



**TOMORROW'S ECONOMY IS BASED ON
TODAY'S INVESTMENT DECISIONS.**



BELOW



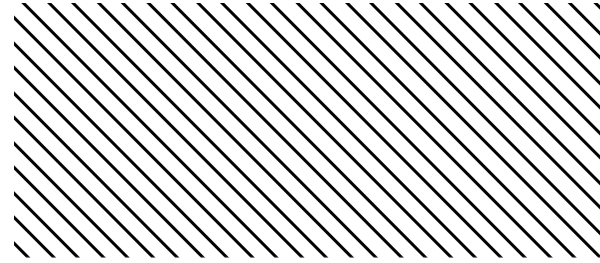
WE ARE CONSUMING 1.7 EARTHS

We head into a system collapse driven by an economy built on exploiting **natural resources**, a **throwaway society** and the pursuit of **short-term financial profitability**.

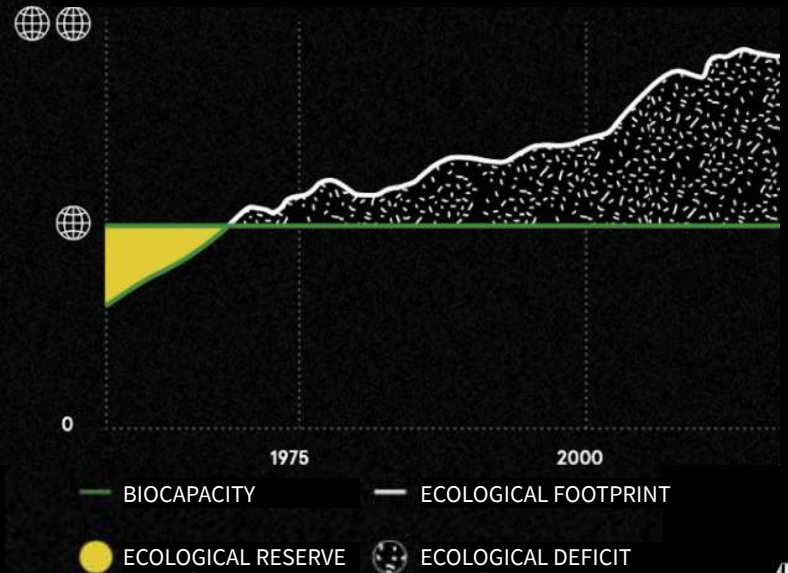
- The true costs of our actions are not taken into account - current behaviour is too expensive for the planet
- Future generations must pay for the damage we cause
- Consumption of public goods to maximize short-term profit
- Demographic growth intensifies the challenge

Limited time to shape an economy operating within the planetary boundaries

Source: FootprintNetwork

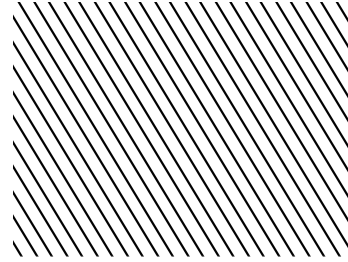


GLOBAL ECOLOGICAL RESOURCES USED OVER TIME*



INVESTMENT OPPORTUNITY OF THE 21st CENTURY

MAJOR ECONOMIC TRANSFORMATION UNDER WAY



➤ **Tighter regulations lead to new competitive environment and unfair advantages for green tech startups**

- Min quote of 7% e-fuels within transport sector until 2030
- Carbon price hitting all-time high of 50€/t within EU ETS
- New plastic tax 2021 and EU act leading to 100%+ price increase for virgin plastic

➤ **Divestment is happening**

Climate risks are more and more taken into account. Institutional investors already divest at record speed from carbon intensive industries. (stranded assets)

➤ **Increased awareness and shift in consumer behaviour**

Increasing demand for green electricity providers, electric cars, sustainable investment products, organic food, sustainable clothing, etc..

“We’re starting to see more evidence of climate change and its impact on capital allocation. I do believe that if you’re a long-term investor, you’d better frame all your investments through that lens.”

