Planted
Sustainability as a Service
n-tv
WELT
RTL
WDR
deutsche startups
FrankfurterRundschau
Kölnische Rundschau

Market

Obligations for companies to act

CSRD

Companies need to report emissions & reduction strategies

Lieferkettengesetz

B2B clients demand climate action from their suppliers

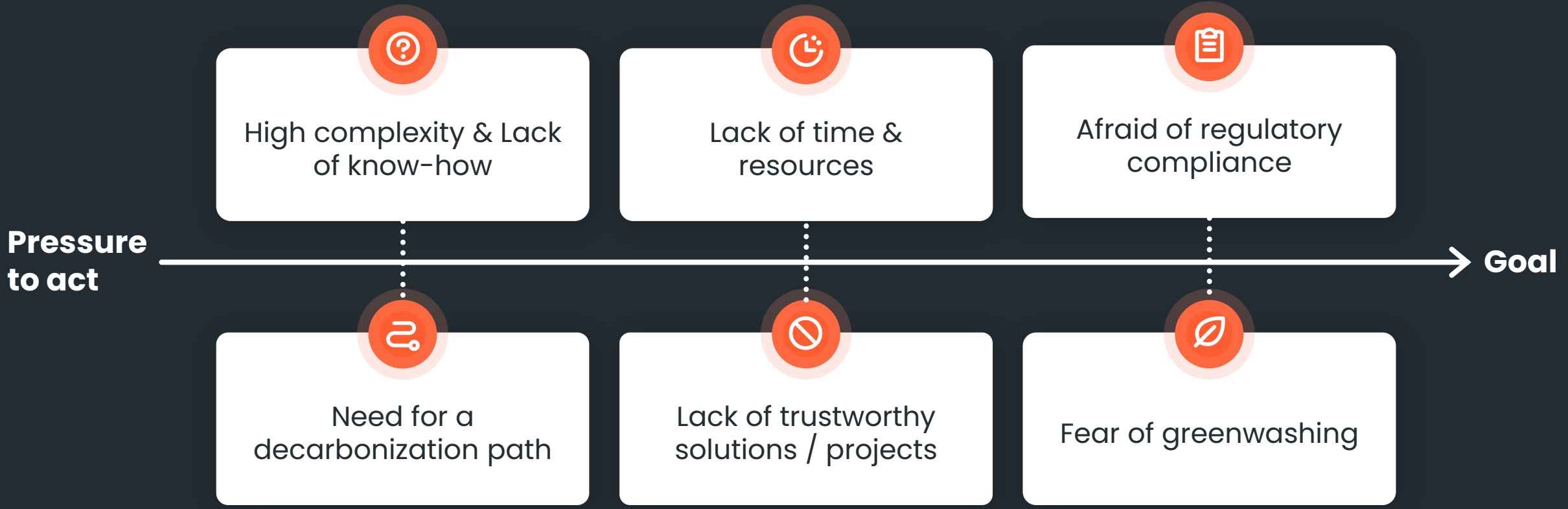
EU Taxonomy

companies need to report on their ESG scores & goals

With pressure from regulatory, financial markets & demand from clients regarding sustainability, over 650.000+ SMEs and corporates need to reduce their Carbon Footprint in the next decade.

Problem

What are companies holding back to act?

