

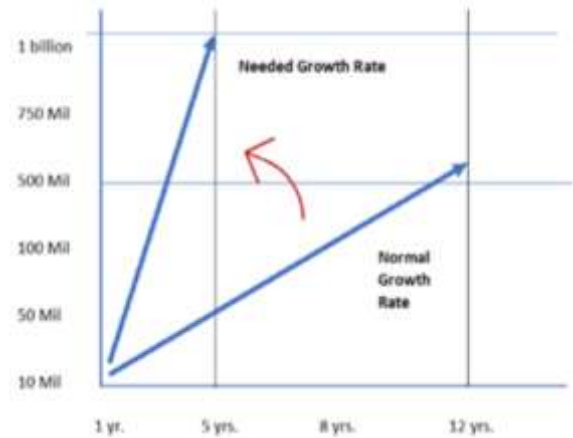
Altru Climate Platform

Introduction

The following summarizes the Altru Climate Project's **Global Climate Platform**, a private communications platform created to vastly accelerate the adoption of proven solutions and breakthroughs by matching these projects with individual and institutional investors, governments, and strategic corporate investors.

We provide a curated supervised matching and introduction system to connect companies of the future with the people and institutions that are in a position to impact and execute the investment thesis.

We connect solutions with the resources needed.



Positioning and Design Strategy

1. **Highly selective:** Companies we think can move the needle.
2. **Blinded profiles.** The company controls who can access their information.
3. **Critical information** is presented in a simple, elegant fashion.

Value Proposition for Listing Companies. Value Add. ROI

- A highly efficient, clear, and cost-effective path to reaching a global audience of investors and partners.
- We deliver the needed packaging at a higher quality and lower cost than currently available.
- One right introduction to the right investor or partner is the difference between failure and success.

The Marketplace

At the moment, there is no one place to find innovations to address the climate and energy crisis. We posed this question to a handful of Climate, Energy Sustainability investors:

“If an investment fund gave you the mandate to place \$10 million into a specific category (solar, carbon markets, waste to energy, etc.), where would you go to find your investment options?”

Silence. None could provide an answer.

We fill a gaping hole in a rapidly growing market and deliver significant opportunities to companies and investors. The closest similar source is Pitchbook, a database provider that charges \$30,000 per year for access to all the venture-funded companies in all sectors. There is no focused vertical provider in the energy and climate space. As of now. We create communities around specific areas.

Customer Perspectives

The primary customer is the companies and projects seeking capital or partnerships for expansion, the **“sell side.”** The secondary customer is the prospective investor or strategic partner, the **“buy side.”**

Sell Side: Two Perspectives

Breakthrough Technologies. Early stage typically

- Desperate need for capital. Most are resource-limited.
- Typically poor investment packaging and limited outreach.
- Capital raising is a full-time job. The challenge for CEOs. A primary reason for failure.



We help fill this critical role of packaging the presentation and reaching a large audience of prospects.

Integrated. Executed at a fraction of the cost of alternatives.

Proven Solutions. Later stage, successful, rapidly growing.

- Little or no bandwidth. Busy just fulfilling current demand.
- Little effort directed at global expansion.
- Monetize Intellectual Property. New source of income.



We identify strategic partnerships for the rapid scaling of the company in new markets.

Buy Side Perspectives

1. Private Investors
2. Institutional Investors, VCs.
3. Corporate Strategic Investors.
4. Governmental entities.



The platform makes it easy and efficient to see projects of interest which otherwise they would unlikely see.

We take the time to understand each individual buy-side investor and what they are looking for and we make suggestions.

Always a hunt for quality deal flow. This makes it easy.

The User Experience

A private resource. Functional. Factual. Precise. Objective. Clinical. Nothing being sold. Focus on connecting quality projects with quality investors and partners.

Graphic Design. We strive for a clean simple minimalist design to **drive user to view the investment package.**

- News
 - > Projects
 - > Register
 - > **Investment package.**
- Projects
 - > Register
 - > **Investment package**

Information Control.

We broadly communicate projects without disclosing identity. Our Unique strategy is to create blind profiles which enables broad distribution without concern. **Code names** identify projects for internal users.

