

**smartplanet**



*Satelittes, Sensors and People for Sustainable Activities*

# The world is **digital**



Digital platforms have already **revolutionized** important sectors of the **economy**



## What about the environment?

The time has come to **digitize**, transform, and bring **new sources of revenue** to activities that involve environmental and sustainability issues

**Welcome** to the **SmartPlanet Platform.**



# Humanity's **greatest challenge** today

The environment



Investing in the future means promoting the maximization of the planet's environmental potential and supporting an economic transformation based on sustainable development



# Current **reality and pains**

Research Institutes and Executing Organizations



- × Environmental projects developed largely in an **analogical and manual way**
- × **Lack of integration** between the few IT systems and tools used
- × Communication between stakeholders in **antiquated channels** (e-mail and telephone)
- × **No platforms** to simplify, organize, support and bring transparency to the processes

# Current **reality and pains**

World population

**Lack of transparency** in the actions taken ✕

**Impotence** in solving the problem ✕

**Disconnection** with government and organizations ✕

**Frustration** with the lack of results ✕



# Groundbreaking solution



## SmartPlanet **Platform**

### The Platform

Management, monitoring and analysis

- Templates and components
- Research support
- Real-time information
- Dissemination of best practices
- Interactions
- Content co-creation
- Project publication
- Team communication

### Public 1



Environment professionals

### Public 4



Software, models and data providers

## Terrabeat **Mobile APP**

### The Mobile APP

Engagement and revenue generation for everyone: contributors and users

- Gamification
- Education
- News
- Collaboration
- Advertising space
- Publicizing projects
- Micro-jobs
- Donations