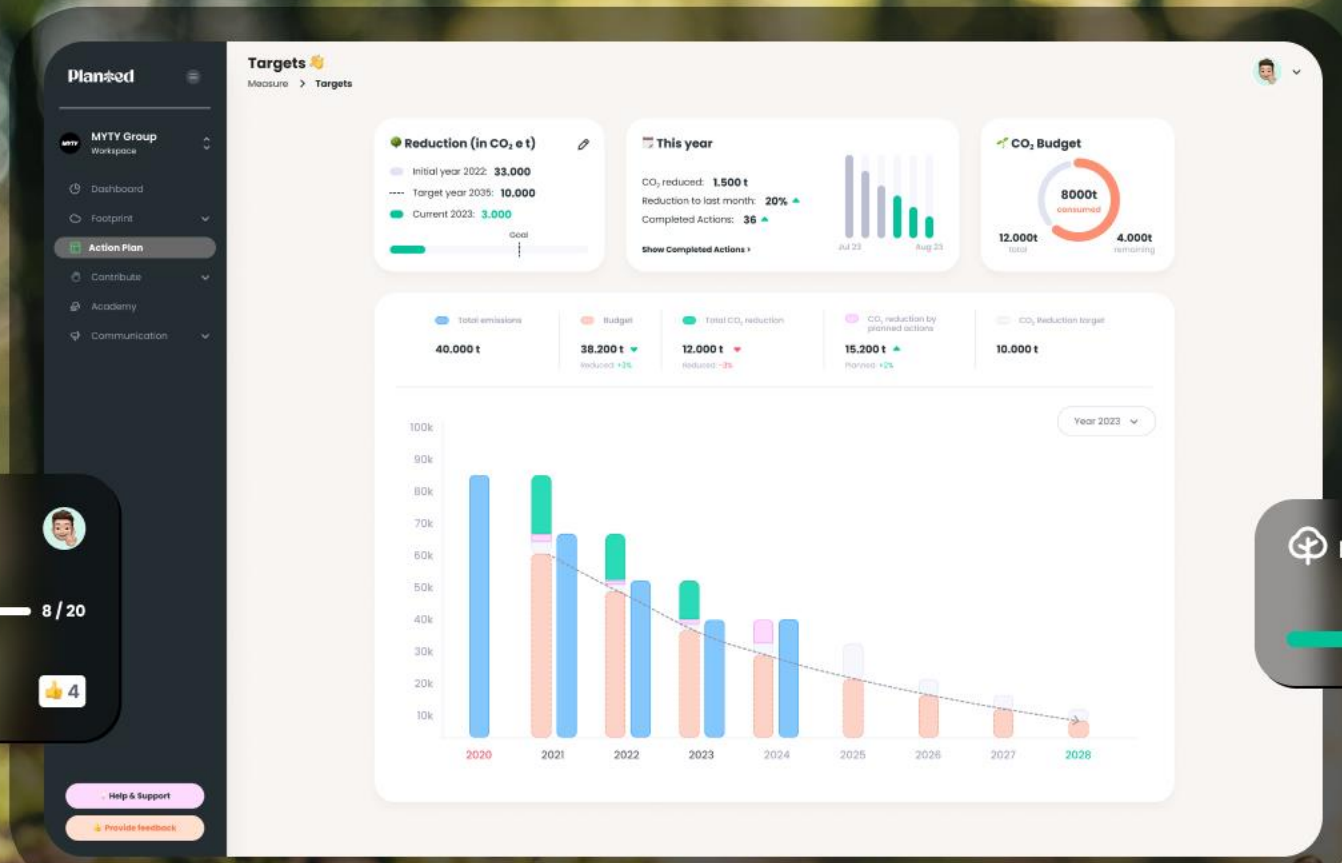


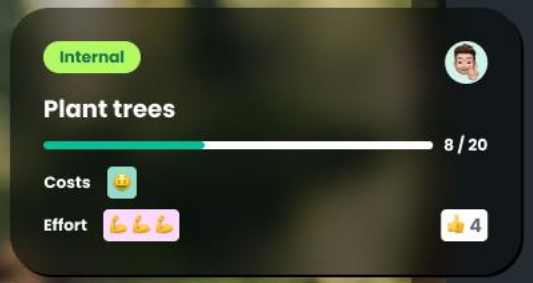
Need: A holistic sustainability solution beyond ESG / CSRD compliance

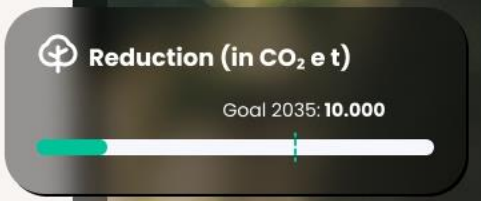
Solution

Action Plan

Academy







Communication

Footprint

The most holistic and comprehensive sustainability tool beyond ESG & CSRD

Solution

Manage your company's decarbonization journey from A-Z and maximize your climate impact

