



Forestmatic

The Market Problem

Climate change remains a critical threat

Lacking ways to measure and reduce carbon emissions.

Growing demand for individuals mitigating their carbon footprint.



Different revenue streams

Achieve recurrent revenue

Scaling framework

The Market Problem



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Different revenue streams

Achieve recurrent revenue

Scaling framework



The Solution

B2C approach to offset individual emissions.

Drive recurring revenue through a much larger volume.

Gamified experience for individuals to make an environmental impact.

The Market Opportunity

Voluntary
carbon offset
market valued
at \$2bn (2023)

CAGR of
42.91% from
2022 to 2027

Rise in
consumer-driven
demand

digitally savvy
audience

regular
engagement

direct
contributions to
carbon offset
initiatives.

The Market Opportunity

Voluntary
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42.91% from
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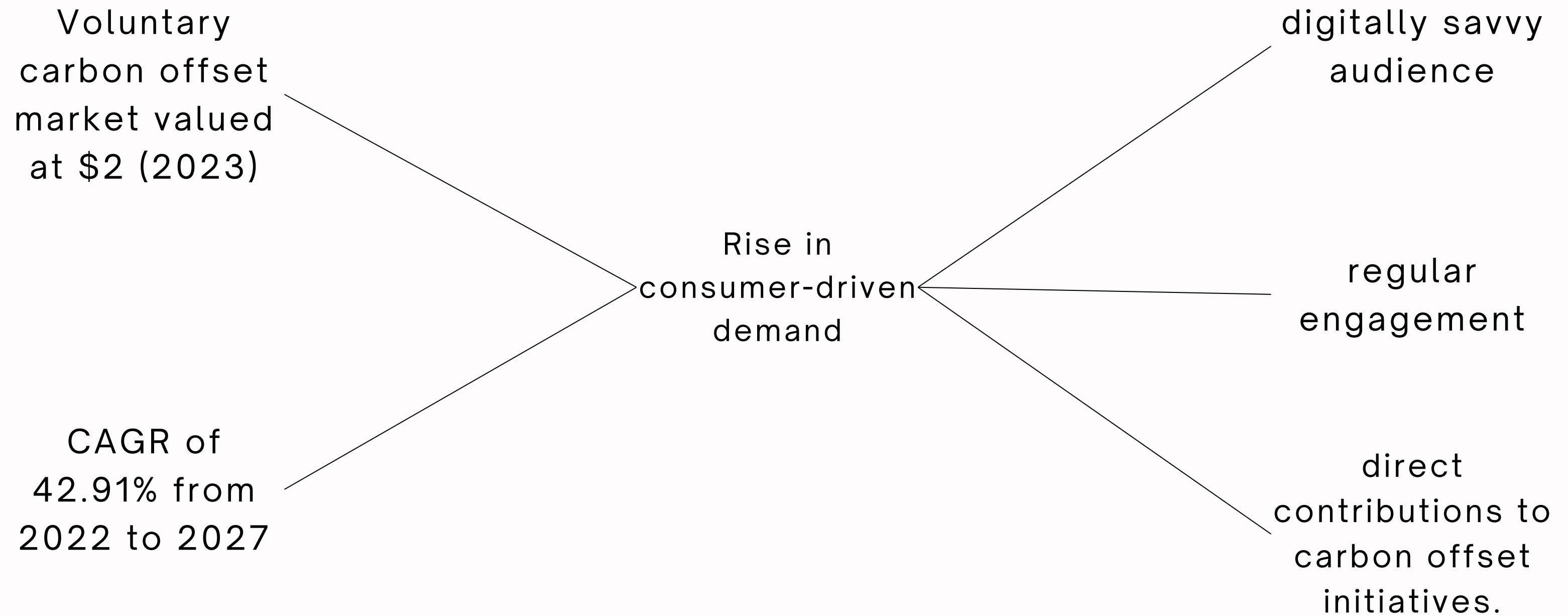
Rise in
consumer-driven
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digitally savvy
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carbon offset
initiatives.

