

Scale a New Gigaton Industry

-  **FUNDING ROUND**
seed round
-  **INDUSTRY**
blockchain for sustainability
-  **FOUNDED**
2024
-  **CONTACT**
Gert-Jan Lasterie, Chief Business Officer
email: glasterie@jointracer.io

PROPOSITION
To raise funds to invest in the technological development, the Tracer project issues its TRCR governance tokens in this private sale at a price of 0,25 cents USD. The price increases to 0,75 cents USD on June 1. Public sale will commence at 1,5 cents USD in the third quarter of 2024.

SUSTAINABILITY
Tracer offers a purchase opportunity according to the planet-people-profit principle, where technological progress enables a sustainable world, yet in a profitable way.

Carbon removals can save the planet

Humanity faces a dual challenge of immense proportions: reversing the tide of climate change and seizing the greatest financial opportunity of our era. Carbon dioxide emissions have surged past sustainable levels due to centuries of industrial activity, demanding not just reduction but removal to mitigate their further impact on global warming. Only carbon removal technologies can remove enough Carbon Dioxide (CO₂) to limit global warming, as agreed in the COP21 Paris Climate Agreement.

Huge potential for carbon market

The economic potential for the carbon dioxide removal (CDR) industry is vast, with market projections by McKinsey suggesting it could grow to a \$1.2 trillion industry by 2050. This anticipated growth is fueled by supportive regulatory frameworks in developed countries and substantial investments aimed at accelerating technology development and deployment. By focusing on scalable, cost-effective, and technologically advanced solutions, the industry can make substantial contributions to global climate targets while offering significant economic opportunities.

Overcome hurdles to unlock potential

The carbon credit market holds immense potential, though it is currently navigating through some challenges. These challenges include improving transparency in verifying the authenticity and persistence of carbon removal, enhancing liquidity to enable more efficient trading, and harmonizing quality and validation processes across various markets. Addressing these issues will streamline the trading process, bolster the integrity of carbon credits, and mitigate market skepticism, thereby encouraging broader participation.



Tracer is an open ecosystem to enhance the issuance, trading, and management of carbon removal credits.

The solution: Tracer

Tracer is a decentralized ecosystem that fosters an effective carbon dioxide removal credits market. It introduces the innovative Carrot token for buyers of carbon removal credits, along with the Tracer governance token, which incentivizes market players to add value to the ecosystem and get rewarded for their efforts. This dual-token system supports the market to become transparent, scale up rapidly, and build liquidity in secondary markets.

A key innovation is the introduction of a grading model based on the 'persistence' of effectively removed carbon—specifically, how long the carbon is verifiably sequestered. This grading system organizes project-specific and traceable carbon removal tokens (CARROT), thereby enhancing market efficiency and liquidity by enabling stakeholders to trade based on specific durations of carbon sequestration.

Experienced team with proven track record

The Tracer team consists of a dedicated group of international industry leaders with long successful track records.

CBO Gert-Jan Lasterie started his first company while still in business school, which became one of the Netherlands' most popular websites that he successfully sold to American media conglomerate Vice.

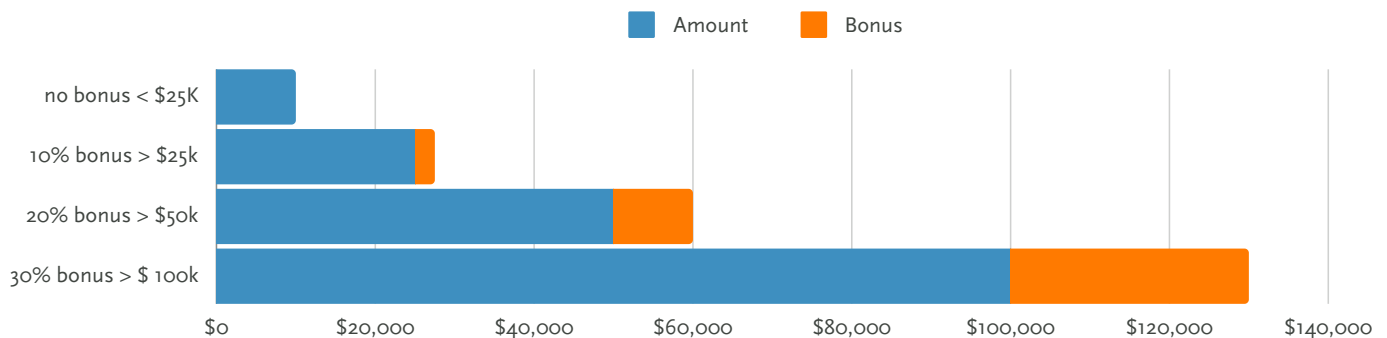
Chief Strategy Officer Andrew Barbeau has advised companies and governments on how to successfully advance clean tech and smart city projects in the United States.

CTO Philippe Tarbouriech is a multidisciplinary technologist with over 20 years experience at technology companies in the US and Europe, including as a Technology Fellow at Electronic Arts. In his previous role, CFO Hans Tobé led the finance and operations teams of the Netherlands Council for Trade Promotion with offices in over 20 countries. The Advisory Board includes luminaries such as dr. Alberto Pace, head of data management at CERN in Geneva, and Hubert Shio-Hsien Tai, involved as CTO in the IPOs of three Chinese technology companies.

Funding rounds

May: seed round	June: private round	Q3: public sale	Q4: exchange listing(s)
USD 0,25 cent	USD 0,75 cent	USD 1,5 cent	USD 3 cent (estimate)
Maximum amount of tokens: 400 million TRCR. Maximum bonus: 30%.	Maximum amount of tokens: 100 million TRCR. Maximum bonus: 20%.	Fundraising through public sale on a prominent launchpad. Estimated period of the public sale: 90 days.	General liquidity event by listing on prominent centralized exchange(s). Timing could alter due to macro-economic conditions.

Seed round ticket size and bonus



Purchase of Tracer tokens

Allocation

Of the total amount of TRCR tokens, 19% will be held by founders, 25% by early purchasers and advisors, 3% is available for public sale purchasers, 0,5% for an airdrop, 20% for ecosystem growth and 32% is reserved for the treasury.

From the total supply, 1.6% is available for sale in May and 1.07% in June, at the price per token indicated above.

Ticket size

The minimum ticket size in this seed round is 10,000 USD. Please note that the allocation, the price and the bonus are set per month and sale period. Seed round purchases are valid only in the month of May. Payment after May 31st will result in allocation for the private sale price and bonus.

Bonus

From 25,000 USD a bonus of 10% is granted. An example: with a purchase worth 25,000 USD, an additional 10,000 TRCR tokens are issued on top of the 100,000 purchased TRCR tokens, for a total of 110,000 TRCR tokens. There is a 20% bonus for tickets over 50,000 USD and a 30% bonus for tickets starting at 100,000 USD.

Risks

The issuance of the Tracer token TRCR is for governance purposes only and is not an investment opportunity or security. All token rights and obligations are subject to change based on external factors such as macroeconomic conditions.

Purchasers acknowledge that the project, including the TRCR token, may be modified or terminated at any time due to such factors, and agree to hold harmless the project's developers and stakeholders for any resulting losses or damages.