



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







JIMDO

A close-up, profile shot of a man with a beard and light-colored eyes, looking out of a large window. The window shows a blurred view of an airport tarmac with a plane and other ground service equipment. The lighting is soft, coming from the window.

But instead I did something completely different:

Founders Valley



The pitch sounded interesting: You will meet asian entrepreneurs who are building companies that work towards a UN sustainability goals



Doing new things



Sharing ideas





dark sides of our global economy.

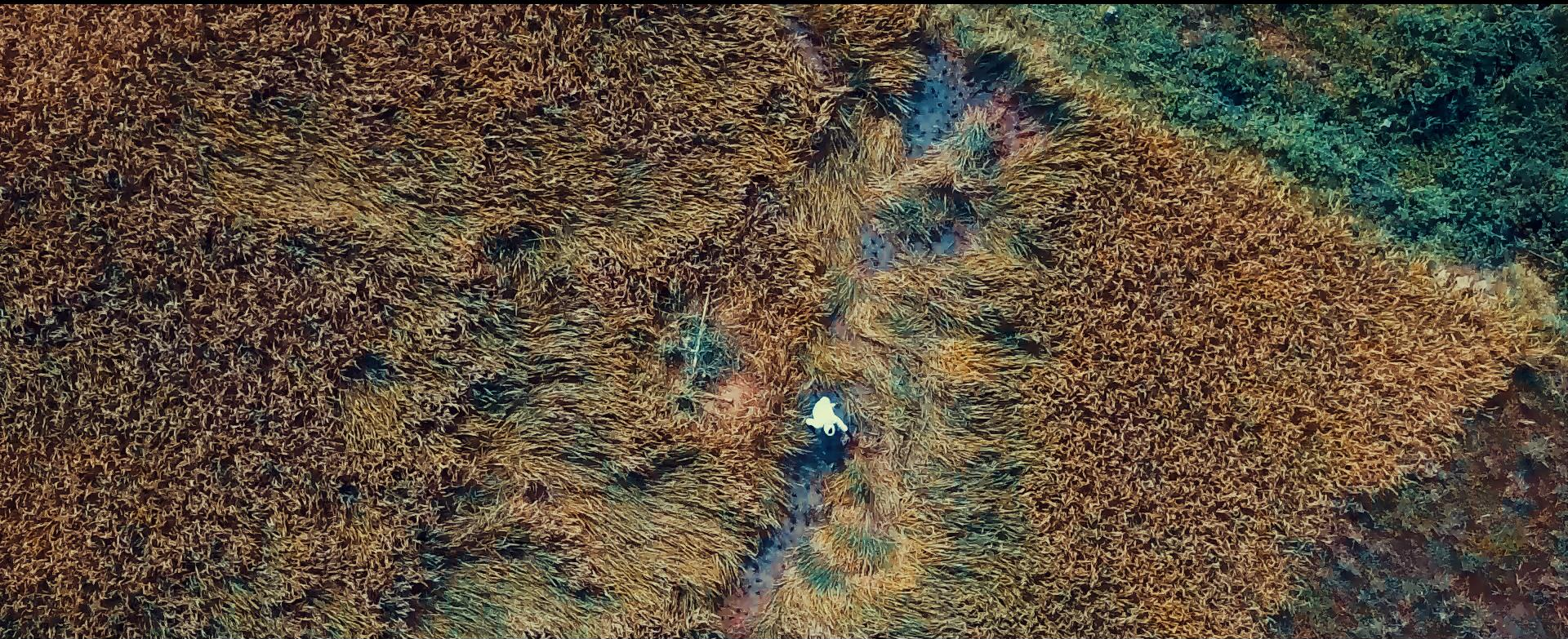


Hopelessness



Plastic Pollution





Climate change



So I attempted suicide by consuming pesticide.



When I came home, I saw
the world differently.

I still believed in the power
of entrepreneurship.
But as entrepreneurs we
have to take more
responsibility to create a
better world for
everybody.

#buildsomethingstheplanetneeds

WILDPLASTIC.COM

I COFOUNDED AN IMPACT STARTUP AND INVESTED IN ANOTHER

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.

29.000 t
potential CO2e savings
2030



81.0 g CO2e
EMISSIONS
per average bag



39.5 g CO2e
EMISSIONS
per average
WILDPLASTIC bag



700.000.000
BAGS

Impact Perspective:

An average **WILDPLASTIC bag saves 51% CO2e** compared to a standard plastic bag.
LCA Wildplastic


Business Perspective:

Potential to increase sales quickly

“Venture capital has the potential to change our economy: While only less than 0,5% of US companies created each year have been funded by venture capital, they make up nearly 76% of total public-market cap of companies started since 1995.”

