



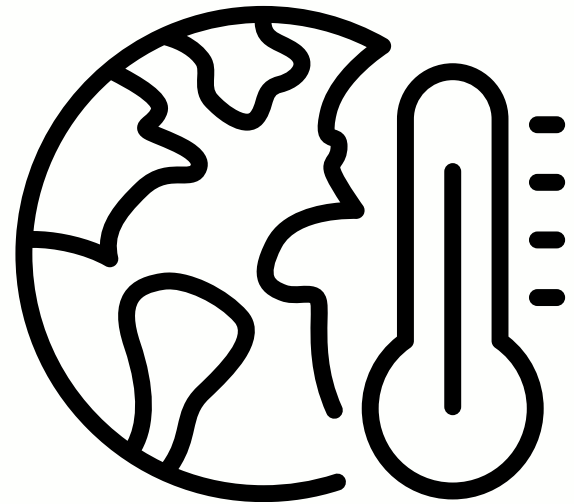


sustainability & food insecurity are
intertwined global problems

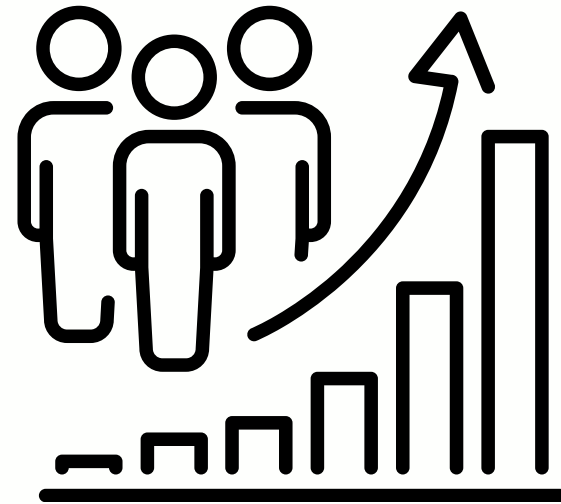
& we have the solution



there are crisis in our food systems



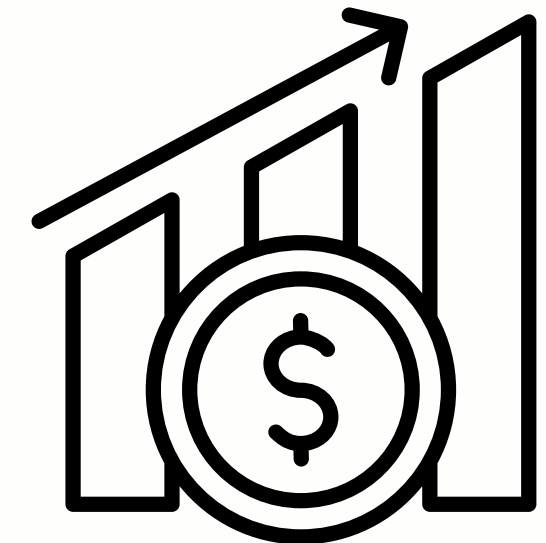
climate



population