Larry Fink, CEO Blackrock

➤ **Already, over half of global GDP and a quarter of carbon emissions are covered by national net-zero targets***

2025 pledges:



2030 pledges:



2040 pledges:

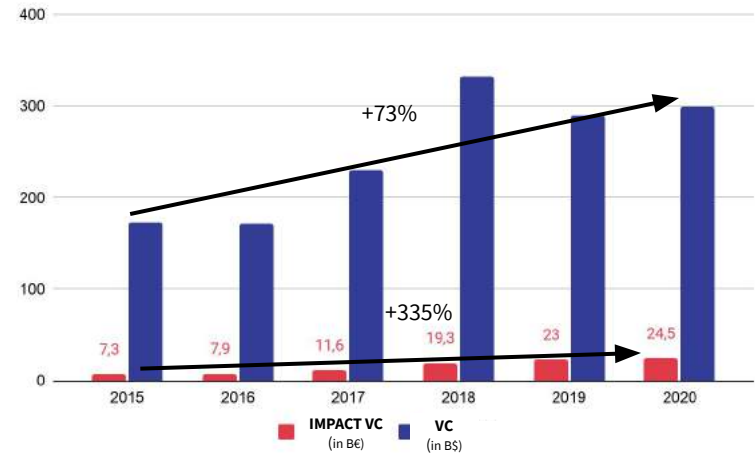


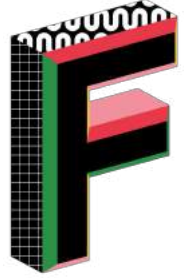
IMPACT DRIVEN FOUNDERS ARE TOMORROW'S WINNERS

THEY NEED OUR SUPPORT

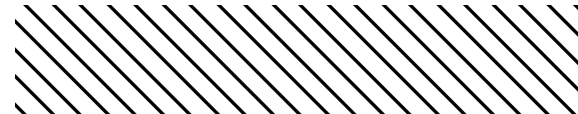
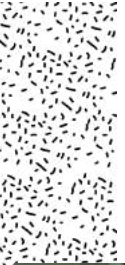
- **The opportunity**
This major economic transformation can only be overcome by innovation. Companies finding solutions for that challenge will be the winners of tomorrow.
- **Entrepreneurs leverage the potential of dual returns**
The brightest and fastest founders will capitalize on that opportunity and enhance/enable that transformation by generating impact and financial profits.
- **Capital for impact startups remains a bottleneck of change³**
While Impact VC outgrew overall VC, it still only accounts for ~9%* of global the VC market leaving many ventures unfunded.
- **Impact startup enablement lagging behind established sectors**
Value-adding ecosystems is missing for impact-driven startups.

GLOBAL IMPACT VC VS GLOBAL VC^{1&2}





**WE EMPOWER
FOUNDERS BUILDING AN
ECONOMY WITHIN THE
PLANETARY BOUNDARIES.**



SMART MONEY

WITH PURPOSE

The brightest, most visionary founders value strong mission alignment and strategic support when picking their partners. Planet A will support and finance the best founders throughout Europe by adding value through our three pillar approach.

IMPACT FORECASTING



PLANET A NETWORK



BELOW ONE FUND





IMPACT FORECASTING

THE SCIENCE VC

PIONEERS IN EUROPE

IMPACT FORECASTING

PLANET A NETWORK

BELOW ONE FUND

- Unlike financial performance data impact data is not widely available and there are no standards
- Investors and startups struggle to understand and assess impact
- There are many unsubstantiated claims out there
- Given the short time we have to decrease emissions, pollution or overconsumption of resources we need to establish a robust, quantitative understanding of the consequences of investments on nature.
- Planet A is the first VC fund with its own science team for the impact assessments



HOW WE THINK ABOUT IMPACT

We invest in startups that can demonstrate a quantifiable impact in at least one of four **key areas**.

We calculate impact by assessing the **environmental improvement** (impact perspective) and the **growth** of a company (business perspective).

