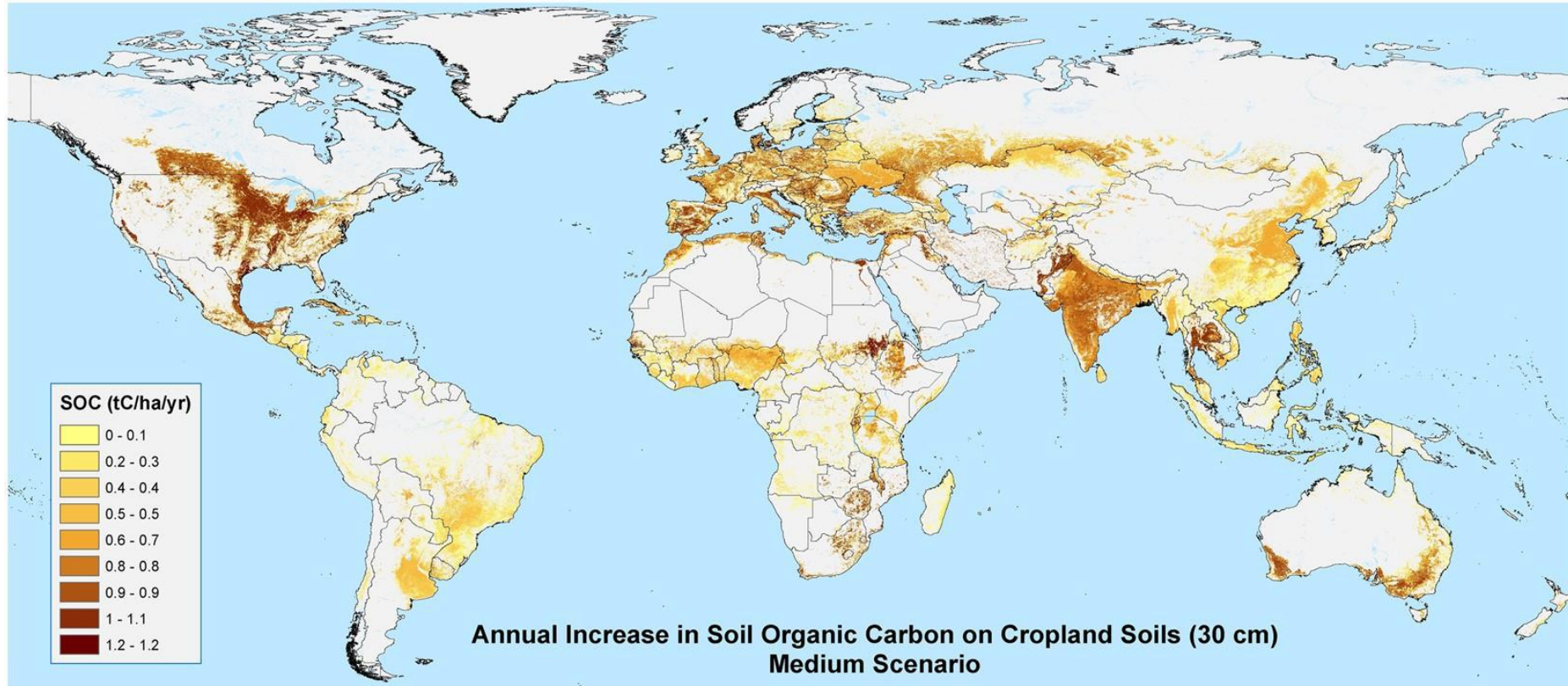
The farmer commit to follow strict conservationist agriculture rules to store atmospheric carbon in soil and sell the credits

We directly sell the credits in bulk to major customers or to third party carbon credit retailers.

We quantify, audit and accredit the immobilized carbon. Our revenue stream will be a % fee for the service

# We choose to start with agricultural soils due to its large capacity to sequester carbon

Worldwide the potential is 7 Gton CO<sub>2eq</sub> per year, but the scientific consensus its about half of it.



Source: Nature. Global Sequestration Potential of Increased Organic Carbon in Cropland Soils.



## Revert global warming is challenging, so the answer has to be bold too.

ALVORA have the potential to be a real world impact maker, creating a legacy that we can be proud of.

