



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









JIMDO

A close-up profile of a man with a beard looking out of a window. The window looks out onto a bridge. The man has a beard and is looking off to the side. The background is blurred.

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

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.”

“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 letter 'A' is positioned on the right side of the slide. It features a yellow vertical bar on the left, a red horizontal bar on the top, and a green horizontal bar on the bottom. The 'A' is set against a black background and has a textured, speckled pattern in the center.



How can we scale this idea?

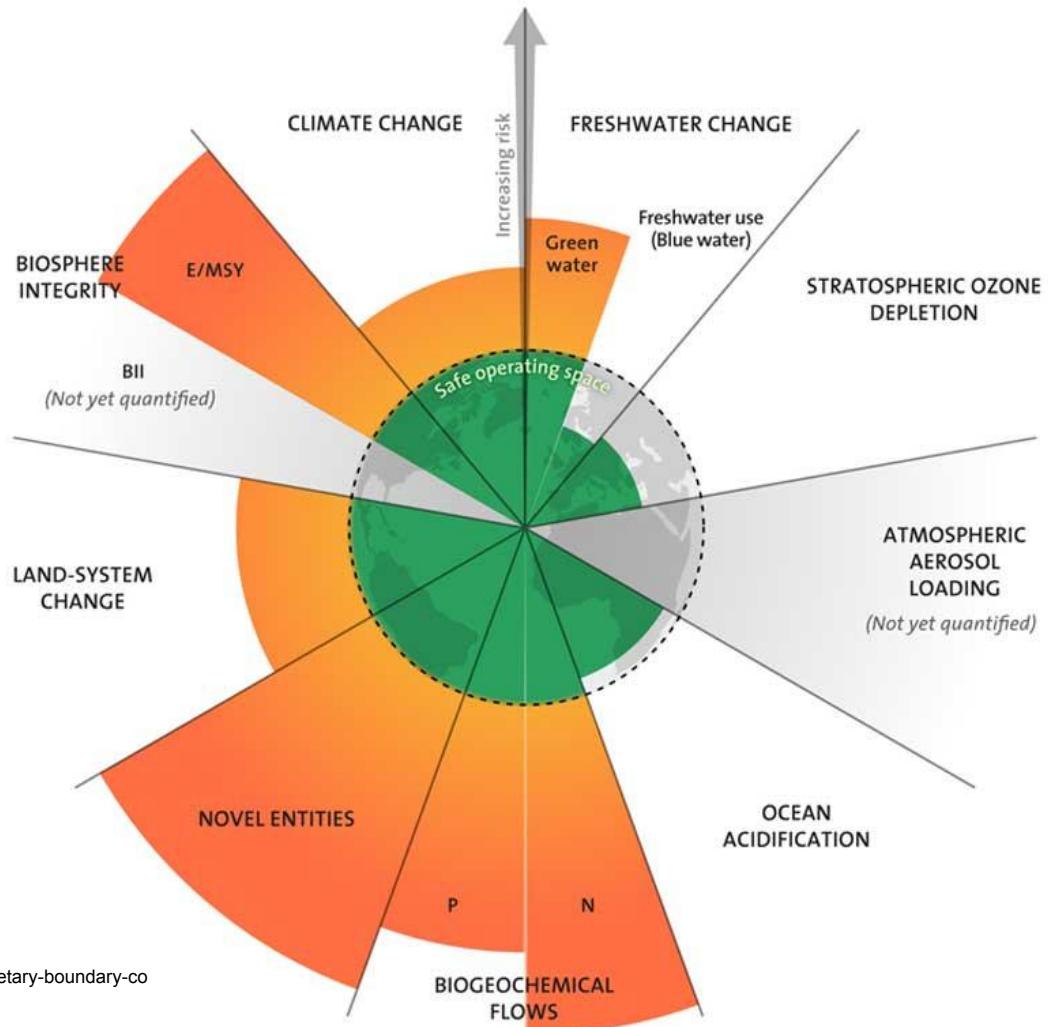


**TOMORROW'S ECONOMY IS BASED ON
TODAY'S INVESTMENT DECISIONS.**



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.



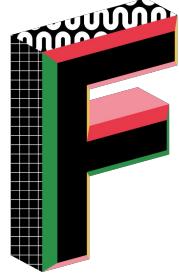
<https://news.mongabay.com/2022/04/freshwater-planetary-boundary-considerably-transgressed-new-research/>

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.**





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



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

Impact Perspective



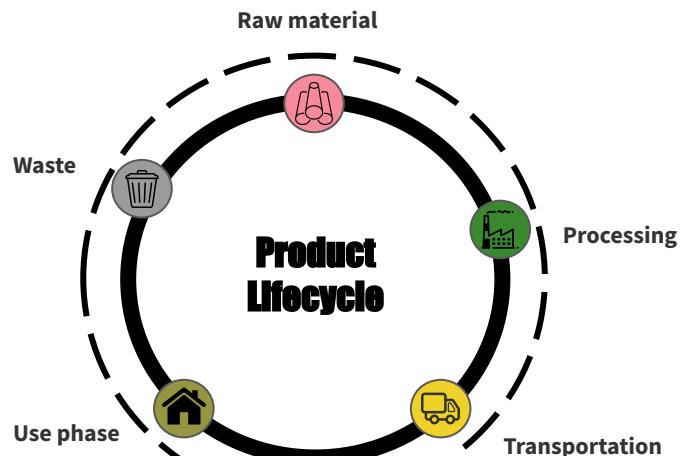
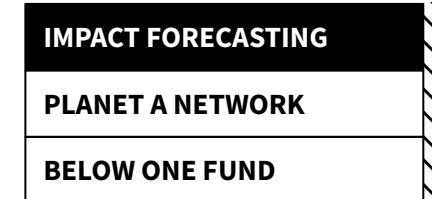
units sold

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)



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.**

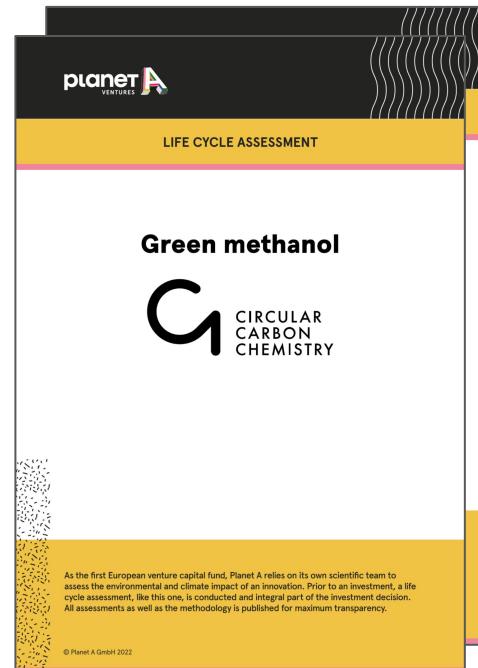
Our impact KPIs are defined on the basis of LCAs.

➤ **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



fridtjof@planet-a.com