The Market Opportunity



The Validation and MVP



The Validation

Market Research

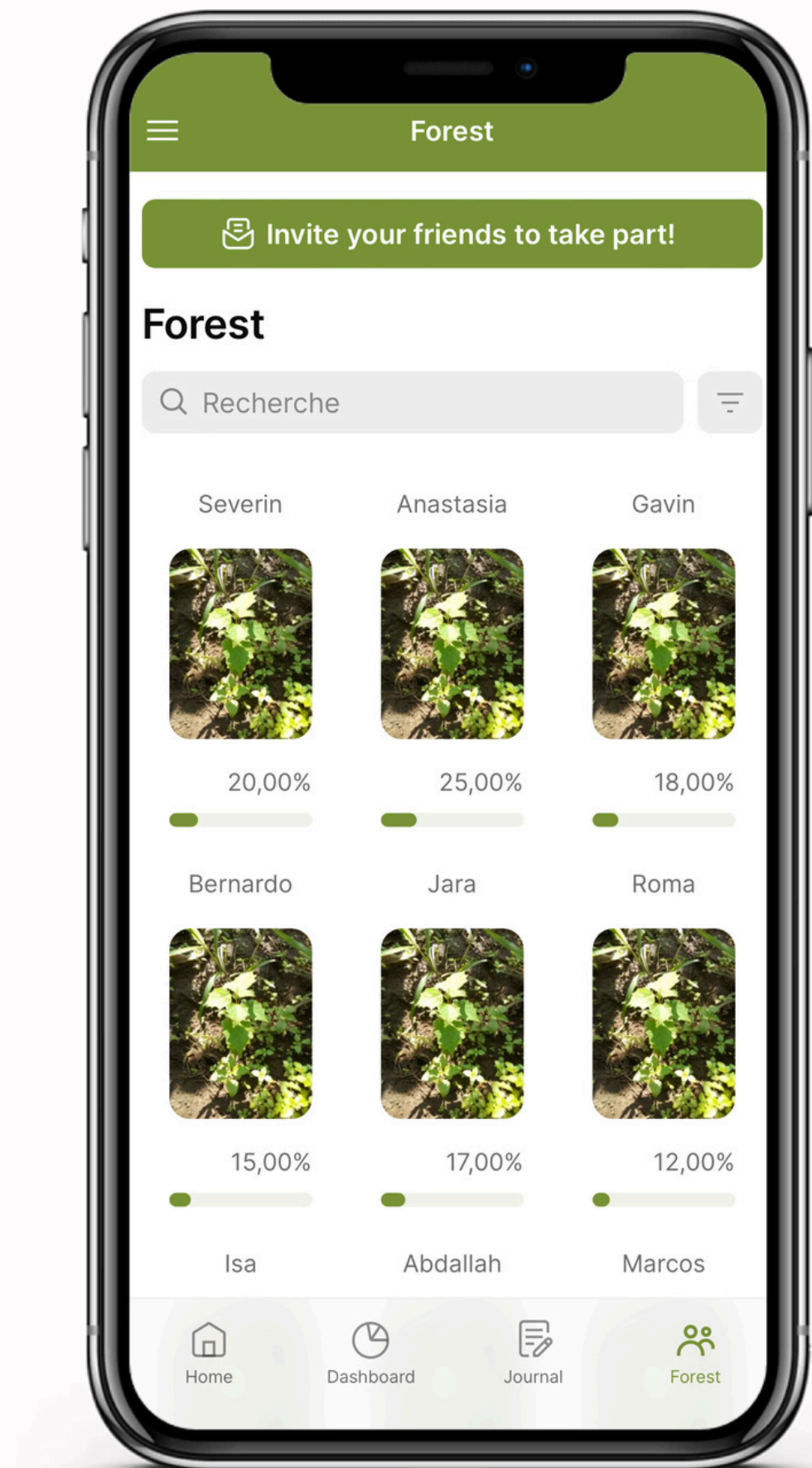
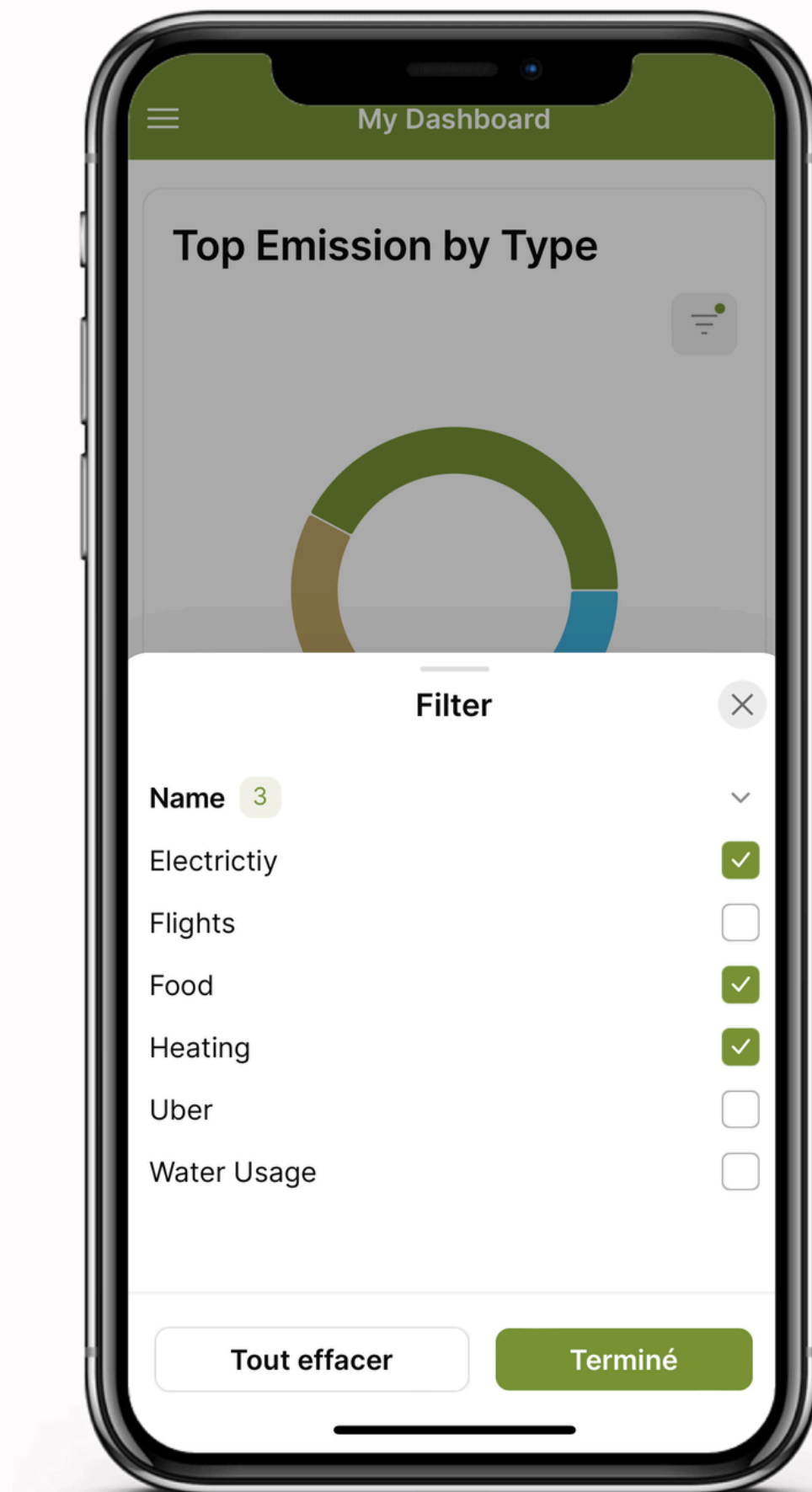
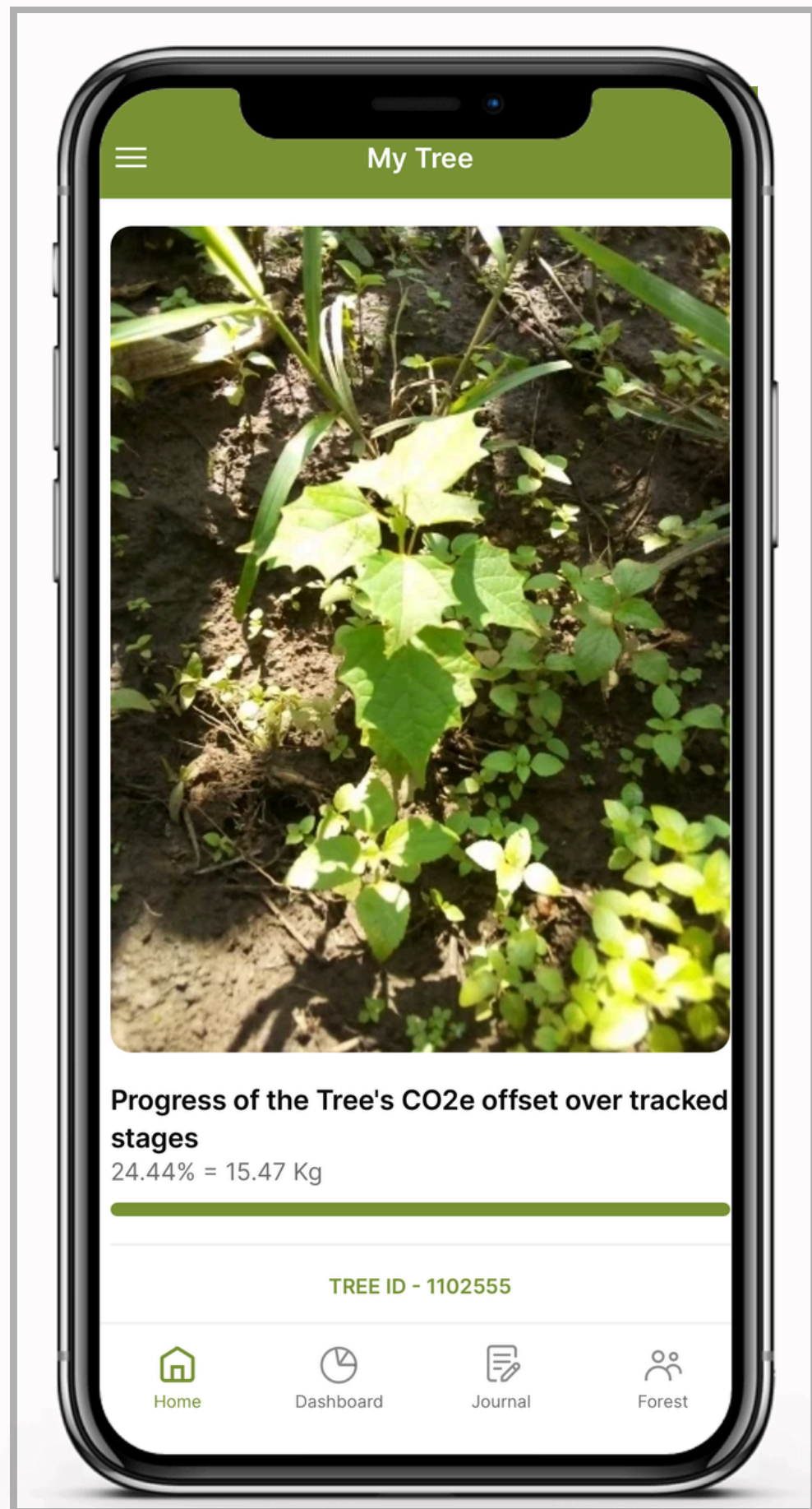
Analyzed market trends, competitors, and challenges in the carbon offsetting space.