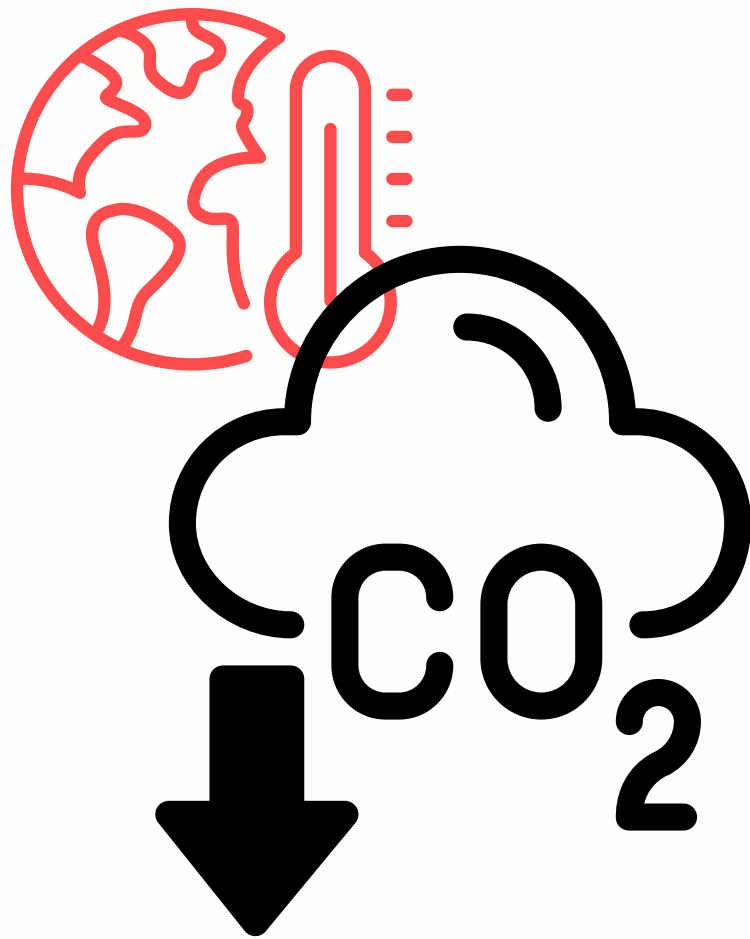
regulation



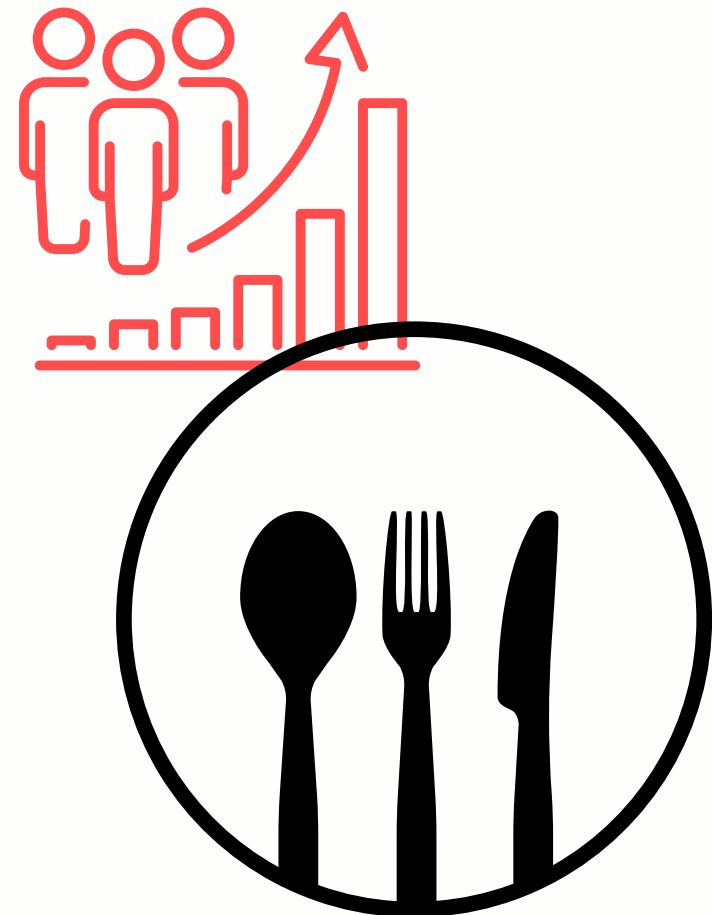
increase input £



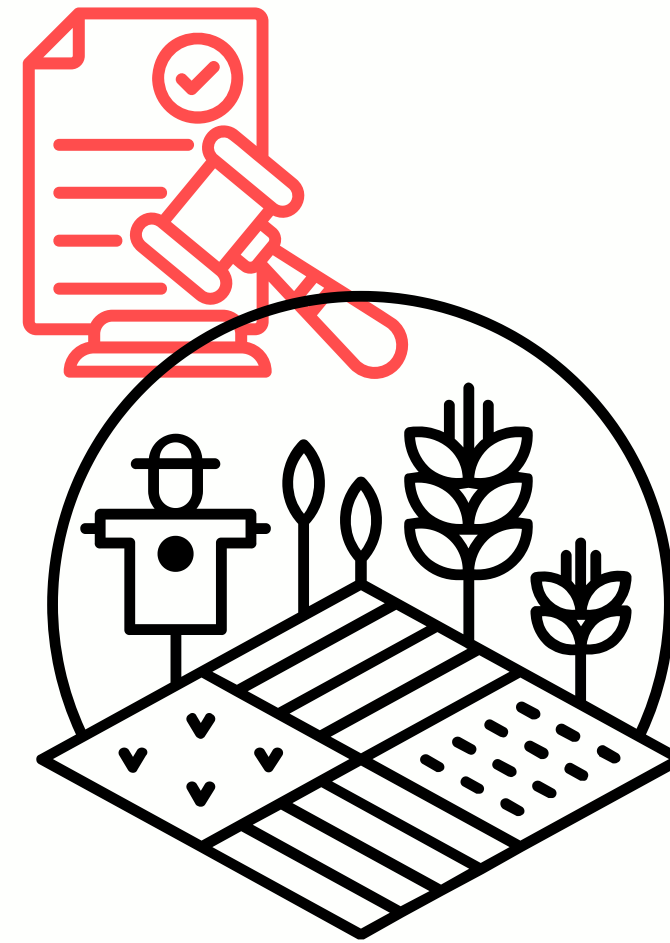
there are crisis in our food systems



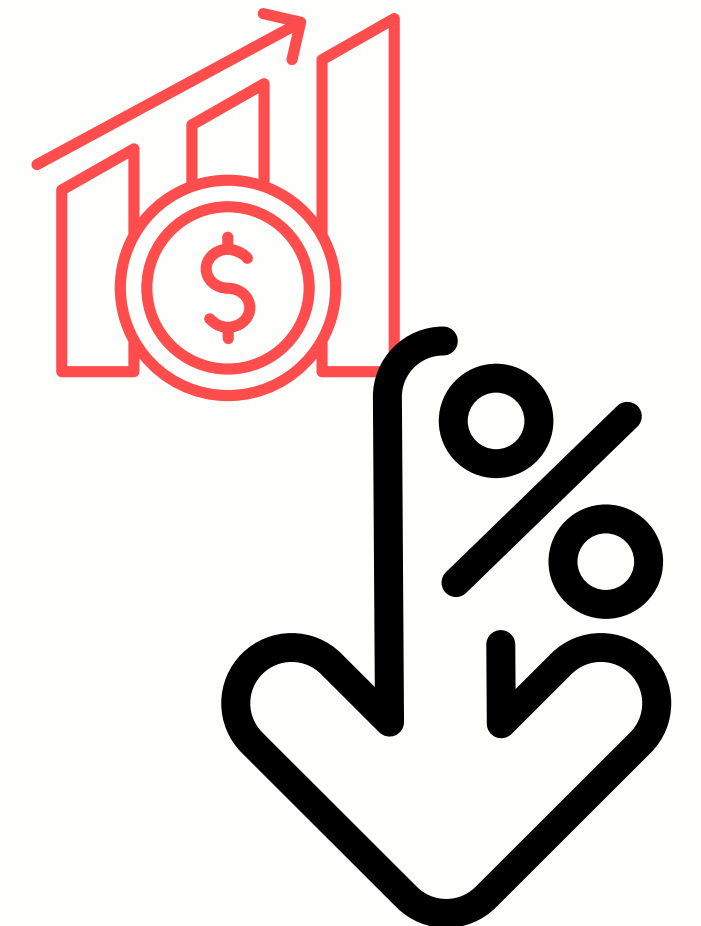
reduce CO₂



make food
affordable



support farmers



reduce