IMPACT FORECASTING

PLANET A NETWORK

BELOW ONE FUND

Climate Mitigation



Waste Reduction



Resource Savings



Biodiversity Protection



IMPACT



improvement rate



units sold

Impact Perspective

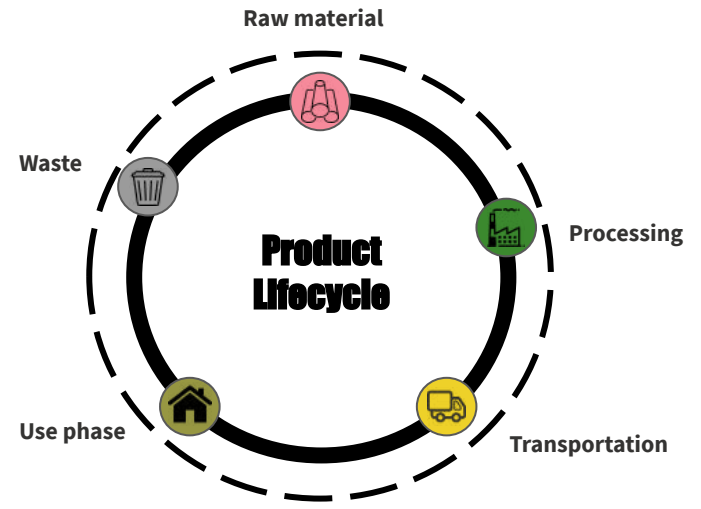
Business Perspective

SCIENTIFIC IMPACT ASSESSMENT

IMPACT FORECASTING
PLANET A NETWORK
BELOW ONE FUND

OUR APPROACH: LIFE CYCLE ASSESSMENTS

- We calculate the ecological footprint associated with all stages of a product's or service's life (2 LCA scientists in the team)
- LCAs are done in accordance with international LCA standards (ISO 14040, 14044)
- Calculation of GHG emissions and other emissions, including plastic, resources, water and land use footprints
- Comparison with reference product indicates how much more impactful a start-up's innovation is (=improvement rate)



WILDPLASTIC.COM

SERVES AS AN EXAMPLE

IMPACT FORECASTING

PLANET A NETWORK

BELOW ONE FUND



Hamburg based start-up **WILDPLASTIC** uses plastic recovered from nature to produce eco-conscious trash bags ("WILDBAGS") and parcel bags.

25.500t
potential CO2e savings
2030



81.0 g CO2e
EMISSIONS
per average bag



39.5 g CO2e
EMISSIONS
per WILDPLASTIC
bag



614.992.660
BAGS

Impact Perspective:

A WILDBAG **saves up to 69% CO2e** compared to a standard plastic bag.
[LCA Wildplastic](#)

Business Perspective:

Potential to increase sales quickly



TRACELESS MATERIALS



Co-Investors (excerpt)



CHALLENGE

- 79% of the 8.3bn tons plastics ever produced end up in landfills, dumps or in nature
- So far, close to 0% of the plastics currently produced are degradable in the environment
- Single use plastic destroys ecosystems and accelerates climate change

PRODUCT

- Novel advanced material from agricultural industry residues that can be used as **flexible films, rigid material** and **coatings** to substitute disposable plastics
- 100 % bio-based, neither being a competition to food production, nor requiring potentially hazardous chemicals
- Products are fully compostable in only a few weeks, leaving **no trace in nature**
- Mechanical, barrier and storage stability properties comparable to those of conventional (bio)plastics

TEAM

- **Strong (female founder) team** with 10 employees so far
- Dr. Anne Lamp (CEO) invented the technology, PhD in process engineering, expert in life cycle assessments, owner of another four patents
- Johanna Baare (COO) with previous start-up, scale-up and strategy consulting experience

MARKET

- Increased regulation and consumer demand will require **the packaging industry to adapt**
- From 2021 on, **the EU plastic levy** will cost **800€ per ton** of virgin plastic
- The global plastic market is expected to increase from **\$569bn to \$754bn** from 2019 to 2027

INVESTMENT RATIONALE

> Link to Planet A:

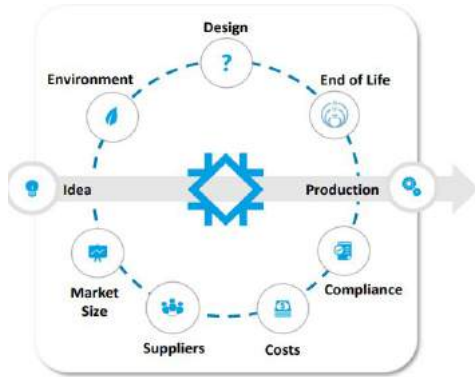
- Generates significant reductions in GHG emissions, use of resources and waste
- Has the potential to replace virgin plastic, thus tackling the plastic pollution crisis