### Impacting people

- We have the ambitious goal to enable 100+ million smallholders farmers in the developing world to have access to the capital stream from the polluting industries of the developed nations by selling their environmental services.
- As soil carbon contents increases, food security goes up too. More carbon in soil means that the crops will handle drought better, more food will be grown and, as result, more people will escape hunger.

### Positively impacting the environment

- ALVORA's solution have the potential to be the first large scale tool to promote carbon fixation across the globe, paying people to preserve soil and forests.
- Storing carbon as biomass and in soil is a present and real world way (but not the only one) to achieve the goal of limiting the earth temperature rise in 2 °C in this century.

# Large multinationals companies are investing deep into carbon offsetting

## Oil companies and others are buying startups to help they offset their emissions

### Shell's Carbon Offset Business Makes Its First Acquisition

Shell will acquire Australia's Select Carbon, a "carbon farming" specialist, as the oil giant begins shaping a crucial pillar of its net-zero plans.

JOHN PARNELL | AUGUST 03, 2020

Tuesday - July 21, 2020

Bayer takes steps to make carbon sequestration a farmer's newest crop opportunity



World Business Markets Breakingviews Video More

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### Big carbon? Oil majors turn to nature to help plug revenue gap

The New York Times

### *Blamed for Climate Change, Oil Companies Invest in Carbon Removal*

Chevron, Occidental Petroleum and BHP have invested in Carbon Engineering, a start-up developing technology to take carbon out of the atmosphere.

## ALVORA have the right founders team to push the company forward

A top skilled, balanced and change passionate team is the core of our company



### **Felipe G. Antoniazzi**

*Founder*

Agricultural Engineer

State University of Campinas

**Main inside role:** Actively manage ALVORA's business development; Lead company's strategic thinking between founders, directors, mentors and investors; Create, expand and maintain relations with clients, partners and investors. Coordinate actions to achieve company's strategic goals.

**Expertise areas:** Business strategist; Digital agriculture; Market research and development; Entrepreneurship; Data science; Product scalability; Computer Modelling; Data Science.

**Experiences :** Researcher at undergrad level; Entrepreneur and founder of Hectare and Pasto Sempre Verde (one the most potential high growth digital agtech startup by EMBRAPA in 2020).

<https://www.linkedin.com/in/felipeantoniazzi/>

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### **Marcio Michel Facas**

*Founder*

Computer Scientist

Project Management MBA

Fundação Getulio Vargas

**Main inside role:** Design and manage projects to successfully achieve ALVORA's strategic objectives; Create teams, communicate their duties, track results and take corrective actions. In other words: Get things done.

**Expertise areas:** Project Management (PMI) in national and global transformation projects; Agile methodologies as SCRUM, Design Thinking and OKR; Cloud Computing; Specialist Renewable Energy, Distributed Generation and Energy Efficiency (Poli-USP).

**Experiences :** 20+ years delivering impact at companies such PETROBRAS, ABN AMRO Real Bank and IBM (as Global Project Manager).

