

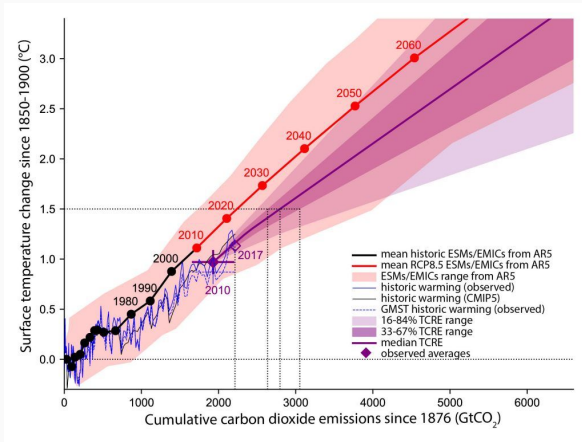
from
existential
challenge...

Humanity faces the
greatest challenge with the
threat of global warming.

...to biggest
financial
opportunity

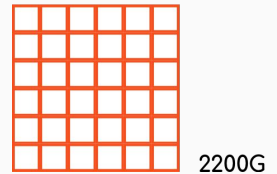
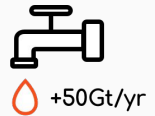
Reverting climate could turn
into the financial opportunity
of our era.

CO₂ removal is imperative



Avoidance and Reduction alone cannot remove the 2.2 trillion tons of CO₂ already in the atmosphere.

Consensus is current efforts are insufficient: we are still emitting over 50 gigatons of CO₂ annually and even with net-zero emissions, temperatures will continue to rise



Promising market potential

As such, we will need to develop an industry that will grow double digits year on year for the next decades.

- McKinsey forecasts CDR to be [\\$1.2 trillion industry by 2050](#)
- Annual growth exceeding previous forecasts to [225% in 2023](#)

Scalable, provably effective and cost-effective CDR solutions contribute to global climate targets while creating significant economical value.

Inefficient CDR market

Demand for removal credits surged, buyers willing to pay premium

Market still characterized by:

- Over-the-counter trading
- Poor price discovery
- Low volume

Catch-22: Projects can't expand without offtake agreements; buyers deterred by shortage of high-integrity credits.

Opportunity

Market can be made much more efficient by adding an incentivized open-standard to the carbon market.

Opportunity for a solution that:

- Enhances trust and liquidity
- Supports growth of emerging CDR technologies
- Enables cost-effective, quality alternatives
- Provides verifiable premium carbon removal credits

Tracer: open infrastructure for global standard in carbon removal credit trading

Tracer is a unique scalable technology generating carbon removal tokens combining high liquidity with transparency – a market's first.



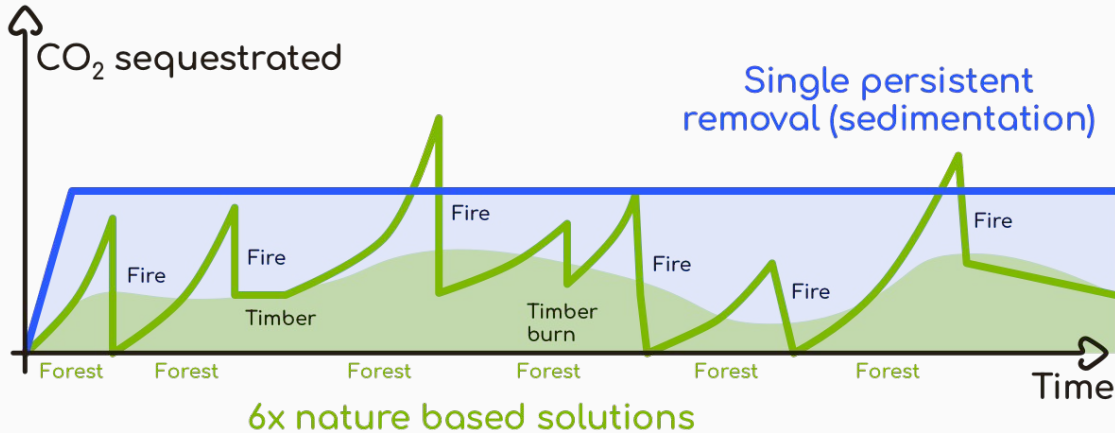
Carrot carbon removal token: represents 1 ton of CO₂ removed. Immutable metadata on the associated CDR project ensures a high level of transparency and traceability.



