

# Executive Summary

## Corporate Profile:

- Founded: July 13th, 2021, in Chicago, IL, USA
- Corporation type: C Corp
- Business category: Fintech
- Sector: Climate & sustainability

## Contact Information:

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## Funding Strategy:

- Product Stage: Start-up
- Funding Stage: Pre-seed
- Capital Seeking: \$60,000.00

Stage	Source	Amount
Stage 1	Angel Investors	\$60,000
Stage 2	Funders & VC	\$45,000
Stage 3	Funders & VC	\$70,000
Stage 4	Funders & Revenue	\$45,000

## Financial Estimations:

- Profit on the third year of operations (2025)
- ROI is 16%

## Use of Funds:

- 40% Product development
- 30% Marketing strategy & relationship building
- 20% Pilot testing
- 5% Tech products & services
- 5% Legal services

## Team Members:



### Freddy Fuentes

Founder, CEO

- 10+ years of experience in climate innovation
- MSc(c) Global Tech & Development at ASU
- Former Ecuador's National Director of Climate Change Mitigation



### Diana Cárdenas

CFO

- 8+ years in sustainable financing
- MSc Economics &
- GFLAC Coordinator



### Juan Manuel Gómez López

CTO

- 8+ years of as developer and blockchain advisor
- MSc Computer Science
- Former Developer Engineer of EcoRegistry Colombia's Carbon Market

## The Pitch:

Aynikani is a fintech that promotes a holistic sustainable approach to support the structuring, funding, trading, and monitoring of carbon projects by using Web3 Technology Services, crowdfund investment, & sustainability metrics to promote efficient carbon trading, distributive economy, and regenerative cultures to make a positive impact in nature and people's lives.

## The Problem:

Purchasing carbon credits is one way for companies to support sustainable solutions, reduce emissions, and meet their ESG goals. However, carbon markets face several challenges such as limited data availability, inadequate risk-management analysis, low liquidity and scarce financing, taxonomy and quality heterogeneity, diverse pricing criteria, and large corporations focused.

## The Solution:

**Aynix** is a Web3 technology platform to register, tokenize & monitor carbon credits. Using Crowdfunding investment as an upfront payment mechanism for carbon project developers. Offering Flexible contracts & transparent pricing for efficient matching between buyers and suppliers, and providing fair incentives & compensation payments for communities based on sustainability metrics.

## Business Model:

Aynikani connects suppliers (sustainable solutions and carbon project developers) to buyers (investors, donors, and companies) within a sustainability and carbon market platform. The monetization to cover operations, human capital, fixed costs, and other services is based on a monthly-subscription fee for suppliers and a variable fee per transaction for buyers; also, a percentage will be directed to digital wallets for seed funding and fair compensation payments for communities.

## Market:

Over \$30 trillion worth of climate investment opportunities in emerging markets. Financial institutions need to grow their climate portfolios from 7% to 30% by 2030 where climate blockchain applications are marginal now but they have a high scaling up potential. The Taskforce on Scaling Voluntary Carbon Markets (TSVCM) estimates that the demand for carbon credits could increase by a factor of 15 or more by 2030 and the market for carbon credits could be worth upward \$50 billion.

## Competitors:

The following are carbon credit exchange platforms: AirCarbon Exchange (ACX), Carbon Trade Exchange (CTX), Toucan, & Xpansiv (CBL). Platforms for climate focused venture capital: Breakthrough Energy Ventures, SOSV, Alumni Ventures, Justly, and Climate Capital. Platforms based on blockchain for carbon projects development: 1Planet, Climate Trade, Moss, and Reneum. Other platforms related to climate action and carbon accounting: Ecovadis, Persefoni, & Carbon Chain.

## Value Proposition:

**Combining** Web3 technology services with Crowdfunding Investment as a tool for people collaboration to impulse collective action. **Promoting** regenerative cultures for an integral sustainability approach beyond the carbon emissions reduction lenses. **Analyzing** climate justice metrics for fair compensations to communities affected by pollution, disparities, and climate impacts

## Execution Plan:

**Stage 1:** Complete UX platform modules design and develop app MVP

**Stage 2:** Implement a project pilot and test app functionalities and pivot

**Stage 3:** Generate traffic, start conversion, build relationships, & raise funding

**Stage 4:** Launch Go-To-Market and Communications strategy