### Public 2



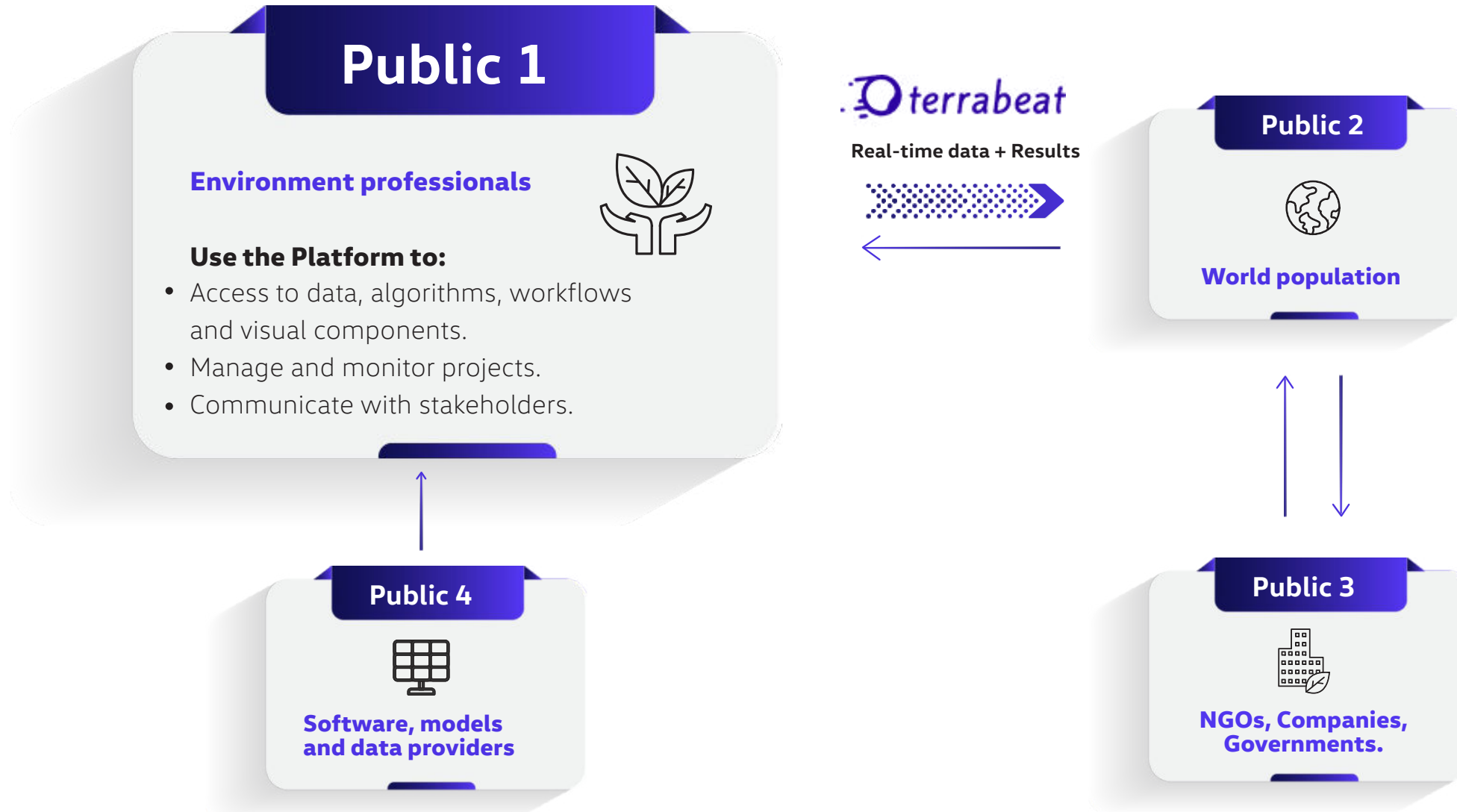
World population

### Public 3



NGOs, Companies, Governments

# Established **multi-sided** business model

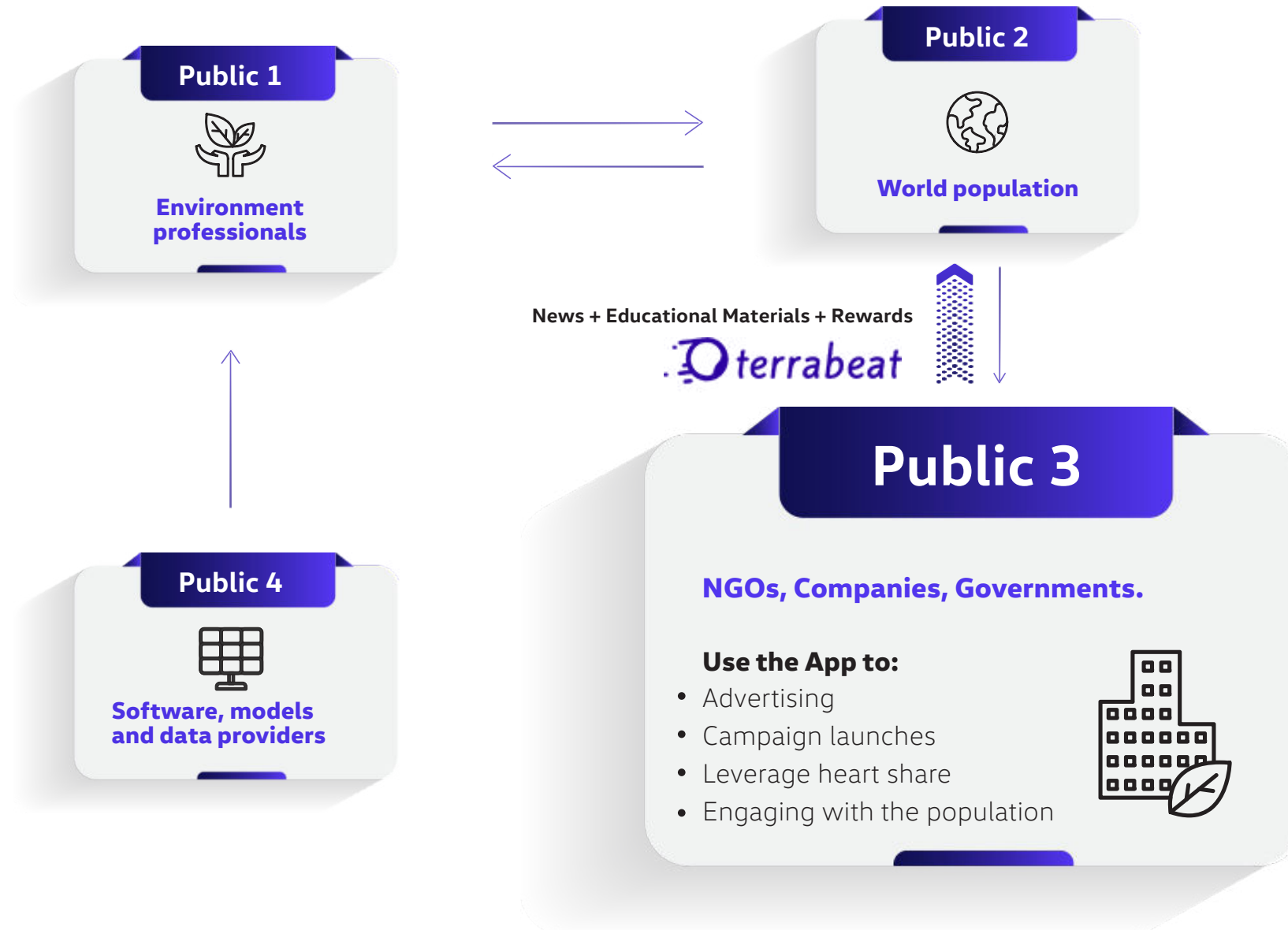


# The **most important audience** enjoys the benefits for