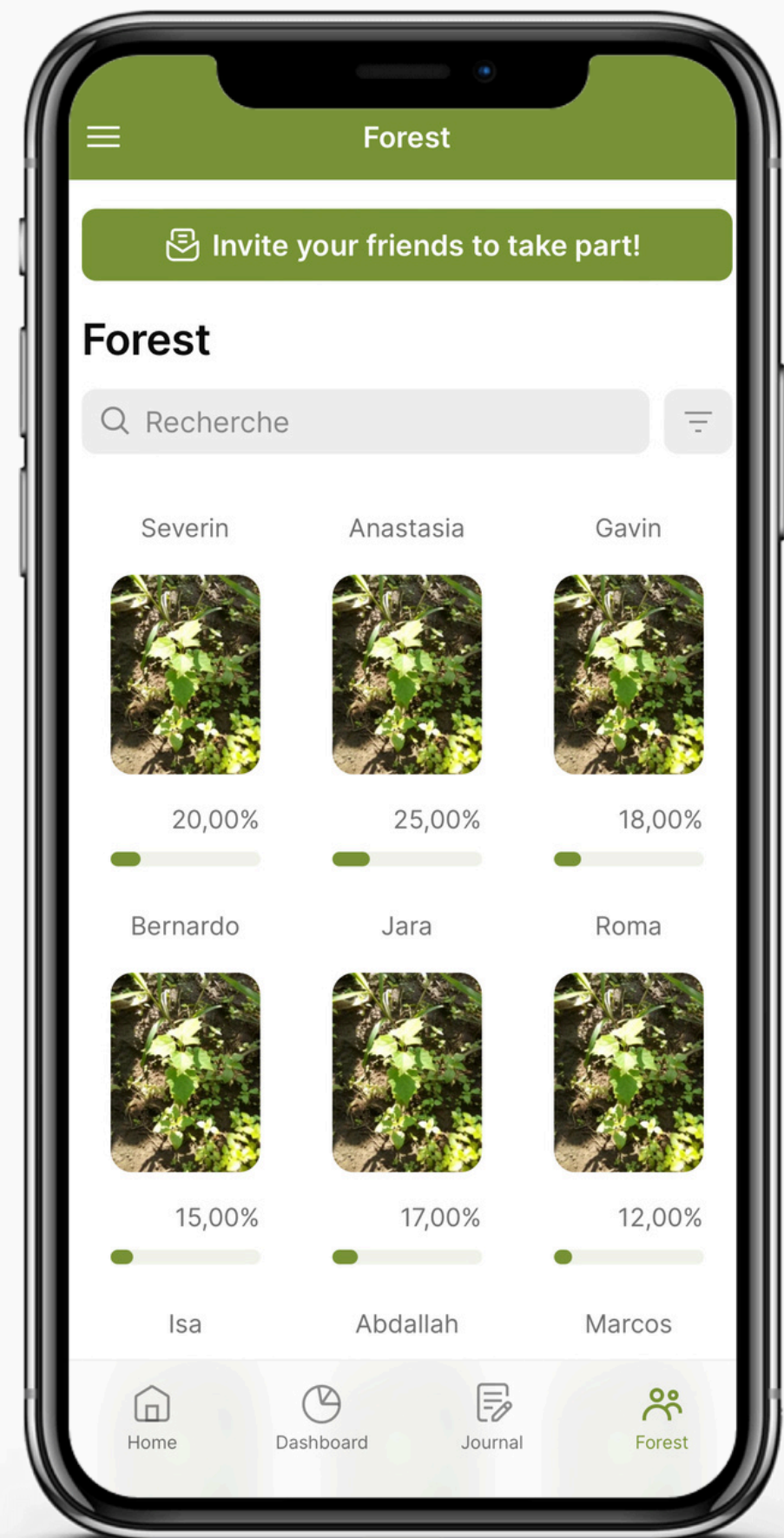
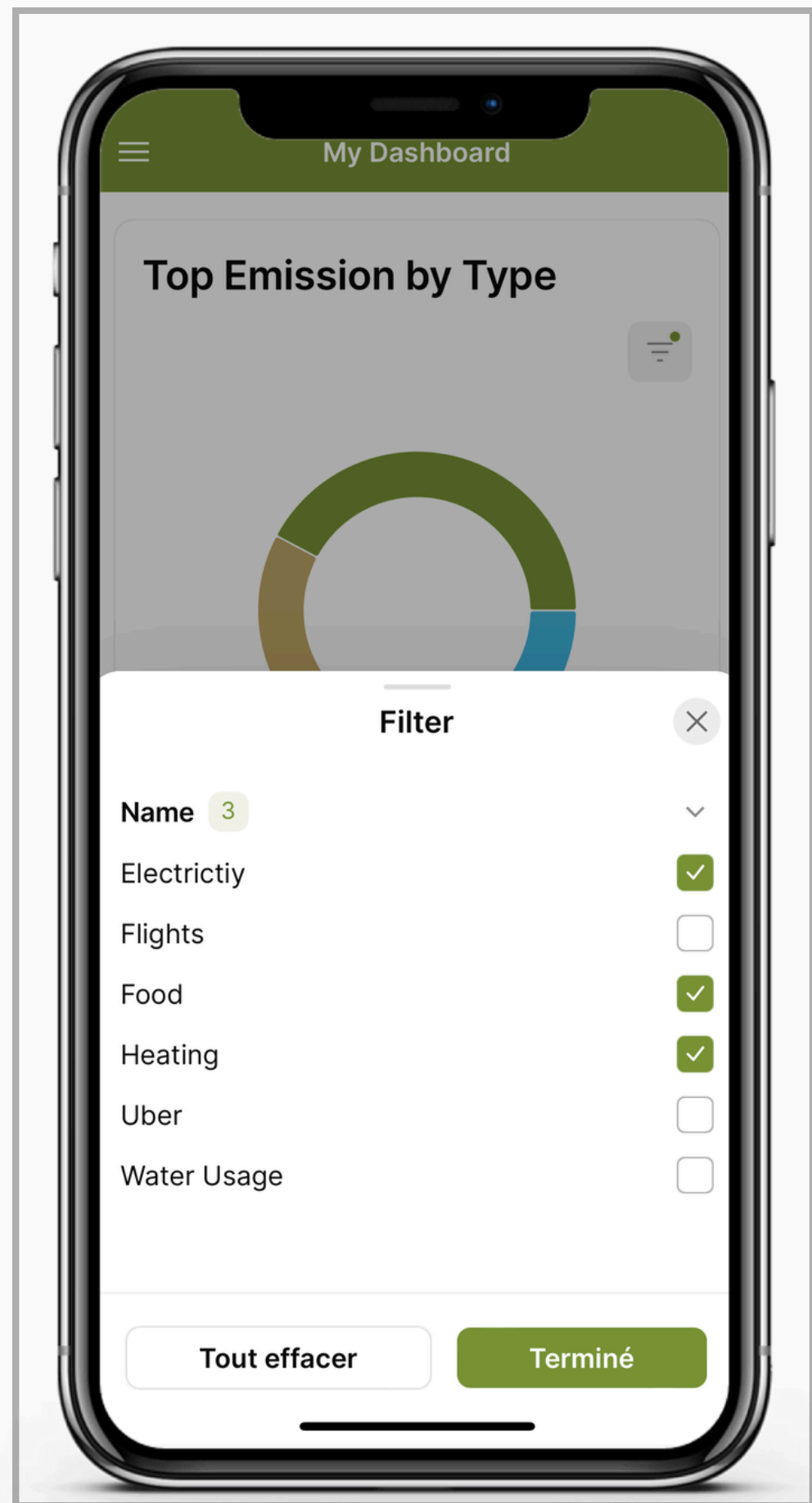
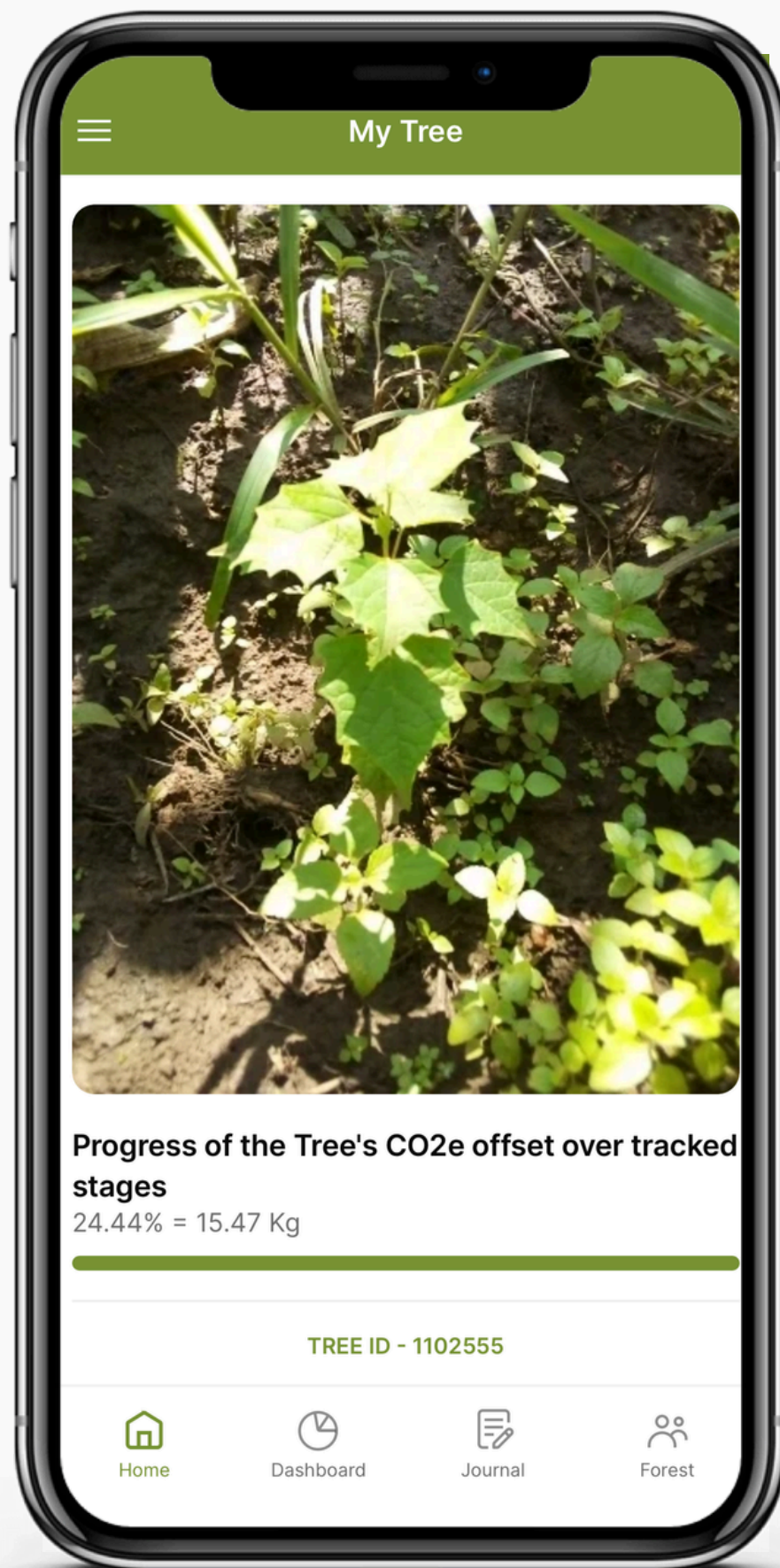
Interviews

