



# Building the Internet of Carbon - a platform that enables individuals to balance their environmental impact one lifestyle choice at a time.

**VISION** We are re-imagining what it means to be environmentally conscientious by creating an environmental metric that gives everyone on the planet the ability to calculate the carbon impact of everything.

**GOAL** Gathering all the data in one place will fundamentally change the world of carbon offsetting and help reframe the consumer mindset around what it takes to be 'environmentally responsible'. This shift in mindset will be equivalent to the way consumers engage with fitness trackers, becoming a compulsive obsession that appeals to all genders and generations. It can also be compared to consumer engagement with smart meters enabling households to reduce costs based on personal usage data.

**MISSION** Mike Berners-Lee (a leading expert in carbon footprinting and author of "How Bad are Bananas? The Carbon Footprint of Everything") and his team from the University of Lancaster are developing the data sets. The blockchain platform we are building will integrate AI & Machine Learning algorithms and globally relevant environmental metrics that, for the first time, will enable the gathering of data to create the 'Internet of Carbon' for use by anyone, anywhere.

**SCALABILITY** The data our platform delivers has scalability potential that will ultimately allow corporations to interpret and respond to user sentiment and preferences. Imagine Uber integrating our system and using it to assess the prevalence of Ecoingot engagement in areas of the UK to establish the best location to launch their first autonomous electric taxis.

## Stats at a glance



## Who are we?

We are a team of world-leading experts in carbon impact data with a shared vision to disrupt the world of carbon offsetting forever.



**David Teo**  
Chief Technical Officer



**Russell Young**  
Chief Operations Office



**Ciaran Kelly**  
Managing Director



**Josie Franco**  
Project Advisor



**Adrian Koh**  
Head of Asia Pacific Operations



**Daniel Teo**  
Head of Financial Strategy

## What's the problem?

**People care about the environment and their impact but don't have access to personalised data they can use to make informed decisions.**

To-date solutions designed to facilitate carbon offsetting are focused on servicing the needs of large corporations. Everyday consumers trust legislation and corporate entities to fulfil the terms of climate change agreements - yet carbon levels in the atmosphere continue to rise. Research reveals that **78% of 18 to 35 year-olds** are willing to change their lifestyle to protect the environment. However, the barriers to engagement are high due to a lack of information and of effective, accessible solutions.

### HOW WILL WE CHANGE THIS?

We will completely remove the barriers to engagement. Our solution makes it simple and easy for consumers to balance the carbon impact of everything they do, buy or consume. Accessible via a Dapp, users will have all the information they need at their fingertips - encouraging reduction and making offsetting fun, rewarding and community-driven.

### WHAT MAKES IT POSSIBLE?

We own 11m offsets (tonnes of CO<sub>2</sub>e) which protects 1.3m hectares of at-risk rainforest in the Brazilian Amazon. These offsets are already in place with fully verified documentation and provenance, ready to be entered into the system via an oracle block. At launch users can immediately spend to offset - initially within the Dapp and ultimately integrated into connected devices and the IoT. Through gamification and social media, users will also be fully engaged in the reality of the connection between their offset decisions and a protected area of rainforest.



## ECOSISTM: Our Solution

Our uniquely designed ECOSISTM underpins the entire Ecoingot economy, it will allow us to collect the data required to calculate the carbon impact of everything and, by using customised algorithms, provide on-demand data to calculate a carbon value which can be offset by using our EGT digital assets.

## EGT Digital Asset

We are conducting a campaign to resource the build and delivery of our platform with an expected launch date for the Dapp on Earth Day, 22 April 2019. Further details will be delivered soon.

Please visit our **website** to see our full team.



Sign up for early information: [Ecoingot.com](https://Ecoingot.com)

Sources:

► CO<sub>2</sub> levels rising (April 2018): <https://www.independent.co.uk/environment/carbon-dioxide-concentration-atmosphere-highest-level-800000-years-mauna-loa-observatory-hawaii-a8337921.html> ► 18-35 research source: World Economic Forum: <https://www.globalshapers.org/news-updates/the-annual-survey-2017-is-live>