free



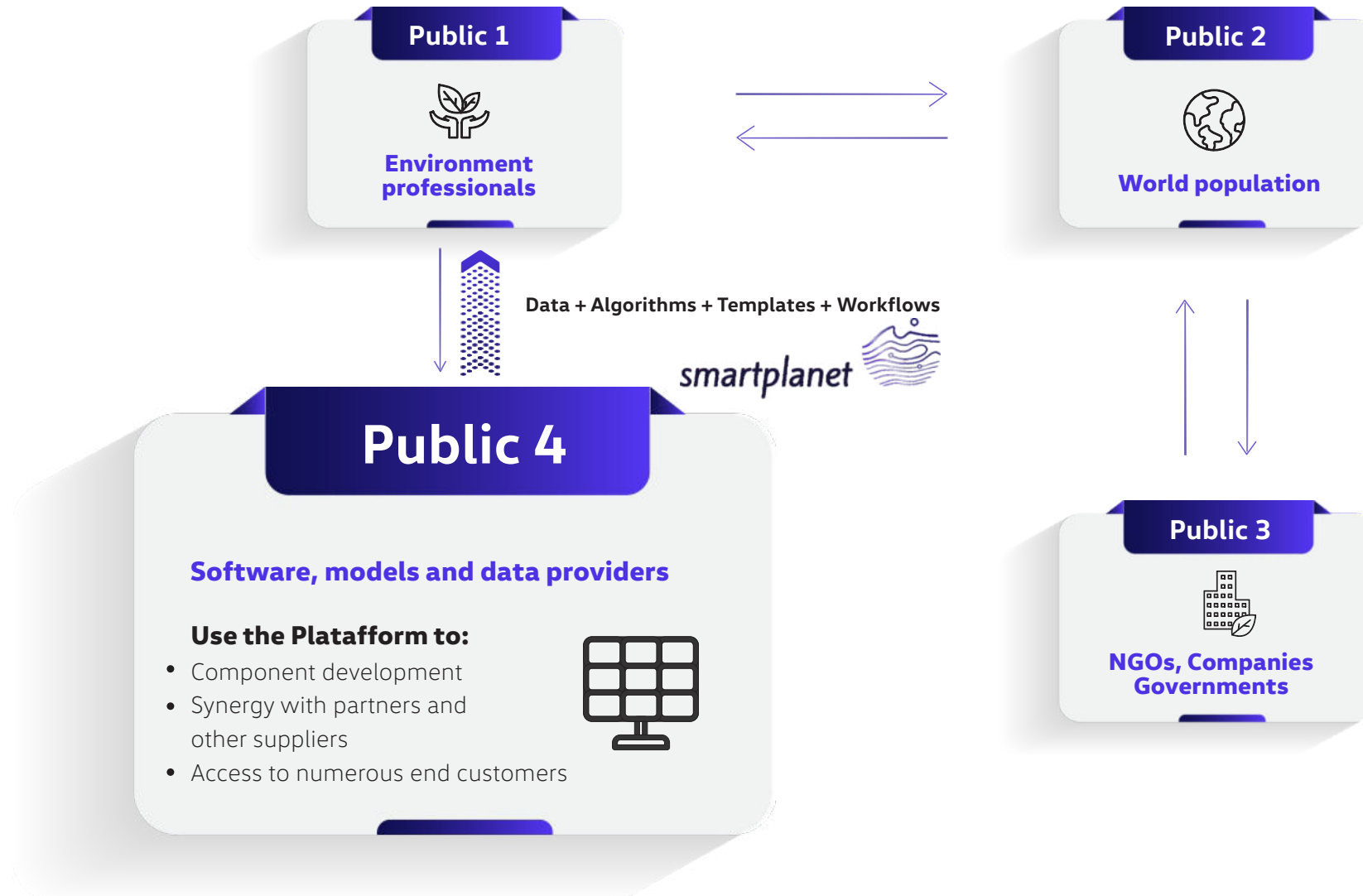


# Highest **revenue** potential



# Open to **third parties**

For them to generate revenue and expand the platform



# Diversified **revenue** streams

## Public 1

- SaaS
- Project planning
- Project execn
- Project monitoring



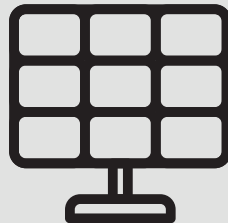
## Public 2

- Crowdfunding administration fee
- In-App purchase fees



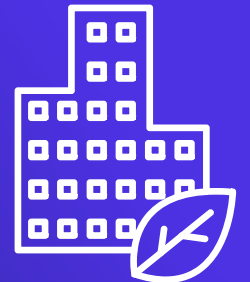
## Public 4

- Developer program
- Certificate program
- Partner program
- PaaS
- Marketplace fees