CO_2 Calculation + Reporting

Step 1

CO_2 Reduction

Step 2

Climate Action

Step 3

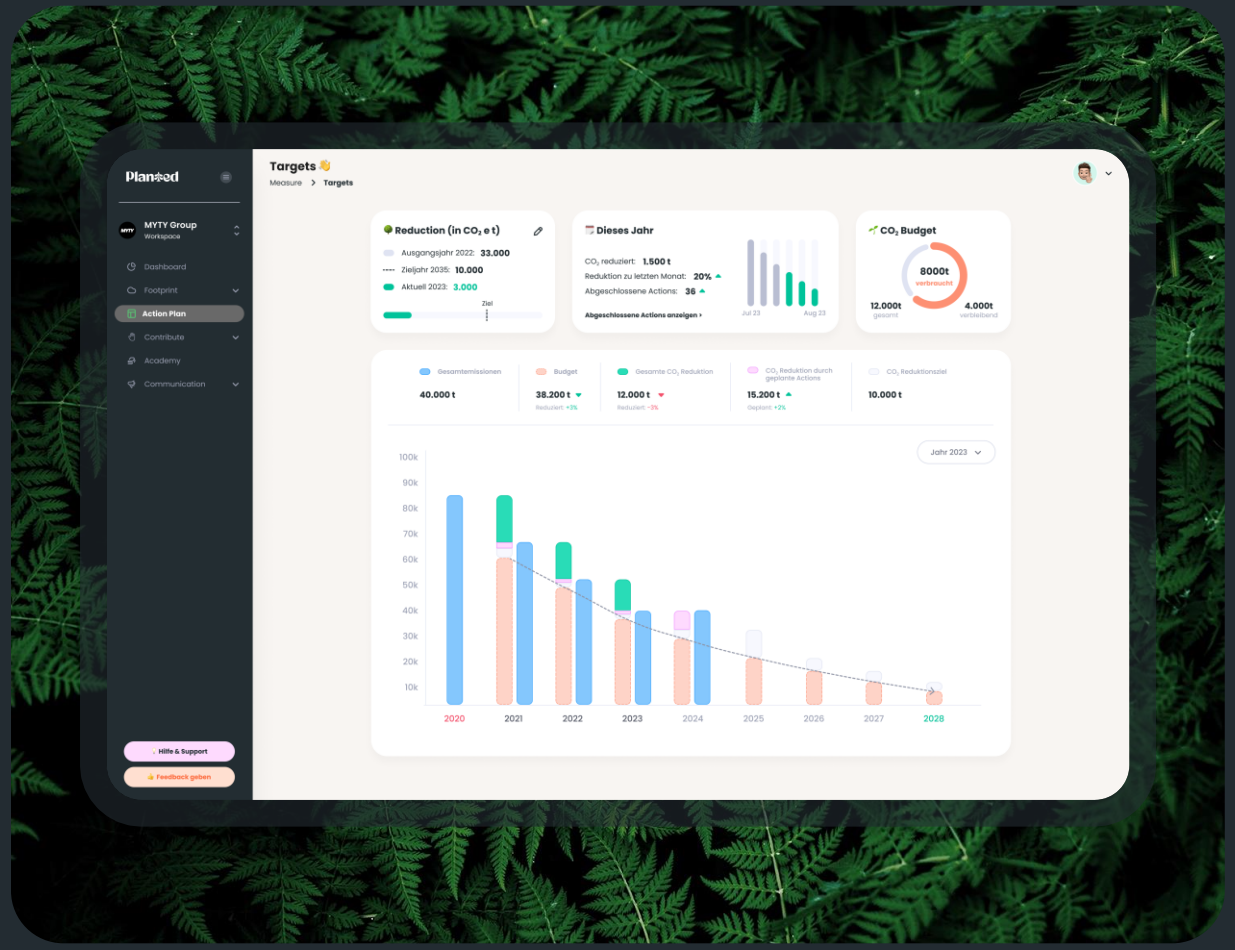
Climate Communication

Step 4

Step 1 | Step 2 | Step 3 | Step 4

Measure Environmental Impact & Insights

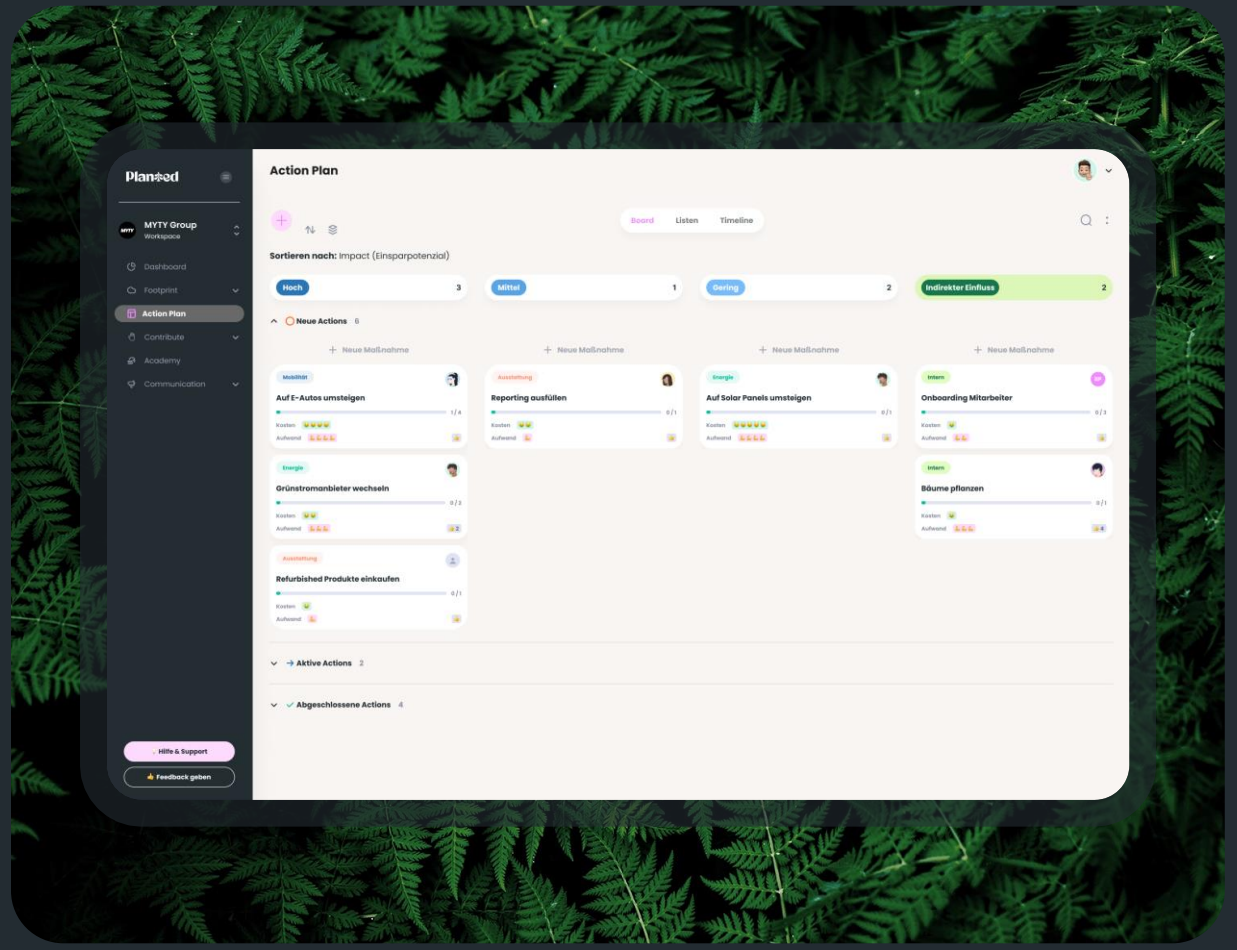
- Full Environmental Impact Assessment (TÜV-certified)
- Easy to use and scalable system
- Climate Academy
- Smart & Convenient CCF Calculation
- Highlighting CO_2 Hotspots & ESG Opportunities
- Regulatory Reporting



Step 1 | **Step 2** | Step 3 | Step 4

ESG & Climate Strategy

- Comprehensive Carbon & ESG Management
- Set Targets & Goals
- Benefit from hundreds of pot. reduction actions
- Collaborative Impact & assign tasks
- Engage Team & crowdsource ideas
- Marketplace for external sustainability solutions



Step 1 | Step 2 | **Step 3** | Step 4

Climate Action in Germany

- Planting of climate-stable mixed forests on > 85 sites in Germany
- All managed by our own climate forester
- Companies receive their own company forest on our sites
- Tangible, high-quality and transparent climate action right on your doorstep
- Compensation of residual CO_2 via global certificates

Step 1 | Step 2 | Step 3 | **Step 4**

Climate Communication

- Focus on Decarbonization Actions
- Anti-Greenwashing Guarantee
- High-quality marketing material
- Digital Company Forest
- CSRD-Compliant Reporting
- Full-service communication support