A series of parallel diagonal lines in black and white, slanted from the bottom-left towards the top-right, located at the bottom of the left text block.

“Venture capital must put itself in a position to be able to assess the environmental impact of its investment decisions. It’s the only way we get actual innovation and not just incremental innovations on how to better order a taxi.”

A large, stylized, 3D graphic of the letter 'A' in the top right corner. It has a yellow front face, a red top face, and a green right face. The letter is set against a black background.



How can we scale this idea?

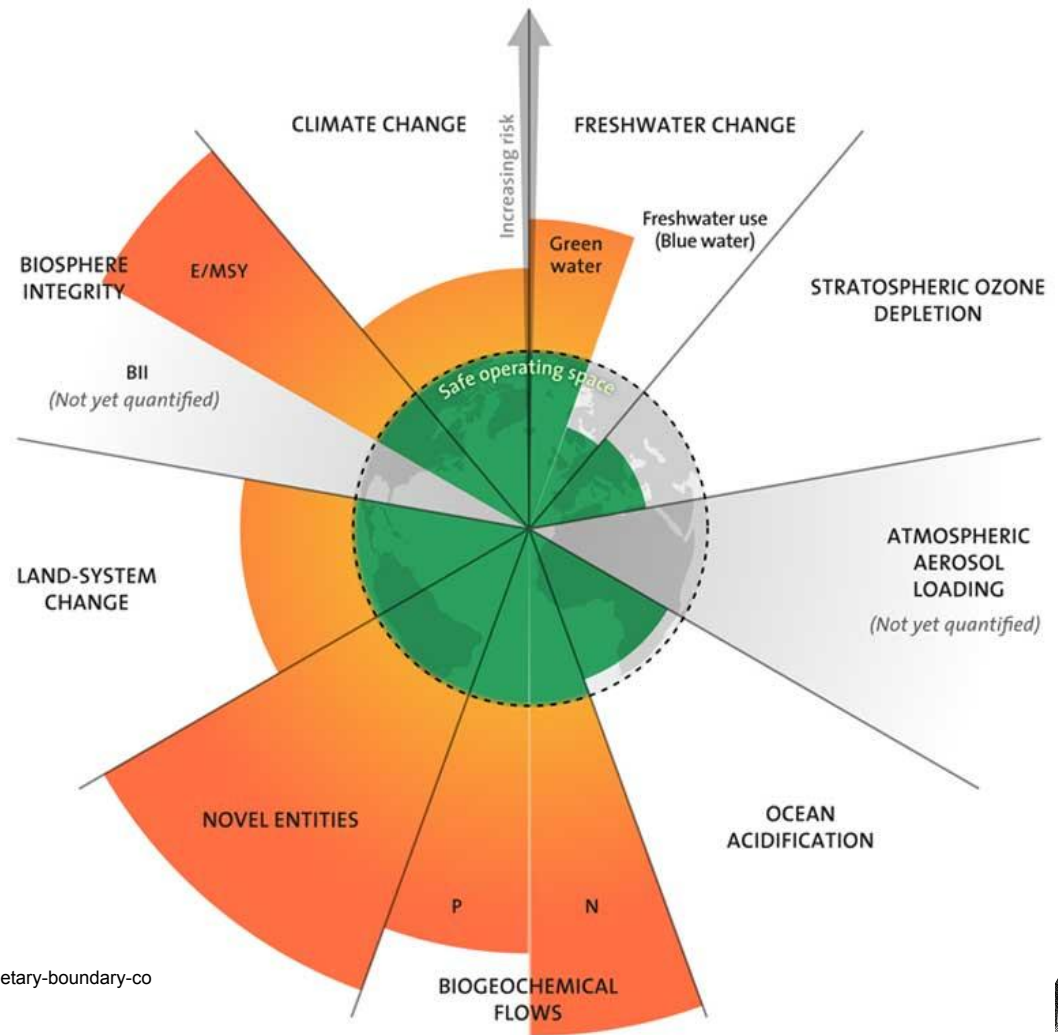


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Planetary boundaries

- 9 quantitative planetary boundaries within which humanity can continue to develop and thrive for generations to come.
- Crossing these boundaries increases the risk of generating large-scale abrupt or irreversible environmental changes.