> USP's:

- Competitive to virgin plastic in quality & price
- Providing the beneficial properties of conventional plastics while being sustainable as well as fully compostable
- Pioneer to fast follower market



MAKERSITE



CHALLENGE

- Companies struggle to assess the ecological footprints of their products, bring transparency into their supply chains and identify emission savings potential (scope 3 emissions)
- Mapping changes within the supply chain with regard to sustainability, profitability and compliance is complex, time-consuming and expensive

PRODUCT

- Fully functional **supply-chain mapping tool** able to analyse the emission footprint and origin of every component for a certain product within seconds to minutes
- Product enables **real time simulations** e.g. regarding the impact of changes in sourcing on the overall costs and emissions per component
- B2B SaaS-Platform with **demonstrated product market fit**

TEAM

- **Experienced management** with +10 years experience in software development and SaaS Business
- CEO sold first company thinkstep for €45M
- All 8 team members with strong technical background

MARKET

- Key enablement technology addressing a **€30B TAM** including a wide range of industrial players to become more sustainable
- Rising relevance due to tighter regulations and taxations

INVESTMENT RATIONALE

> Link to Planet A:

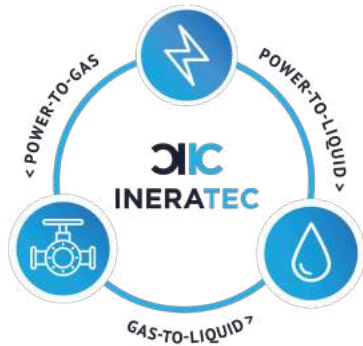
- Eco-Design, transparent sourcing and life-cycle-assessments as key components for a more sustainable, circular economy

> USP's:

- Unique mix of pre-integrated data combined with AI powered apps and data-centric collaboration
- Only integrated data and application platform for Enterprise Data Architectures



INERATEC



INVESTMENT RATIONALE

> Link to Planet A:

- Generates significant impact in climate mitigation and resource savings, e.g. fossil energy carriers.

> USP's:

- Modular approach decreases the investment risk for the buyers of the chemical plants.
- Ineratec owns tech lead in its field, having an advantage of roughly 1-2 years in comparison to its competitors.

CHALLENGE

- To meet international climate targets, we need rapid and comprehensive emission reductions across the energy, industry, and transport sector. Green hydrogen and other synthetic energy carriers will play a role in this transition.

PRODUCT

- With INERATEC's **chemical reactor technology**, entire chemical processes can be realized in transportable shipping containers or in skid-mounted units.
- Additionally, they allow the safe and efficient **operation of highly exothermic and endothermic chemical reactions**. Gas conversion on a decentralized scale is now technically and economically viable.

TEAM

- Dr.-Ing. Tim Böltken, Philipp Engelkamp and Dr.-Ing. Paolo Piermartini, together with Prof. Dr.-Ing. Peter Pfeifer from the Karlsruhe Institute of Technology (KIT), are Ineratec's founding team.
- The team is **a diverse, experienced group of project managers, designers, engineers, economists, and marketing professionals**.

MARKET

- Companies from the fossil fuel industry, chemicals as well as transportation show great interest in the development of e-fuels. Decarbonization is a major challenge for these industries.
- Topic has regulatory as well as political tailwinds, it is serving a big and strongly growing market.
- The German energy agency (dena) foresees a radical growth of e-fuel demand in any scenario. A study by the World Energy Council shows that global demand for synthetic fuels can easily rise up to **20,000 TWh by 2050**, including all Power-to-X technologies such as PtL and PtG (**ca. 50% of today's global demand** for crude oil).


INERATEC



Co-Investors (Excerpt)





THE ECONOMY WE CREATE SHAPES THE ONLY PLANET WE HAVE

Startup by startup we
can make Planet A a
better place.
Together. **Now.**