input costs





farmingcarbon.co.uk/danmccann



Home

Courses

Articles



Dan's Profile



peer learning

Farmer Led Workshops

Find a workshop



get accredited

Certification requirements

Secure your Supply Chain



save time

Policy Creator

Customise templates



sell impact

ESG Marketplace

diversify farm income



FARMER

costs increasing & pressure to certify

SUPERMARKET

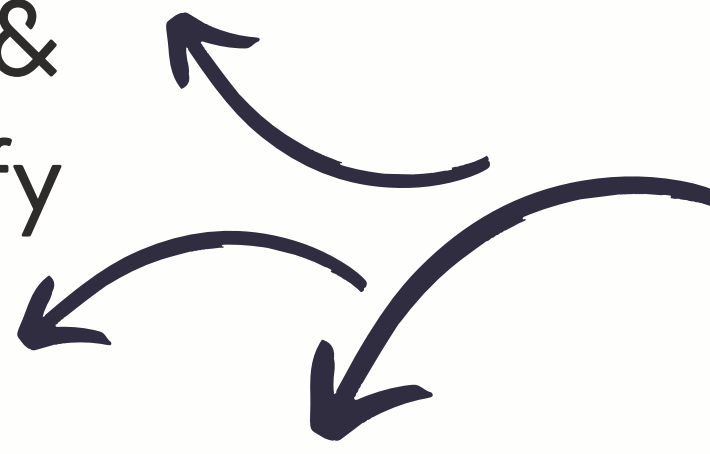
Public commitments of CO2 reductions & ESG in supply chains



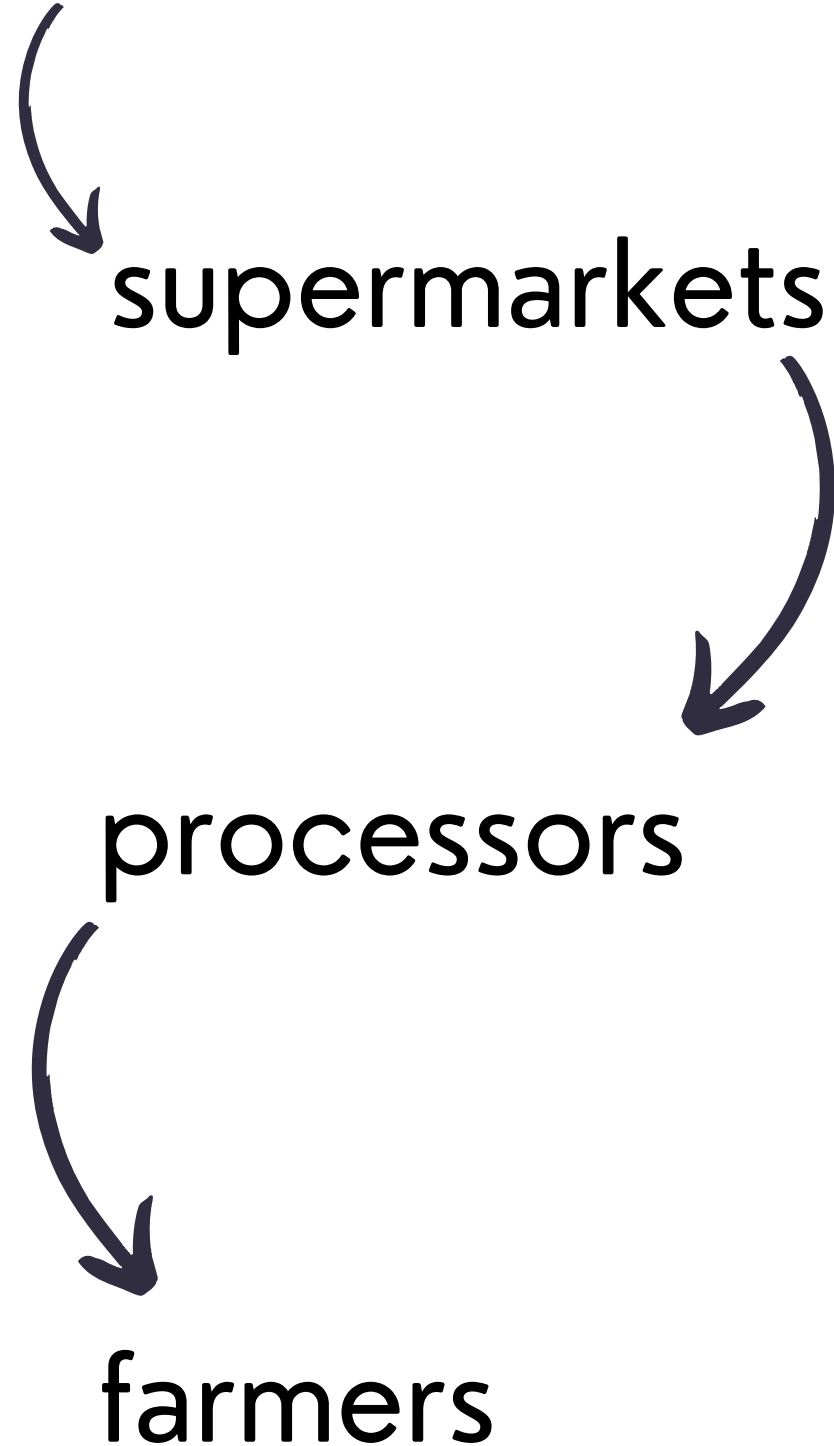
contract volumes to deliver need farmers certified