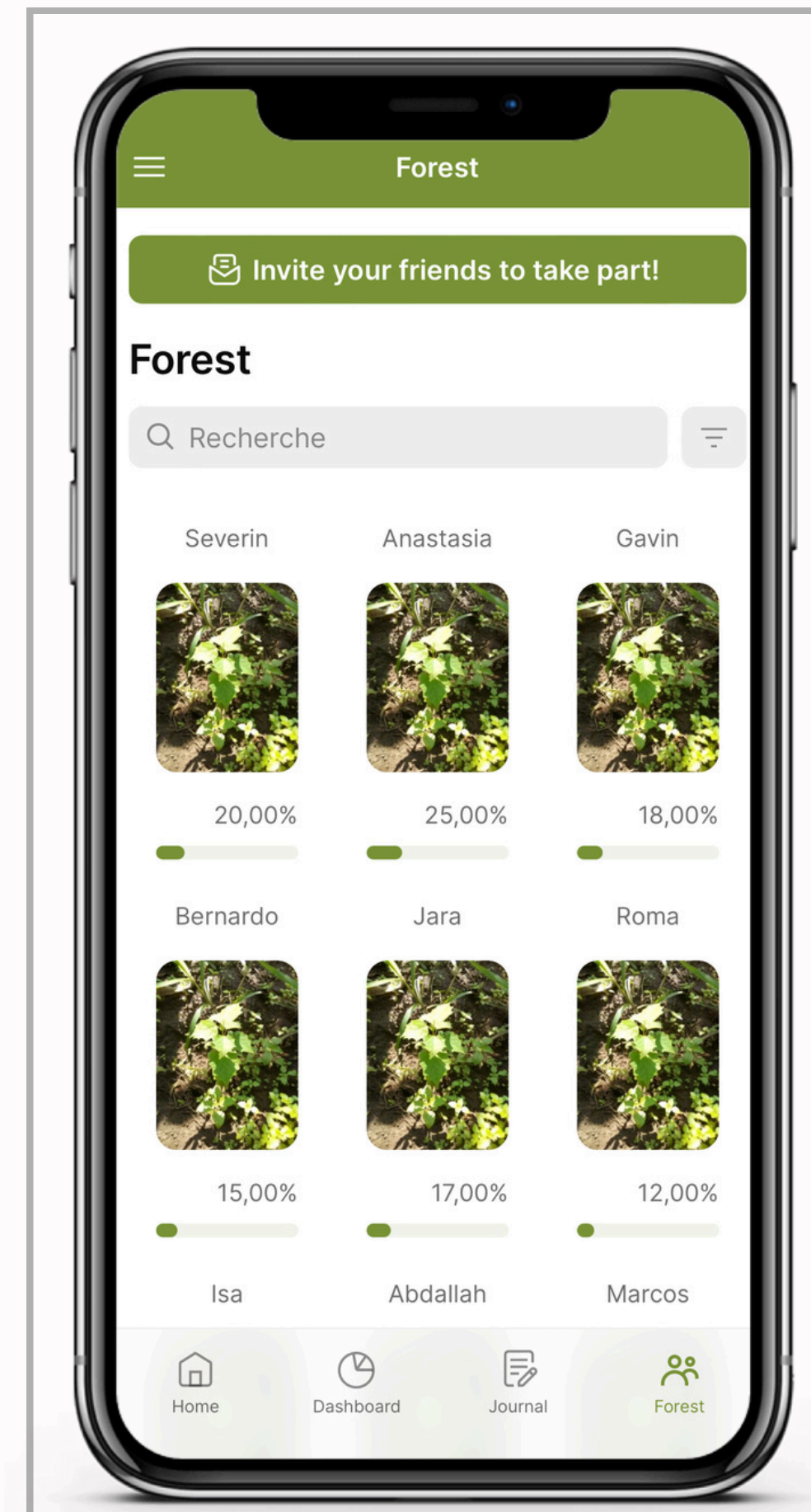
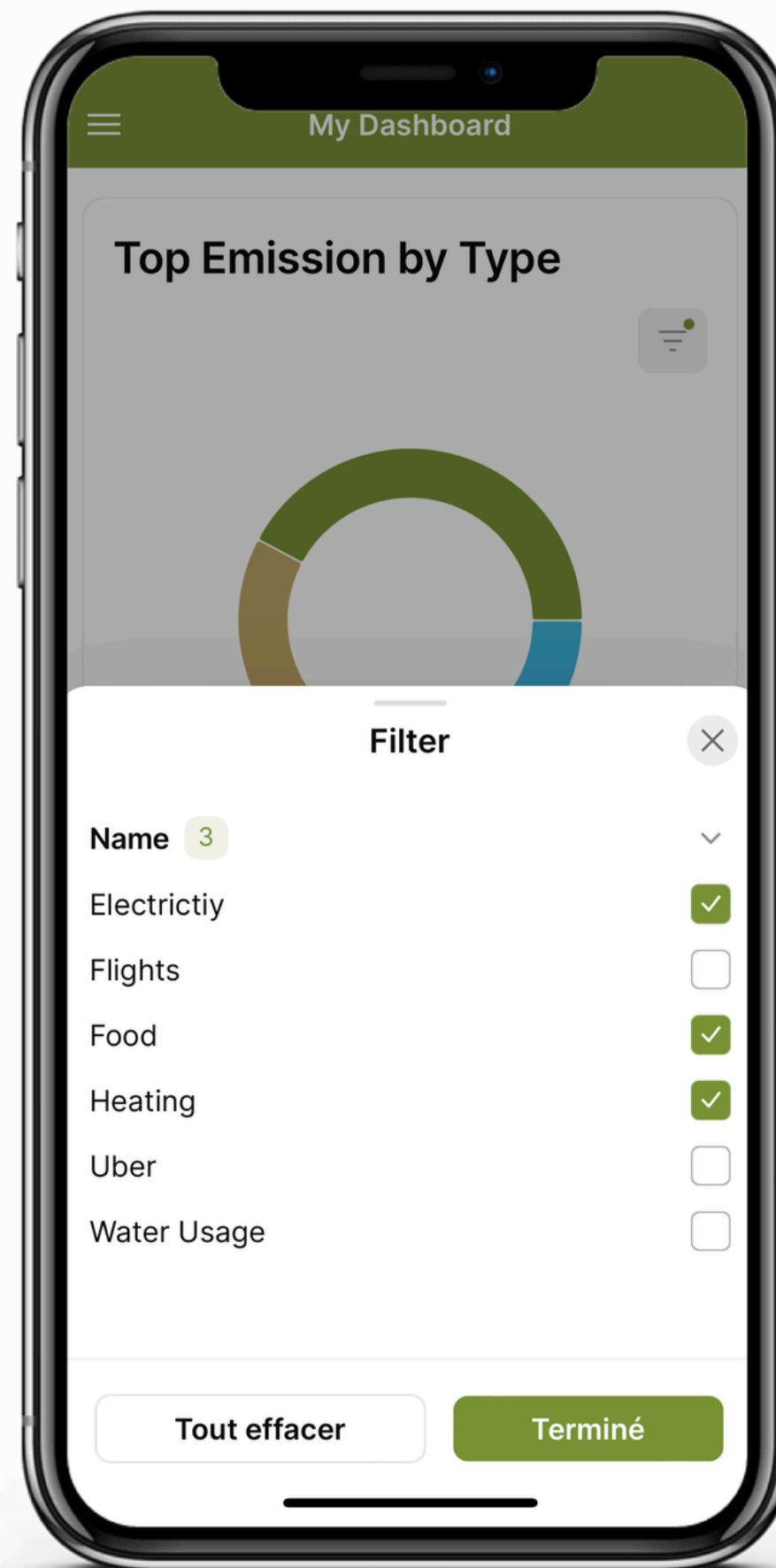
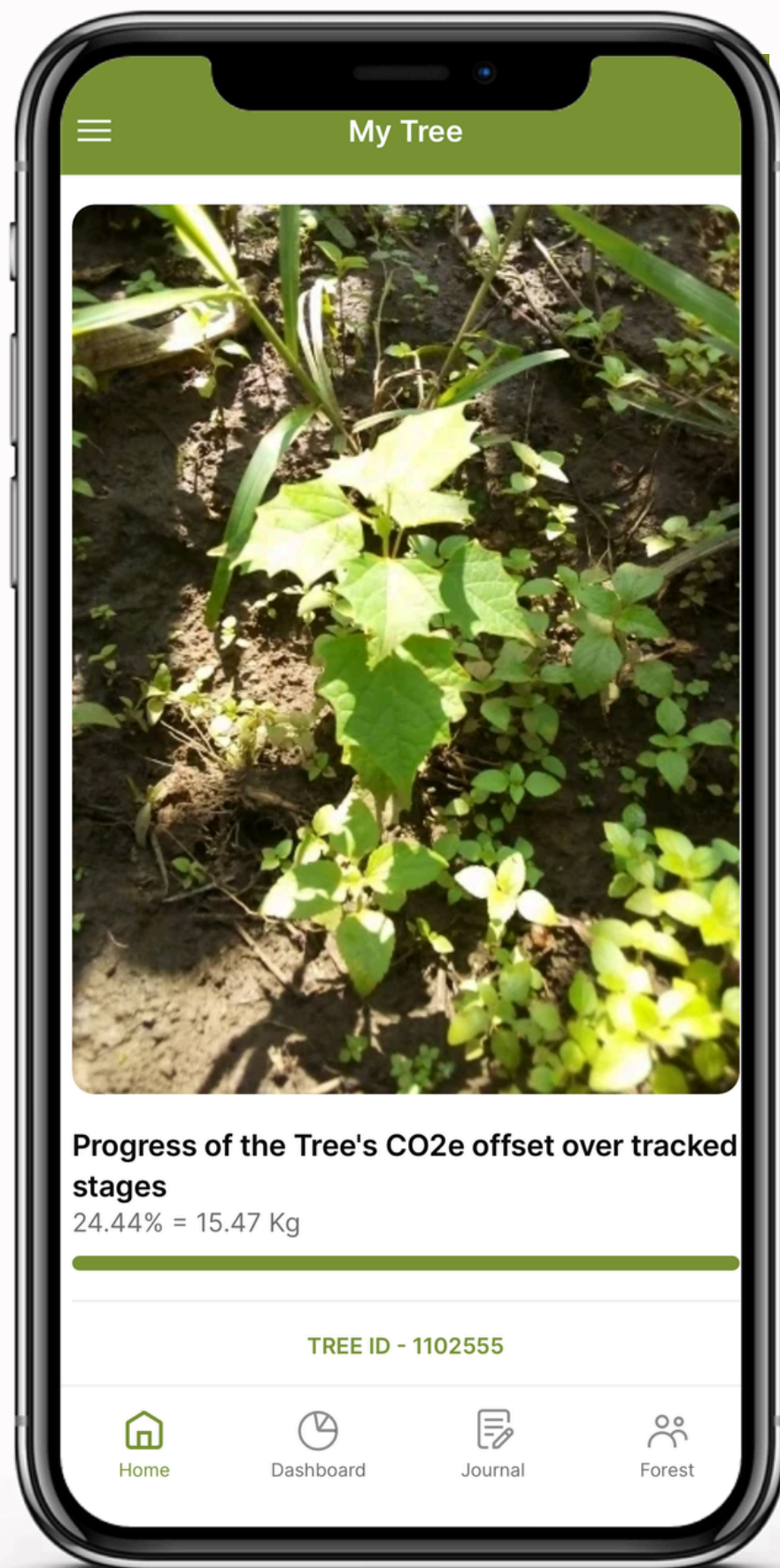
73% of our sample size indicated that their environmentally friendly habits were negatively influenced due to lack of convenience