<https://news.mongabay.com/2022/04/freshwater-planetary-boundary-considerably-transgressed-new-research/>



WE NEED TO TRANSFORM THE WAY HOW WE DO ALMOST EVERYTHING

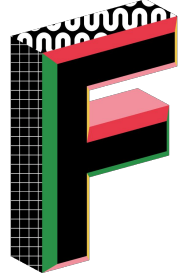
BILL GATES

**HOW TO
AVOID A
CLIMATE
DISASTER**

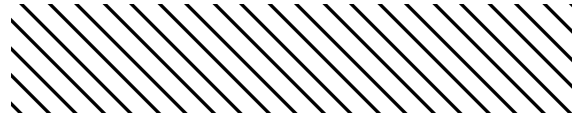
**THE SOLUTIONS WE HAVE AND THE
BREAKTHROUGHS WE NEED**

- > **How We Make Things** - MANUFACTURING: 31%
- > **How We Plug In** - ELECTRICITY: 27%
- > **How We Grow Things** - AGRICULTURE: 19%
- > **How We Get Around** - TRANSPORTATION: 16%
- > **How We Live** - BUILDINGS: 7%





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





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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



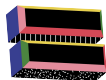
RESOURCE SAVINGS



BIODIVERSITY PROTECTION



IMPACT



improvement rate



units sold

Impact Perspective

Business Perspective

SCIENTIFIC IMPACT ASSESSMENT

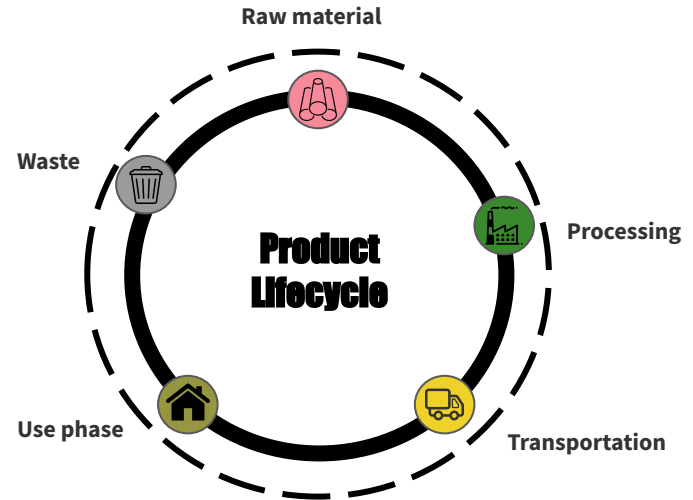
LIFE CYCLE ASSESSMENTS

- Calculation of the ecological footprint associated with all stages of a product's or service's life
- 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)

IMPACT FORECASTING

PLANET A NETWORK

BELOW ONE FUND



Dance



traceless

WILDPLASTIC

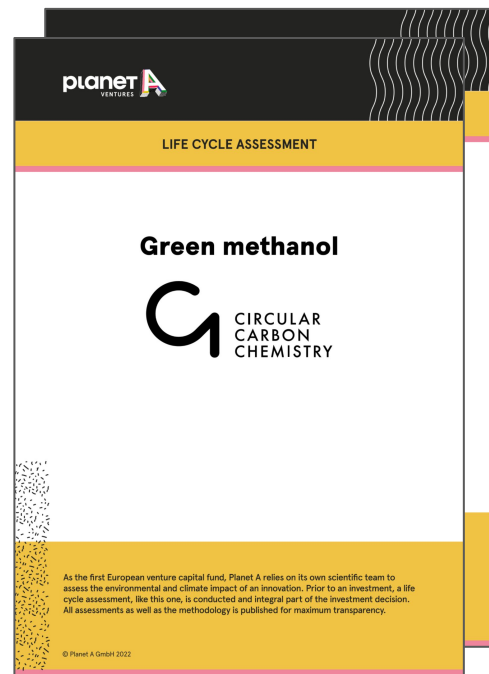


goodcarbon



PORTFOLIO: SEE THE LCA OF C1 AND TRACELESS

- **We identify winners.**
LCAs help us see the champions of change, the startups that apply the biggest levers.
- **We take informed investment decisions.**
Impact has a seat at our investment committee. We will only invest if the LCA results are positive.
- **We know how to measure success.**
Our impact KPIs are defined on the basis of LCAs.
- **We support founders.**
With our quantitative evidence for their impact founders have a competitive edge vis-a-vis competitors.
- **We create transparency.**
All our scientific insights are publicly available, turning the black box of impact measurement into a glass box.



LCAs published www.planet-a.com

THE ECONOMY WE CREATE SHAPES THE ONLY PLANET WE HAVE



planet
VENTURES



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