PROCESSOR

certified



Route to Market



Research & Development

LINTOL



OPTIFARM



Support
Market

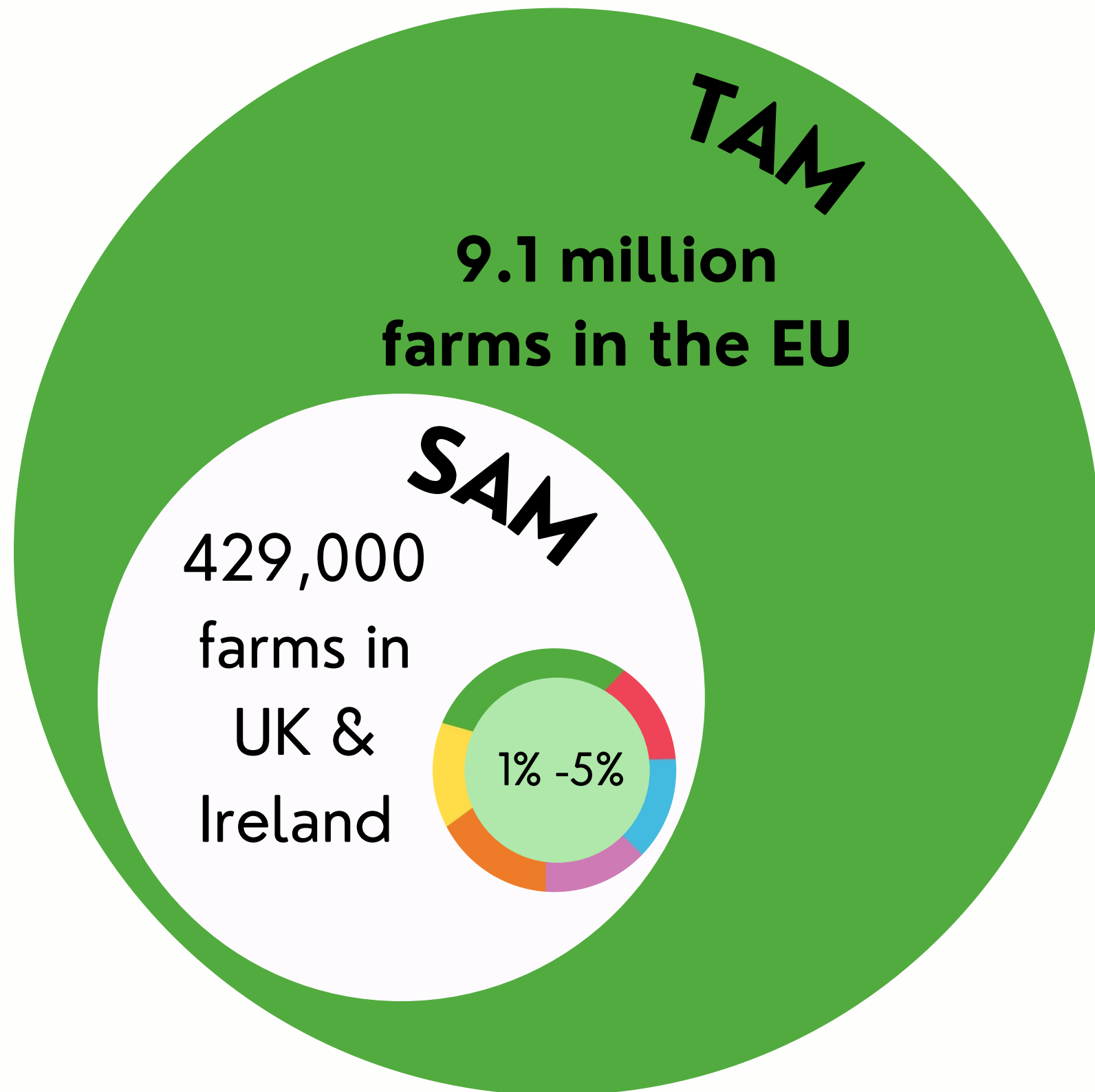


Nature
Friendly
Farming
Network



Ulster
Wildlife 

Farmer



Business



TAM (2030)
\$4.8 Trillion

Global Market for Carbon Credits in 2030

SAM
\$364 Billion
based on carbon market size now

Policy & Certification Assistance

Education Regenerative Agri

ESG Marketplace

Core Customer

Where?