Forestmatic²







✕

Contact us

Infocenter

Emission Calculator

☰

Introduction

Climate change is a global temperature shift before temperature such as carbon dioxide, particulate carbon, and diverse ecosystems.

☰

My Dashboard

Top Emission by Type

Electricity

Uber

Food

Flights

Water Usage

Heating

Total Emission Offset

Home

Dashboard

Journal

Forest

☰

Journal

+ Add

Recherche

Journal Entry

Journal Entry 2

Journal Entry 3

Journal Entry 4

Add item

Name

Annuler

Soumettre

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Emission Calculator

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Journal Entry 2

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Journal Entry 4

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Journal Entry

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Journal Entry 3

Journal Entry 4

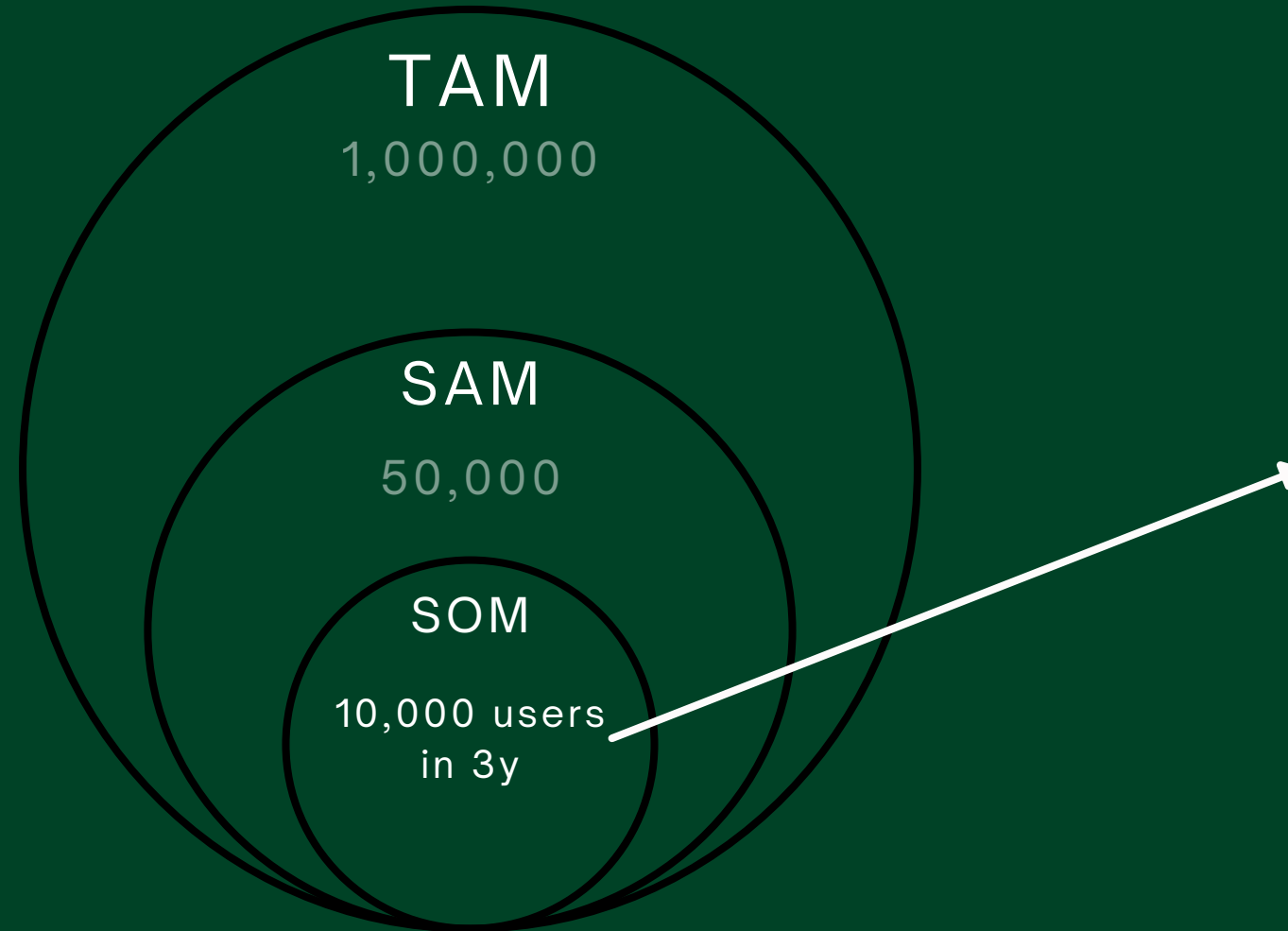
Add item

Name

Annuler

Soumettre

The Go-to-Market Strategy



Target: 10,000
users in 3 years

The Go-to-Market Strategy

Digital marketing

Conversion success

The Go-to-Market Strategy

Digital marketing