Tracer governance token: holders vote on governance issues and manage the treasury. A deflationary mechanism reduces the token supply by burning tokens with proceeds from Carrot token minting commissions, creating upward price pressure on TRCR.

Key innovation: Grade

Short term carbon credits need to be purchased multiple times for the same climate impact. To compare the climate impact of various solutions on a physical basis, the persistence of sequestration is the primary metric.



Introducing **grade** as an indicator of persistence, how close to permanent is sequestration, enabling the objective value comparison of projects.

Scalable approach

Scalability needed to reach critical mass

Achieving climate impact by removing 2.2 trillion tons of CO₂ will take 2200 gigaton scale projects...

Tracer solution

Decentralization and low overhead help address the long tail of effective removal solutions.

Unite existing and novel methods by delegating project curation and management to endorsers.

Traceable and liquid

Tracing each CDR unit to its source using a blockchain token

- Essential to trust, the key factor influencing price,
- Enables decentralization while preventing double counting,
- Supports governance oversight and enforcement capabilities.

One smart contract to support liquidity for:

- Price discovery and stability,
- Volume, as OTC cannot scale,
- Accessibility to long tail of buyer's market.

Enabling powerful instruments

- Composite liquidity
- Portfolio management
- Decentralised finance
- Labeled retirement
- Futures
- Pooled futures

The Tracer and the Carrot token architecture provide a foundation for new financial instruments to create value, increase capital efficiency, further accelerate the development of CDR and therefore the restoration of our climate.

Gaining market adoption

Three-step adoption strategy to gain market adoption.

1. Empower suppliers

With the Tracer financial instruments, suppliers connect to a wide range of buyers, enabling them to fund their projects and maximize their return.

2. Engage developers

Grants and tools motivate developers to build a wide range of financial products and services using the Carrot smart contract as a foundation.

3. Incentivise (re)sellers

Revenue-sharing partnerships, marketing support, and technical assistance to exchanges and third-parties drive adoption.

Core Team



Experienced in global business and technology within regulatory frameworks



Philippe Tarbouriech, Chief Technical Officer, is a multidisciplinary technologist with over 20 years of experience at technology companies in the US and Europe, including as a Technology Fellow at Electronic Arts. Philippe operates best at the crossroads between business, technology and marketing.



Gert-Jan Lasterie, Chief Business Officer, started his first company while still in business school. He successfully sold the company to American media conglomerate Vice. Gert-Jan is also a published author on web3, showcasing his deep understanding of the blockchain and digital assets space.



Hester Kranendonk, Chief Legal Counsel, is a successful international corporate law and finance attorney who decided to pursue her career in sustainable business projects. Hester ensures compliance with relevant legal and regulatory frameworks.



Hans Tobé, Chief Financial Officer, brings over 25 years of experience in financial roles in international business. Led the finance and operations teams of the Netherlands Council for Trade Promotion. His experience in managing complex financial operations will be invaluable in guiding Tracer's financial strategy.



Andrew Barbeau, Chief Strategy Officer, has advised companies and governments on how to successfully advance clean tech and smart city projects in the United States. His strategic insights and understanding of the clean technology sector will help position Tracer in the carbon market.

Advisory board

Tracer's Advisory Board includes luminaries from various fields, bringing experience and expertise to support the ecosystem's development and growth.