N/A It is a certification



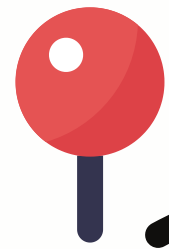
NOW

0-3 MONTH

3-6 MONTH

6-12 MONTH

12 MONTH +



Raise
Funding

Onboard technical
delivery role & ad
hoc advisor CTO &
other key staff



Launch with 1
Supermarket or
network to reach 750
initial users



Scale users on
platform to
4300



Pilot project with sensor
system add-on as
premium sold to 10%
users

Financials

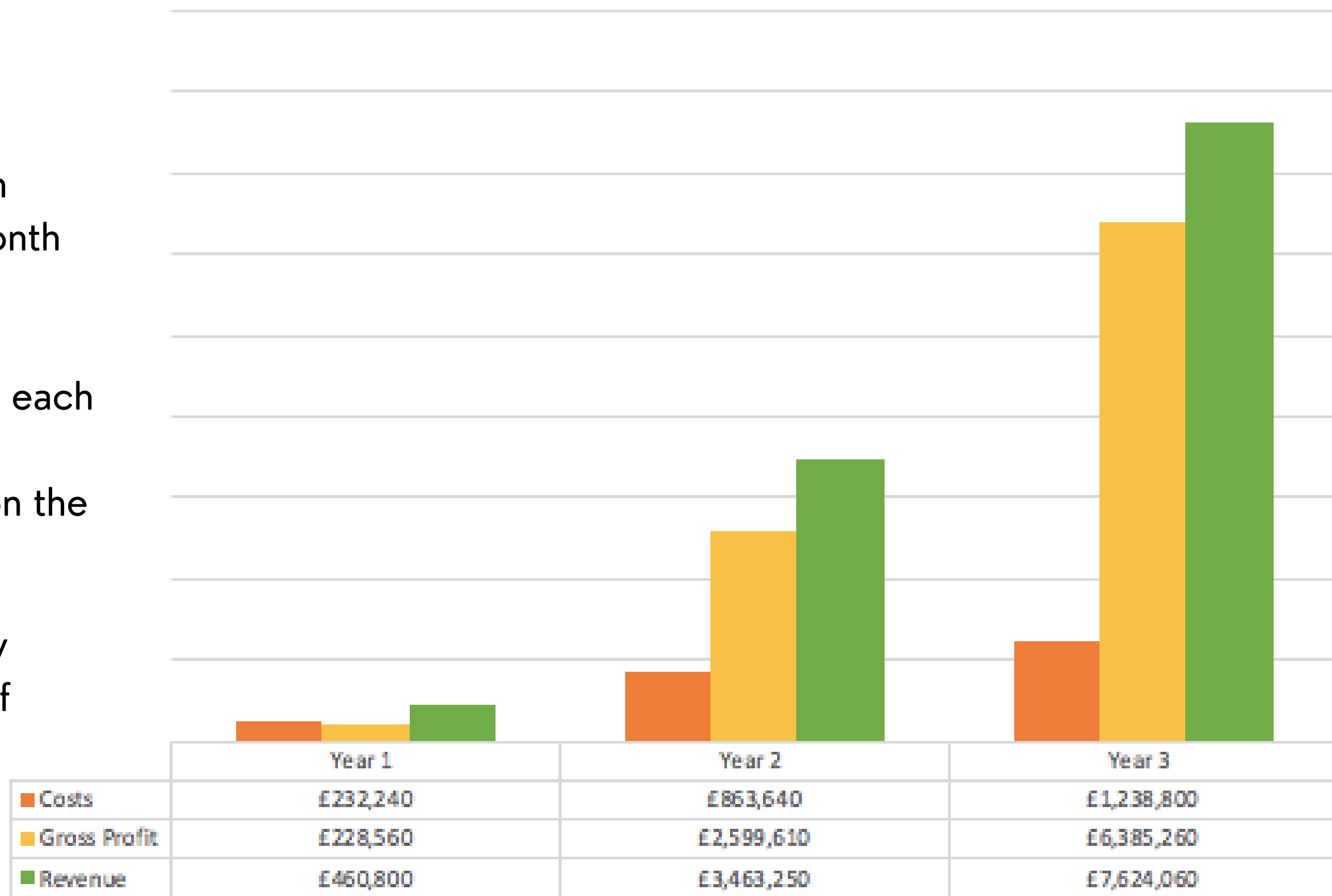
Subscription

Farmer pays £15 per month

Enterprise pays £10 per month per farmer.