Targeted social media campaigns

Influencer collaborations

Content-driven outreach

The Go-to-Market Strategy

User engagement - 2 trees a year

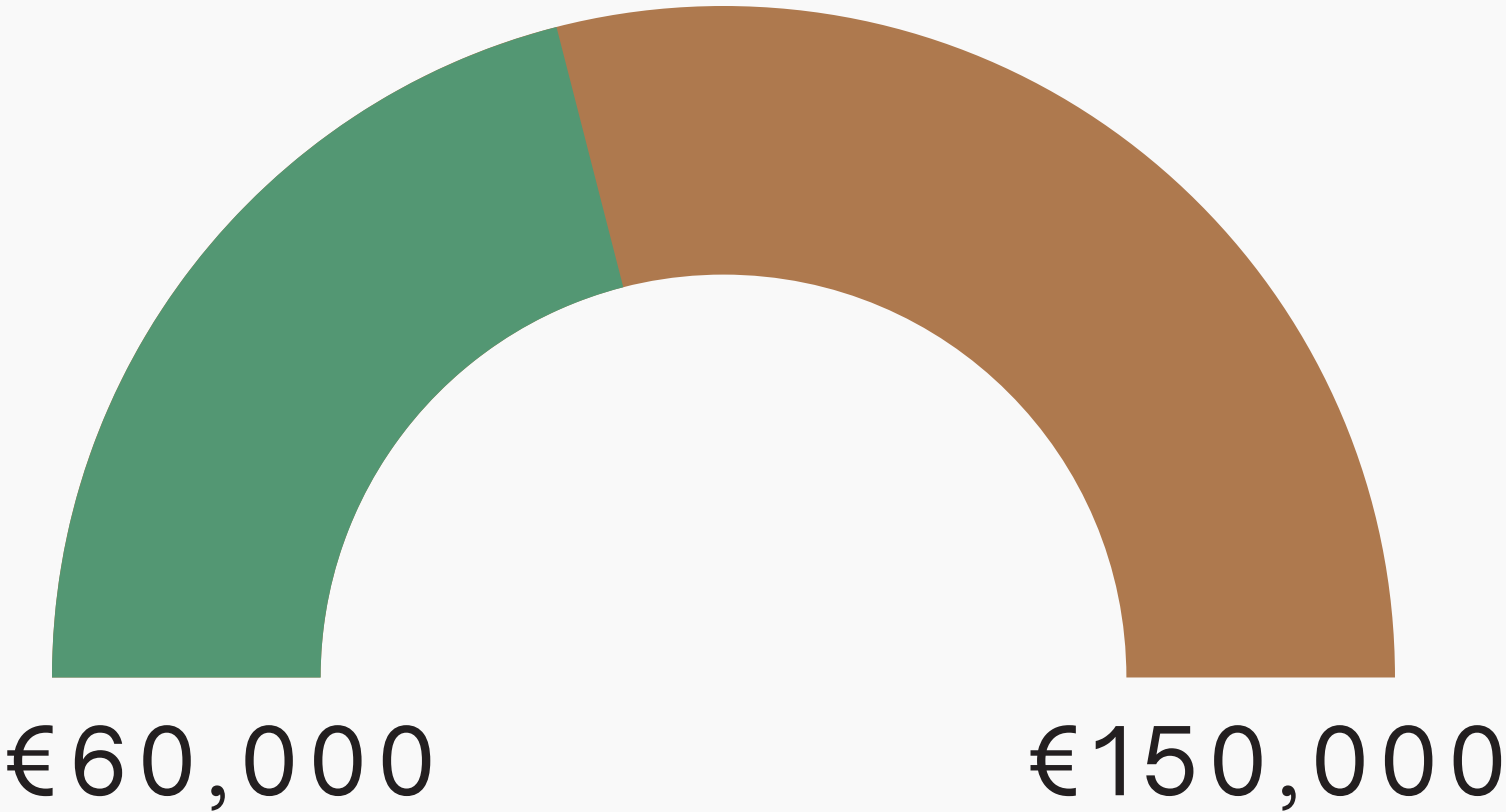
App downloads - Av. 3,333 yearly

Partnerships effectiveness -
>2% conversion rate per campaign

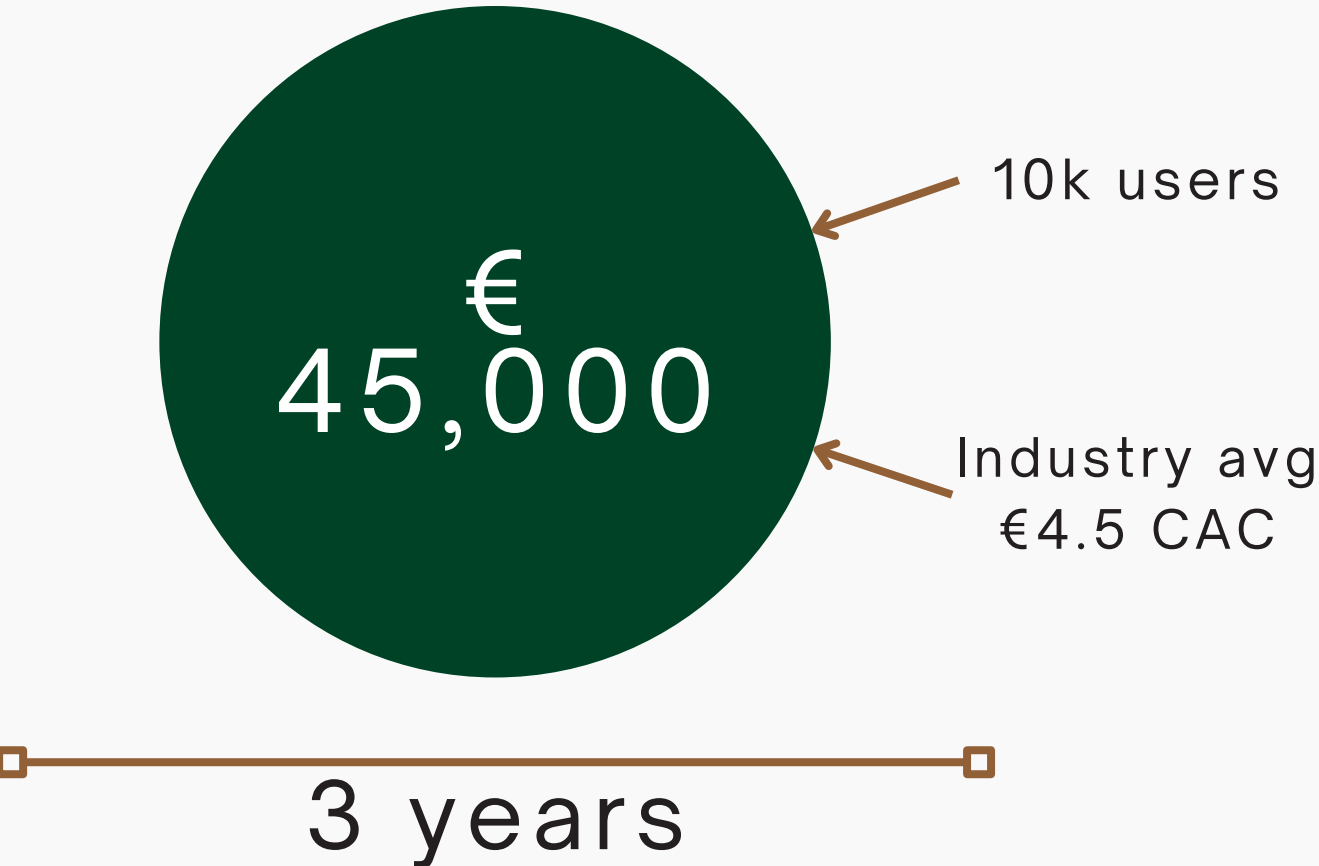
Conversion success

Financials and Funding

App Development Cost



GTM Strategy Cost



Detailed breakdown in exhibit

10,000 users

2 yearly transactions

Profit per tree €3

App development cost
€105,000

GTM strategy budget
€45,000

**Gross profits in 3
years**

€180,000

€150,000

Costs in 3 years

Detailed breakdown in exhibit

10,000 users

2 yearly transactions

Profit per tree €3

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€105,000

GTM strategy budget
€45,000

**Gross profits in 3
years**

€180,000

€150,000

Costs in 3 years

€30,000 Net profitable in year 3

Detailed breakdown in exhibit

Team & Experience

Tree planting
NGO (India)

Sustainability
Marketing

Solar Boats &
Home building

Luxury Green
Travel Strategy

App
Development

Sustainable
construction
practices

We want to do more...