Those that want access the full investment package and identity must be registered with the platform enables the company to **control to companies as to who sees their information.**

Platform Architecture

The platform is purposely simple: present proven solutions and breakthroughs and provide directly relevant news and research. The architecture is illustrated on the following page.

THESIS The mission and basic premise. How we address the climate and energy crisis.

PROJECTS Companies and technologies the editors feel have the potential for impact. Standard format of the critical facts with a link to see the full Investment Profile.

NEWS Summaries of articles we have sourced about those executing the thesis and/or insights technologies or matters impacting the projects. News about the projects and their progress.

PORTFOLIO Projects that the Altru Investment Network is actively engaged in funding and/or technology transfer.

RESEARCH Building communities around specific problems. A library of resources including important organizations, and institutions.

IMPACT SURVEY This describes our ongoing effort to find the most promising investments and talented investors. We survey experts and investors globally to understand which projects have the greatest potential.

ABOUT. The Altru Institute, the team, Advisory Councils. How to participate.



Simple mission.

Showcase proven solutions and potential breakthroughs and provide supporting research.

Drive traffic to the blind profile.



Standard blind profile highlights the key critical information.

If permission granted the investor can access the full profile.

Full profile includes a video and links to the full deck, the website, and a deal room upon signing an NDA.

Market Positioning Circulation Management

Our view is that the quality of traffic to the site is what matters. We are a private platform for serious players in this space. We create value through our ability to get the profiles in front of the right investors enabled by a strong network.

We have a variety of strategies to create awareness among the key audiences.

- **Climate Impact Survey & Rankings.** We are conducting a survey that addresses this core question: what are the best scalable ideas? This effort will provide the ideal mechanism to for outreach and to engage the buy side. Who are the key actors and financiers in the space?
- **Conferences & Meetings.**
 - **New York Climate Week** Investment event was a success and attracted the top VCs and investors, rave reviews. We started with a Salon in 2022. 35 people attended. In 2023 we added a partner organization and had 160 register and 110 attended. In 2024 a second larger partner organization and project 400 to attend.
 - **Davos Energy and Carbon Summit.** The consortium will bring together more than ten organizations focused on climate at the beginning of World Economic Forum week. Upwards of 200 key global climate and energy organizations from around the world are expected. Held in conjunction with the Altru Institute annual meeting.
- **Media partnerships.** Media partners. Including a popular sustainable finance podcast producer focused in the asset management space with distribution to 16,000 individuals and asset managers weekly. This will provide a platform for the launch of “The Climate Investor” a publication that we will produce to build the communities. Starting circulation is approximately 8,000.
- **Advisory Councils.** As of December 15th 2023 we enlisted the support of a select group of experts to serve as introductions to high-quality projects and people. Each of our areas of focus will identify the thought leaders in that space who will be our source of leads and project screening and review. We expect to add 2 or 3 new advisors each month. Current Advisory Council members.
 - **Paul Ellis**, New York. Sustainable Finance Media. Former Wealth Manager focused on sustainable investments.
 - **James Tu**, New York. Founding Partner, Fusion Ventures, a leading Climate focused venture Fund.
 - **Christian Schmitz**, Tokyo. Founder PDIE Group. Leading nominator for the Earthshot Prize.
 - **Nicolas Waern**, Sweden. Advisory expert in AI and Digital technology. Advisor to companies.
 - **Djoann Fall**, Singapore. Founder CEO of Atlas Ventures, a Climate based venture fund focused in Southeast Asia.

Enrollment

Referral Process - Screening and pre-qualification

A Network of affiliates anchored by an **Advisory Council** from a variety of perspectives, well-connected and knowledgeable, and with deal flow.

These affiliates have high-quality projects for which they are willing to endorse and for which they provide preparation for the screening and initial consultation. **Introduction Process.**

1. **Screening.** Affiliate is to identify those projects that are of merit and appropriate for the Platform. Provide background on each to determine the most appropriate and would benefit from listing on the platform.
2. **Advanced Preparation.** Affiliate communicates to the company the big-picture benefit as to why this should be considered, and the unique opportunity presented.
3. **Introduction.** Affiliate will provide insight from the company's perspective such as to enable Altru to make the most appropriate presentation.