*<https://www.linkedin.com/in/marciomichel/>*

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### **Daniel G. Duft**

*Founder*

Agricultural Engineer

PhD student

University of São Paulo-USP

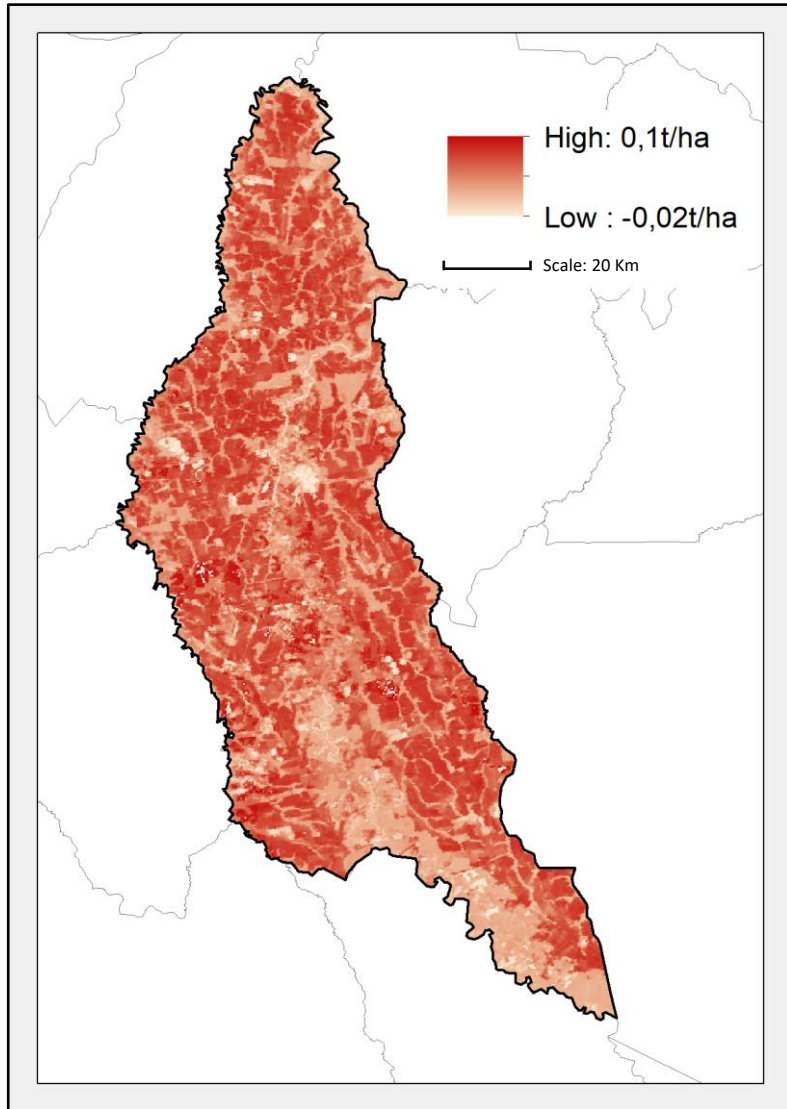
**Main inside role:** Create, apply and validate the computer models that is used to quantify and audit the carbon credits captured in soil; Lead company's strategy to scale-up the models to a global footprint.

**Expertise areas:** Remote sensing; Digital agriculture; Computer modelling applied to soil organic carbon quantification; Agricultural GHG cycle expert and; also a natural, experienced and passionate entrepreneur.

**Experiences :** 10+ years remote sensing in companies such Cargill, CTC (Brazil), Geocrop, Pasto Sempre Verde and researcher at CNPEM national laboratory (Brazil). Also a community leader at AgTech Campinas.

<https://www.linkedin.com/in/danielduft/>

**We conduct a successful Proof of Concept showing the technological feasibility of our approach**  
As result, we was able to monitor all carbon captured in an important grain producer region in Brazil



**Location:** Sorriso, State of Mato Grosso, Brazil

**Land area:** 9350 Km<sup>2</sup>

**Farms:** 715

**Production (2019):** 3,2 million Ton of Corn;  
2,1 million Ton of Soybean;  
0,9 million Ton of Cotton;

**City GDP (2019):** R\$ 3,4 billion

**Experimental results**

**NET captured carbon in 2019 :** + 818 000 ton CO<sub>2eq</sub>

**Potential value not claimed by farmers in 2019:** R\$ 82 million

## **We need investors to help us accelerate our development pace**

This is the right moment to create this disruptive business model, so we need new partners embarking with us to not miss this great opportunity

**Global call to duty:** The whole world is demanding for solutions to address greenhouse gases emissions and the global warming threat;

**We have a clear advantage:** The race just begun. ALVORA have a clear plan, team, vision and tested technology that can lead us to be the main player in this industry that can grow up to a 100 times in the next decades;

**Scale means larger obtainable markets:** For the next couple years, as we develop the scalable platform, we aim to unlock a Serviceable Obtainable Market circa US\$ 1 billion only in Brazil;

**But we need support develop our business:** Sorry to say, but Cash is King. Our 3Fs funding raising strategy no longer can sustain the accelerating pace of our technological and business development, so we are looking for Venture Capital to fund our next steps and make ALVORA reach its feasible and ambitious mission.

Please reach us to know more  
about ALVORA:

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