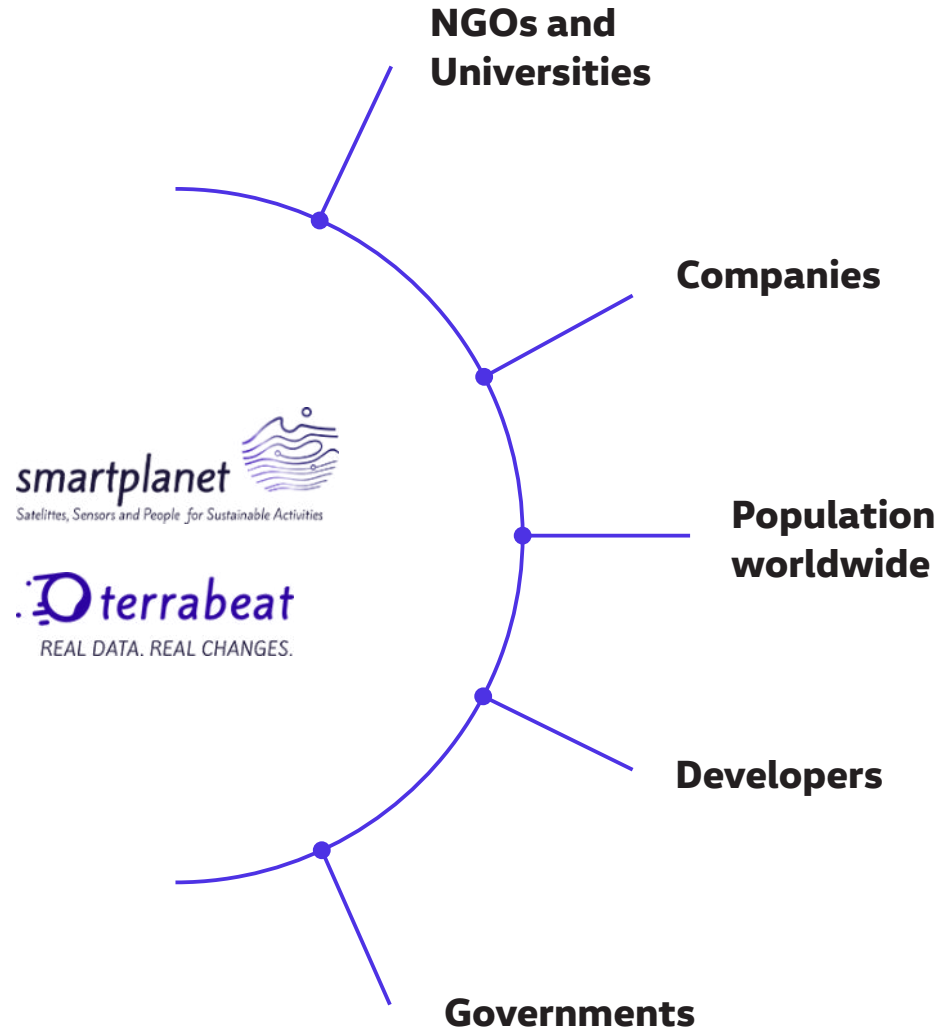


## Public 3

- Social media advertising
- Promotional campaigns
- Content marketing



# There are **no competitors**



SmartPlanet is the first **networked digital solution** 100% focused on giving **visibility to sustainability actions**

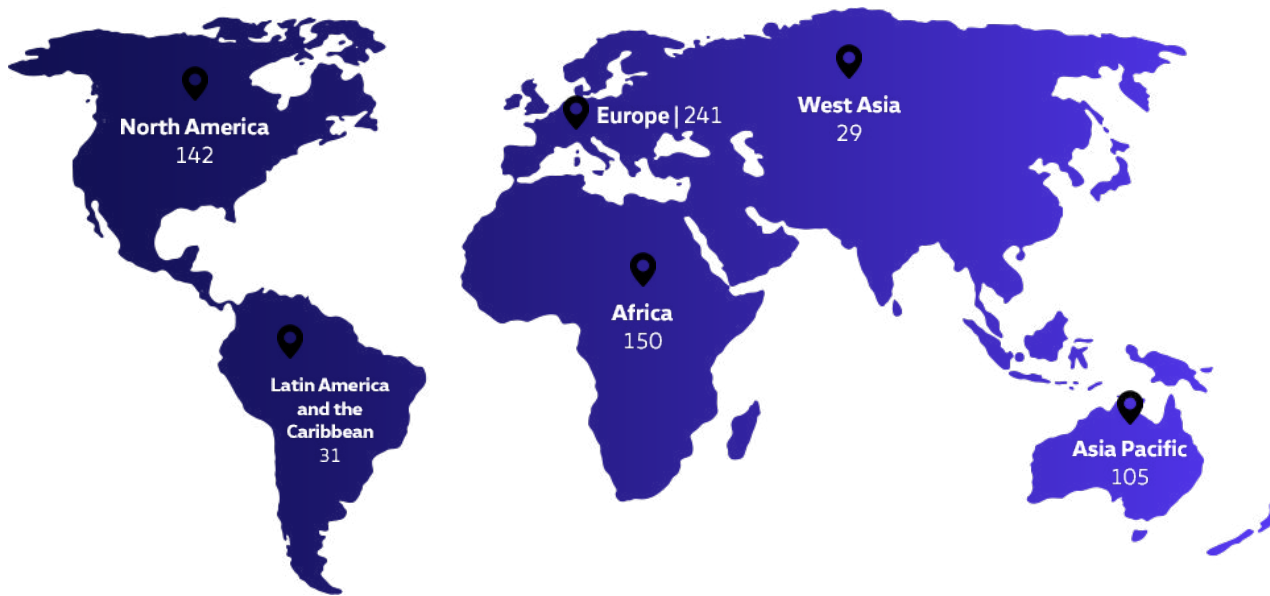
- + Synergy
- + Visibility
- + Transparency
- + Best Practices
- + Engagement
- + Collaboration