Company Interview. Introductory letter to candidates after introduction to set up an online meeting.

Thanks for considering the Altru Climate platform a connecting point for solutions and those that can fund and implement such.

We offer an integrated solution to the challenge of capital raising:

- We produce a high-quality profile that communicates the company or technology
- Produced in a standard user-friendly format.
- Distributed broadly in a blind format to create broad reach without disclosing critical information.

If investors or partners want to learn more (including your identity), they must be registered with us. You then decide if you want to give them access.

If you approve we will provide access to your full profile. This puts you in control with whom you share information.

Pricing and Fees

The membership fees prior to launch are significantly lower than once up and running. Initial pricing model will be at a 50% discount for the charter members: Charter member pricing:

- **Enrollment** and onboarding. \$2500 enrollment. (normally \$5000). Includes creation of their investment package. A basic video will also be provided at no charge to the initial members. Thereafter for \$1500.
- **Maintenance.** \$750 per month maintenance (normally \$1500). 6-month contract, evergreen, Exit on 30 days' notice.
- **Cash versus Stock in pricing.** We can accept up to 50% of the fees in stock. See details.

Operational Considerations

Editorial. Content production.

We have a small team that has built the site to its current status. The current staff can onboard 5 to 10 companies per month.

We are AI-empowered and we use contractors for the video production and the more advanced coding that will be added to the site as we develop later versions.

Onboarding.

The process for onboarding companies we advertise as: As described on the site, the message to the company is that enrollment is fast and easy:

1. Take 10-15 minutes to answer questions with one-sentence responses. Two short surveys.
 - a. The value proposition and idea.
 - b. Current status of package your outreach effort.
2. Email your current investor package. After review we will schedule a 30-minute telephone interview at your convenience to discuss your project and if this is a good fit. We will provide information on participation options and fees in advance.
3. With the information provided and the discussion, we compose a script of the messaging if you wish to proceed.

Assessment and Interview.

Exploring the opportunity is simple: 10-15 minutes. 14 key questions with one-sentence answers. Questions you've answered many times before. The elevator pitch. And then a telephone conversation.

You also send us your current investor package review process by our advisory board. After which we can offer feedback on how your package compares with suggestions on how to enhance such. Here is the questionnaire. [Here](#)

After reviewing their investment package, we can determine the needs of the company and put the information into our template. the quality of packaging to have an informed conversation and to ask the key questions for the company.

Objectives:

1. An understanding of the company and its potential for scale or to license.
2. Do they become a prospect portfolio company or just a listed project?
3. The information we need to produce a high-quality profile.

The process.

1. Review of materials and website etc.
2. Discussion with introducing party (affiliate) What is about this that is attractive?
3. Survey questionnaire sent
4. Review of existing investment package. Core content parsed out into our format.
5. Recorded Interview with management to flush out each section.
6. Investment package drafted.
7. Script for video drafted
8. Profile Posted.

Advisory Board and Affiliates

A key part of the strategy is to leverage a network of respected experts to identify and screen projects that are introduced. This memo describes the nature of this relationship.

Memorandum

TO: Prospective Advisory Council Members

Thanks for taking the time to learn about the Altru Climate Project and to discuss joining our Advisory Council. We are building a highly select network of experts in the climate and energy space.

The requirements are minimal. Simply share your thoughts on projects and solutions that you believe have potential for significant impact. Introductions to the leadership of those organizations if you are able.

Our intent is to find the best projects in the world in two basic categories. **Proven Solutions** and **Potential Breakthroughs**. The solution to the climate and energy crisis requires collaboration. This offers such.

Involvement will also grow your stature as you will get connected to a terrific group of people worldwide. We gather yearly in New York and Davos as well as at COP 29, wherever that may be.

The standard package that we provide to candidate companies is attached in this package. It explains the process, and the financial investment required to utilize this. Also attached is our standard memo of understanding for Advisors that outlines expectations and compensation. There is no legal obligation or liability for our advisors. They merely contribute ideas.

A profile that highlights your areas of interest will be created for your review. See samples of other advisors. This will appear on our website.