Exhibits

Risks & Challenges

Detailed App costs

GTM Budget breakdown

Business Model

Funding

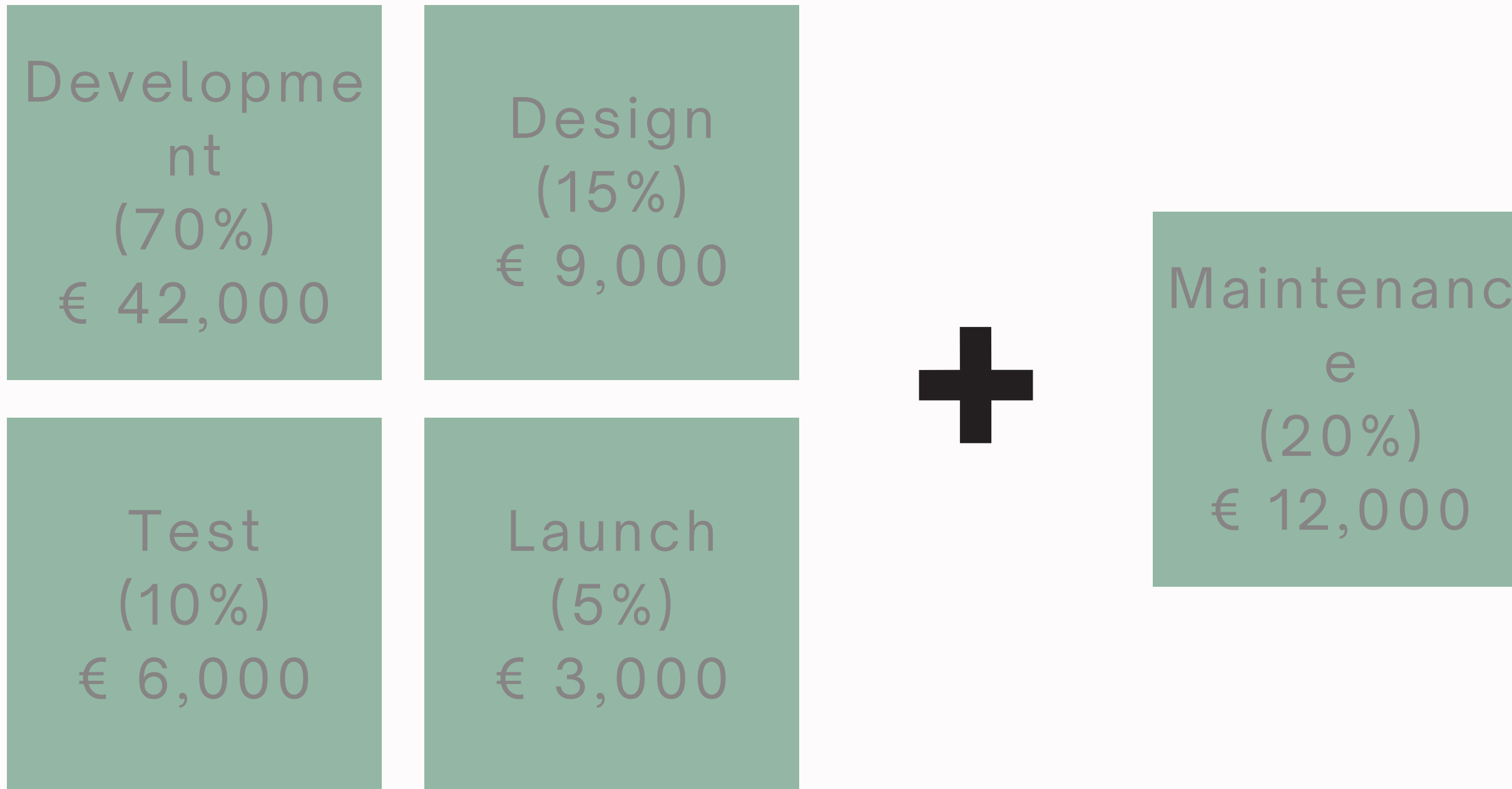
Industry Dynamics

Thank you.



App Cost Budget

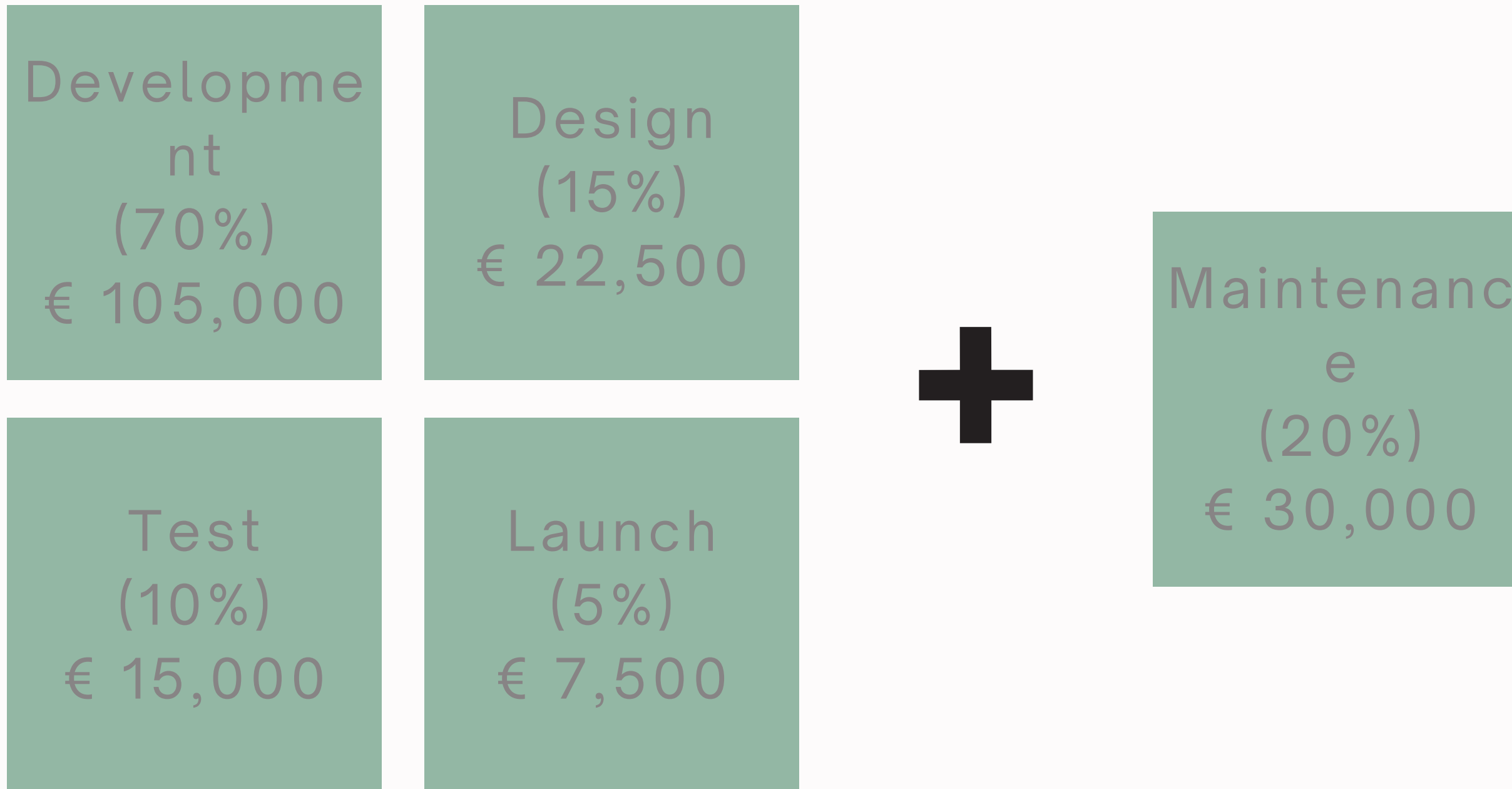
Basic Version



Estimated App Cost: € 60,000

APP Cost Budget

Premium Version



Estimated App Cost: € 150,000

Go to Market Strategy

tam	1000000			app development cost	105 000 €
sam	100000				
som	10000			gtm strat budget	45 000 €
Industry avg CAC	4,5 €			revenues in 3 years	360 000 €
yearly transactions per user	2				
price per tree	6 €			net profit in 3 years	30 000 €
Profit per tree	3,0 €	50%			
yearly invidiual revenue	12 €				
				monthly tree pool	1667

The Risks and Challenges

Run out of cash

The number 1 reason
for startup failures.

Lack of resources

Acquire the skills for
a successful GTM
strategy and gain
traction in the
market.

Main challenge

Find market traction.

Funding



Government grants

Crowdfunding

Green Venture Capital

European Investment Fund funding

Equity crowdfunding

The Business Model

Key Partners

Forestmatic's current partners

App developers & IT support

Users

Key Resources

App

Value Proposition

Tangible results for individual contributions

Game community building
(plant a forest with friends)

Costs

Development and maintenance of the gamified app.

Costs associated with tree planting and verification.

Marketing and partnership expenses.

Revenue Streams

In-app purchases that correspond to real-world tree planting.

The Industry Dynamics

 **klima**

Karbon-X


treeapp