**Participating in the ecosystem and joining forces is much better than trying to win alone**

# Huge Engagement Potential

NGOs | Public 3

Number of environmental NGOs per continent\*



\*NGOs registered in the United Nations Environment Programme.  
Source: UNEP.

## Revenue of the world's top 3 environmental NGOs

Greenpeace - \$360m

WWF - \$305m

Environmental Defense Fund - US\$ 221m



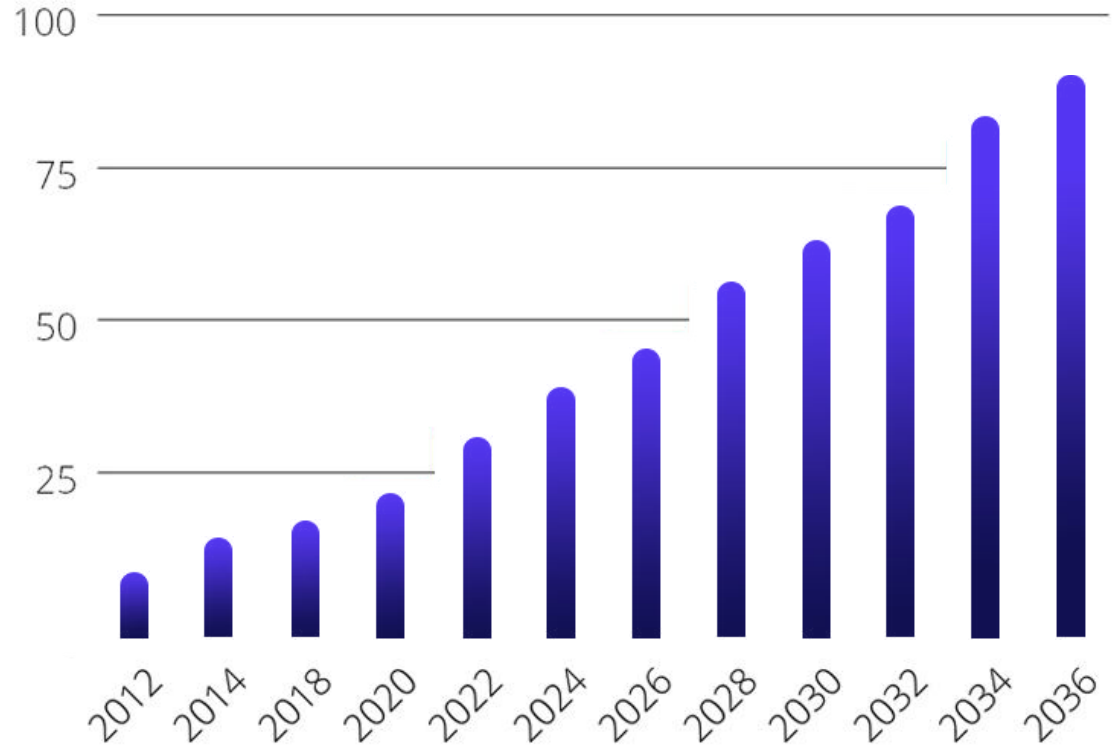
There are no digital platforms that connect demands, provide visibility and transparency to investments and actions, and engage all stakeholders

Brazil 2045: proposal for the Brazilian environmental policy does not contemplate any digital platforms

# Huge Engagement Potential

Private Initiative | Public 3

ESG investment growth (2012 - 2036)\*



**Greenwashing:**

Too many labels with no transparency

Rio 2030: 30 years after Rio-92, few solutions implemented, political failure, disappointment, no digital platforms

\*Source: International Institute for Sustainable Development

# TerraBeat Mobile App

Action to maximize public engagement



**Challenge**



**Motivation**



**Fun**



**Cooperation**



**Engagement**



**Knowledge**



**Reward**



**Purpose**

## SCORE

### Sponsor / Godfather

You contribute financially with the platform or projects.