Our first initiative is our **Impact Survey and Rankings** which is our strategy to identify the best projects and investors. I have also attached a summary of that project. Or visit this link to review.

If you have either impact investors or companies to nominate this is a good start to participate in this survey.

Best,

Altru Climate Project

Attachments.

- Listing company package
- Impact Survey and Rankings
- Memo of Understanding

Discussion of Financial Investment Considerations

Recurring revenue business model. We are providing fundamental communications services that will become a central core function for any business long term in much the same fashion as internet or telecom services. We provide communications services at a deep discount as to their options.

Enrollment of companies. Screening network. We will begin with approximately 10 advisors. We expect that each will make 1.5 introductions each month. Our goal is a 33% close rate growing to a 60% close rate later.

Profitability. Onboarding fee of \$2500 and \$500 per month fee the company reaches breakeven in its 4th month at a level of 5 new listings. We think these fees could go to \$5,000 per registration and 1500 per month with 10 companies added in which case an annualized income of over \$1 million annually. We have provided three scenarios based on fees and enrollments.

Incentives for early adoption. Early affiliates/sponsors/partners receive a generous percentage annuity (average of 20%) for introductions. Existing network in place. Hundreds of high-quality projects awaiting.

Notes to Financials

A Simple Financial Model was prepared that considers various levels of enrollment at various price levels. Regarding these high-level projections:

Scenarios. We have three models provided with the variables being the enrollment fee and the maintenance fee.

- **One.** 5 companies at 2500 enrollment. 500 monthly maintenance.
- **Two.** 7 companies at 3750 enrolment and 900 maintenance.
- **Three.** 10 companies at 4200 enrollment and 1200 maintenance.

NET Numbers. Enrollment. These are net numbers after commissions are paid to affiliates. For example scenario one the gross enrollment fee is 3750 which provides for a 30% fee paid to the introducing affiliates for introductions to prospective clients. So the projections for each scenario reflect net income after an average of 25% introductory fees.

Additional Products. These projections do not reflect additional products and services such as the production of videos and success fees that will be relevant to some percentage of the companies that are listed.

Price Sensitivity. We believe that the fees are well within the reach of virtually every company. For public companies in fact these fees are about 10% of what they are accustomed to paying for investor relations services. Moreover our preparation of investment materials, videos and general marketing are simply replacing in many cases expenses already budgeted.

Minimum performance. We expect that our direct outreach efforts to the core users of this resource will enable most of our listed companies to have some meaningful interaction with investors each month. Our target is 3 high-quality introductions and/or meetings for each client. We believe this would make companies long term permanent users of the service.

Conversion rate. We expect that one-third of the companies we meet with will become clients. In most cases these are pre-screened companies for which there has been some “pre-sale activity by an affiliate. This then assumes 15 quality presentations per month. 4 per week.

Incentives for early adopters. Several tools are at our disposal to incentivize companies to enroll.

- **Video Production.** Production of a video is an incentive. This is a tangible investment that we can deliver at a reasonable rate. This eliminates the notion of proving our worth. We can deliver value immediately.
- **Personalized introductions.** In the process of rolling out this project, we will be making direct contact with impact investors. In the context of these presentations, the early listed companies are seen this audience.
- **Investor Database.** Another value add is the access to the Investor database which will begin with approximately 200 records and grow.

Payment programs. We may in the case of high quality companies that are unwilling to pay the enrollment based on their current cash program we will offer the opportunity to pay later upon completion of their financing. If we play a significant role in that financing, the upside fees may be much larger. A 5% of a \$2 million financing is \$100,000. We would structure this such in the form of a long term membership agreement or by some other approach that enables us to avoid FINRA

Incentive fees. We are offering a rich benefit for our affiliates to make introductions. A prolific with monetizing their existing database and network.

Other Considerations.

Cash and stock compensation. Companies we get actively involved in assisting will take options in the company based on success fees. See the Altru Incubator and Investment Network Documents.

Upside success fees. If in general, we have 50 companies seeking on average 5 million would be an aggregate of 250 million in financing opportunity participation. Assuming a 5% fees paid by such companies totals \$12.5 million in fees paid. We believe we could participate in as much as 10% of those transactions this would add another \$1.25 million to net profits.