Digital Company Forest

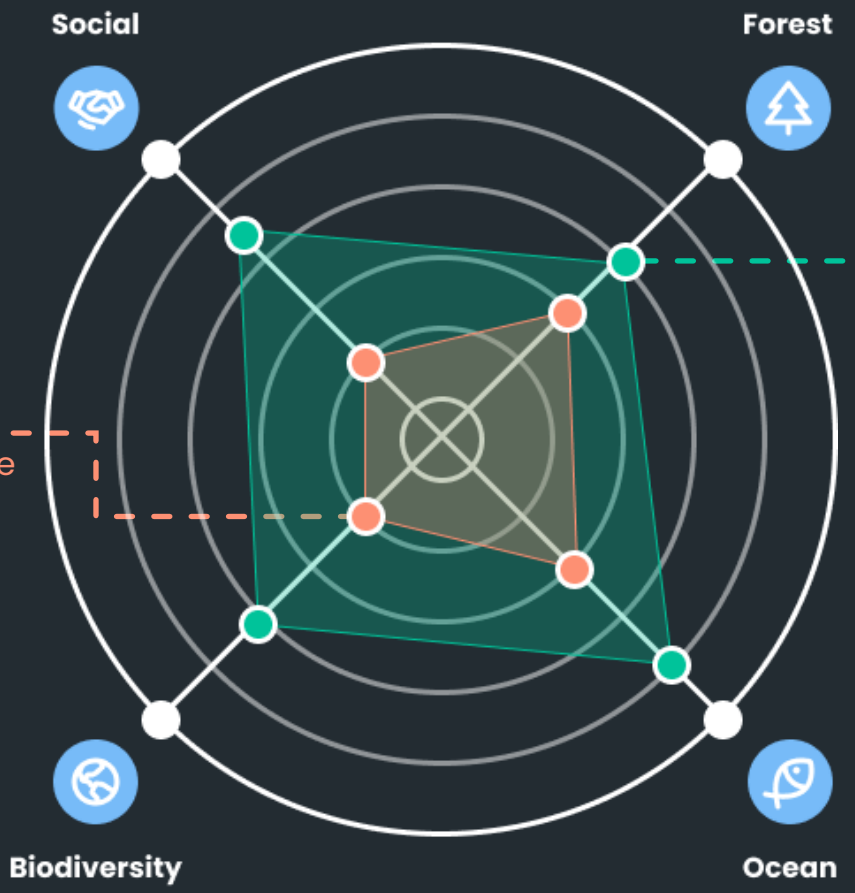
Solution

Reduce negative footprint and increase positive handprint

Footprint - Negative environmental impact

Due to CO2 emissions, waste, greenhouse gases, water consumption etc.

Measure & Reduce



Maximize

Handprint - Positive environmental impact

Through afforestation, protection of biodiversity or the funding of social & climate protection projects.

”
We are able to decarbonize service based companies by up to 93% and improve their handprint

Team

Jan Bochert
Climate Forester &
CO_2-Specialist

Founder of 2 Startups

Cindy Schüller
Chief Marketing Officer
Brand & Marketing Expert

Design & Communication focused

Wilhelm Hammes
Chief Executiv Officer

Ex Rocket Internet Ex WHU

Jonas Quilitz
Chief Product Officer

Scaled Product & Tech-Team to Unicorn-Level

Julian Grunewald
CFO as a service

Co-Founder & MD, CapitaNova GmbH
Raised 10m Series a for Impact Scale-up

Heinrich Rauh
Chief Operating Officer

2 Startups internationalized

Current Investors

neoteq ventures

Smart Infrastructure Ventures

RIVUS CAPITAL

Lucas Fürstenberg

Arno Nonnen

Friedrich Neumann

Johannes Sass

Nils Schlieper

Markus Sudhoff

Julius Göllner

Marius Obiegala

Tobias Kringe

Jochen Berger

Total of 21 people

Tech: 8 – Sustainability: 2 – Sales: 5 – Marketing: 4 – Finance & Ops: 2

Successes

Planted Impact 2023

Over 179,000 trees

planted in Germany. By the end of the year we will break the 200,000 tree mark!

Over 86 areas

planted, a total area as large as 85 football fields.

5,000 m2 of forest protection for 20y

100,000 times 1sqm for each additional year supported by companies

51.500 Tonnen CO_2

offset via global climate protection projects - more than 4,000 car journeys around the globe.