### Cooperator

You interact with the application and supports its growth.

### Volunteer

You work voluntarily for platform or supported projects.

# Need for **initial investment**

**1**

## **Rapid scale-up**

This is a 100% unique digital platform in the global market, with no similar ones yet

**2**

## **Immediate support for high impact projects**

Initial focus on the recovery of degraded areas in partnership with specialized institutions

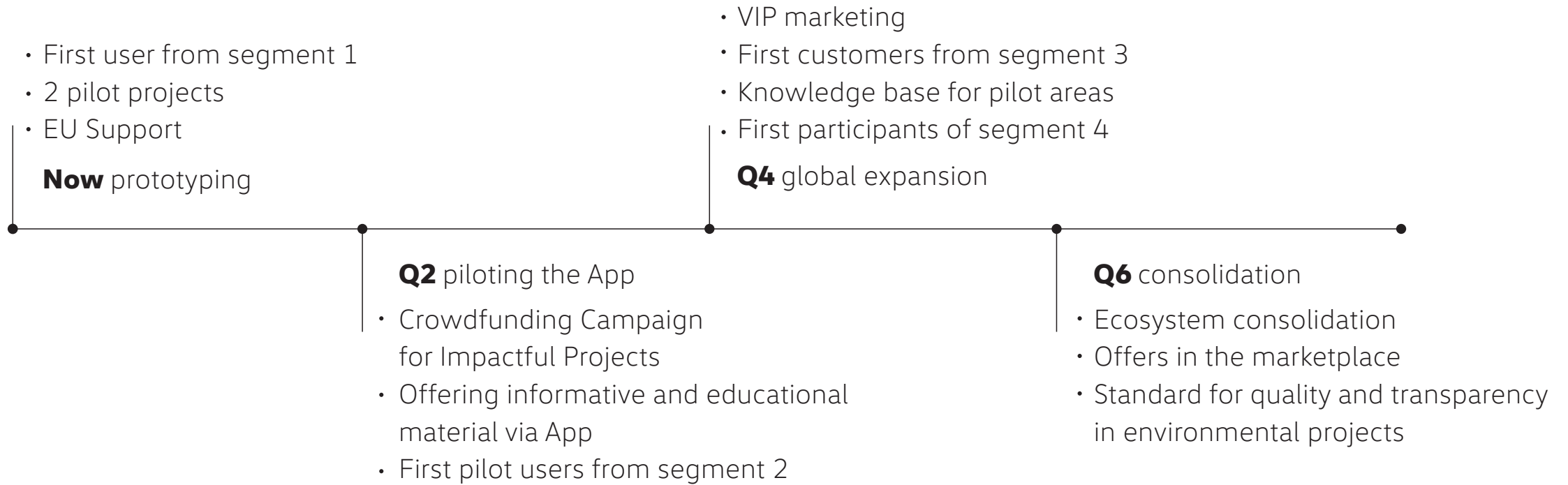
**3**

## **World population as target audience**

Technological support for everyone to engage in solving this problem of global relevance and interest



# Growth **timeline**



- **Multidisciplinary** team of
- Experienced, **world-class** professionals
- Renowned partners and **supporters**



This project is funded by the European Union

"If you are not part of the **solution**,  
you are part of the **problem**."

*African proverb*



[www.smartplanet-platform.com](http://www.smartplanet-platform.com) | [info@smartplanet-platform.com](mailto:info@smartplanet-platform.com)