End User is the farmer, and each enterprise can access an overview of their farmers on the platform.

CAC & Churn are both low because of the stickiness of going through supplier & delivering enterprise wide needs.



Ask & exit

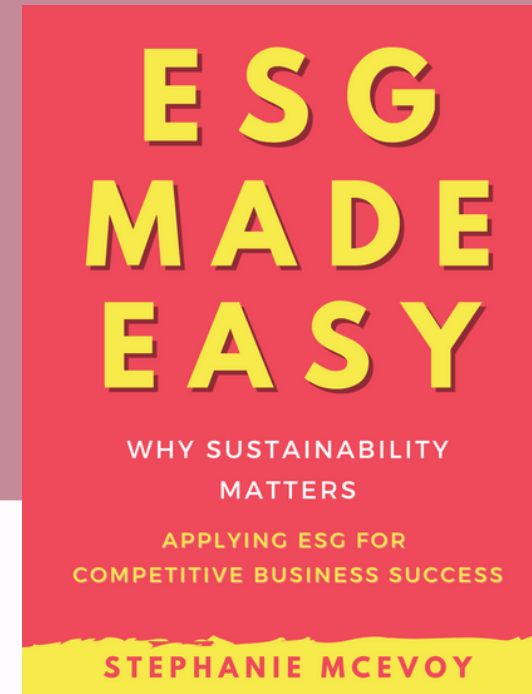
£250,000

To build annual recurring revenue
of £7.6 million by Year 3

or for introductions to food processors,
farm co-operatives and supermarket
senior leadership



Or to join our mailing list and receive a gift!



@farmingcarbon
www.farmingcarbon.co.uk