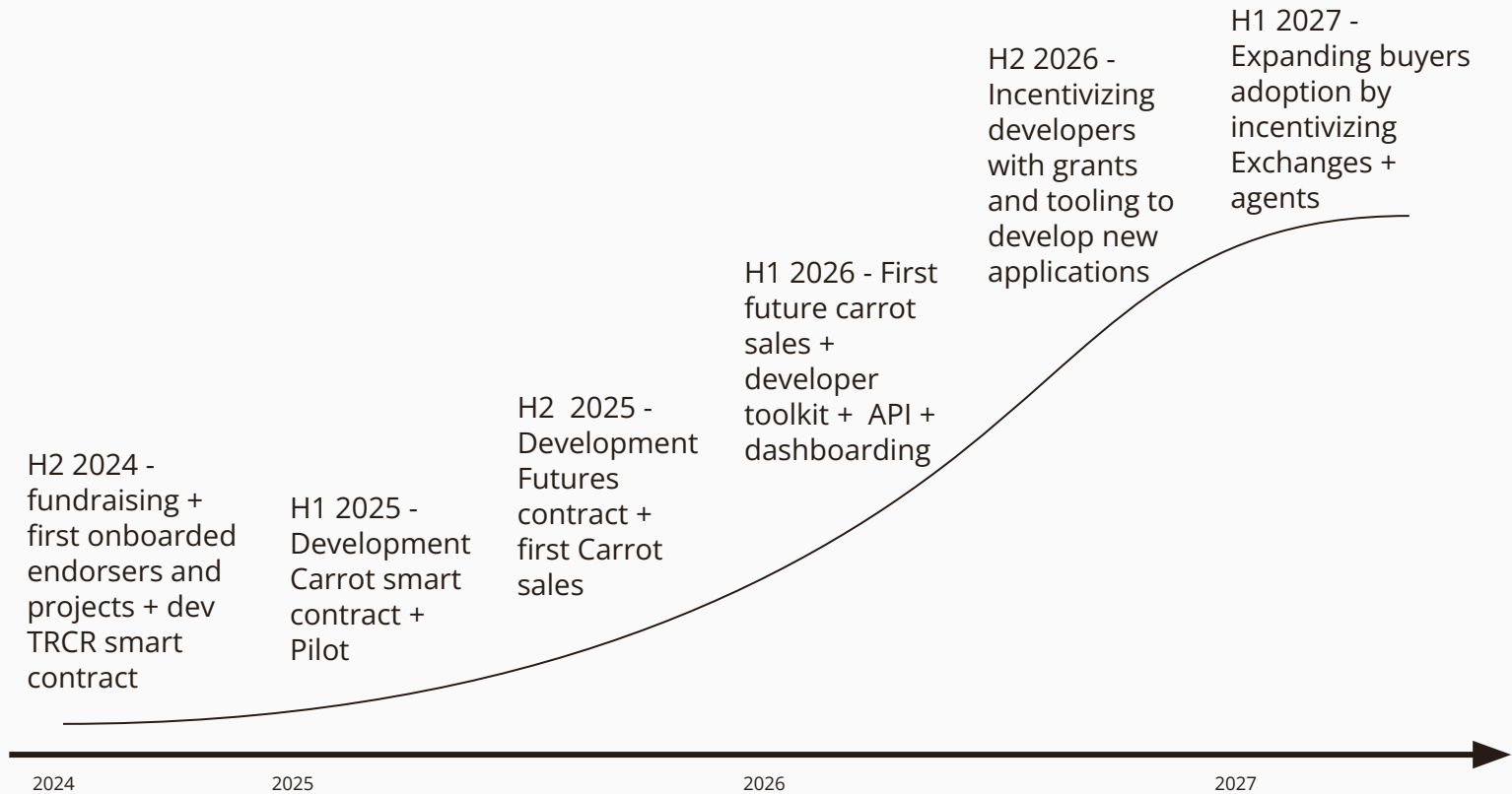


Dr. Alberto Pace, head of data management at CERN in Geneva, brings his extensive knowledge of large-scale data management and analysis to help Tracer develop robust and scalable solutions for tracking and verifying carbon removal projects.



Hubert Shio-Hsien Tai, who has been involved as CTO in the IPOs of three Chinese technology companies, provides valuable insights into the technology landscape and the process of scaling and growing successful technology ventures.

Roadmap 2024-2027



Funding: private round

Currently raising \$750K in private funding round.

Minimum ticket size: \$10,000

Bonuses:

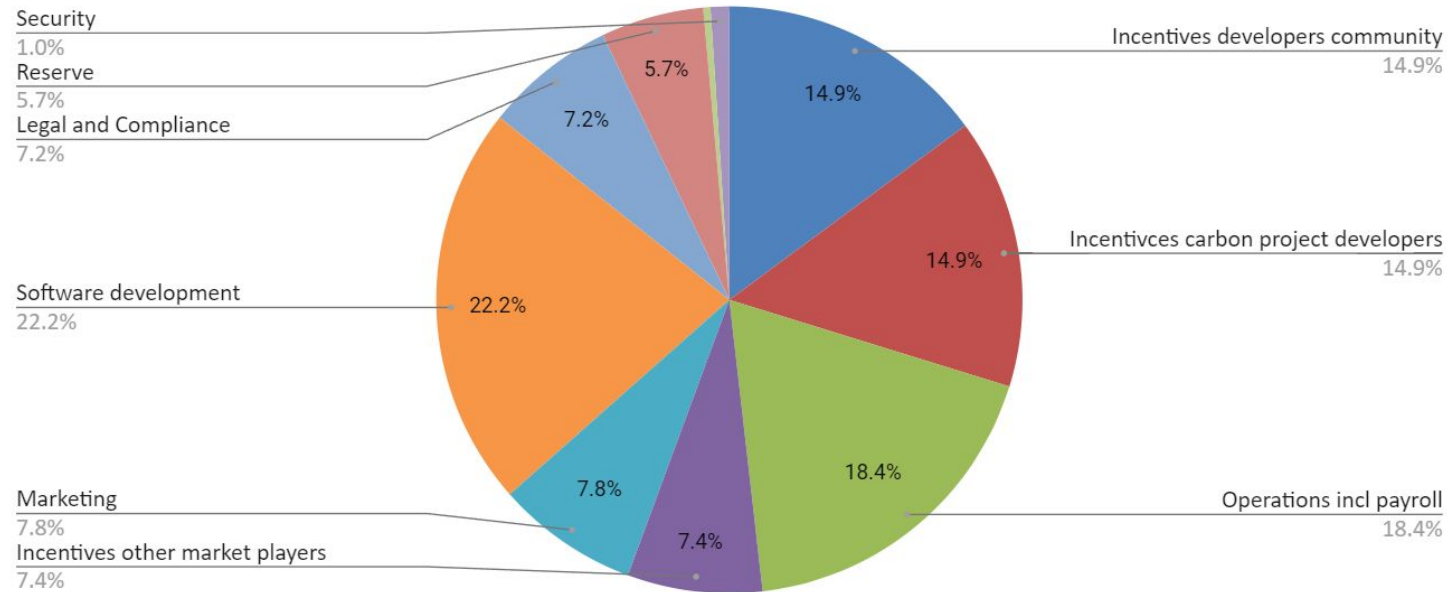
- 10% (>\$25K)
- 20% (>\$50K)
- 30% (>\$100K)



Allocation	Price	Token Amount	USD Amount
Seed - Closed			1MM+
Private	USD 0,75 cent	100M TRCR	750K
Public	USD 1,5 cent	100M TRCR	1.5MM

Use of proceeds

Proceeds allocated to drive ecosystem adoption through targeted incentives, aligning with the go-to-market approach.

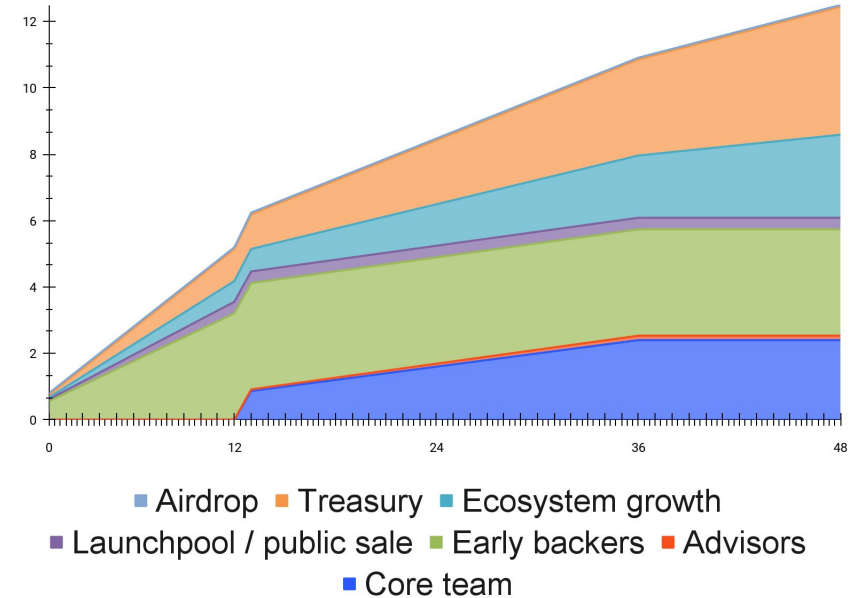


Tokenomics and distribution

Group	Allocation	Cliff	Vesting
Core team	19.2%	12 months	36 months
Advisors	1.1%	12 months	36 months
Early backers	25.6%	-	90% 12 months
Public sale	2.8%	-	90% 12 months
Ecosystem growth	20.0%	-	48 months
Treasury	30.9%	-	48 months
Airdrop	0.4%	-	-

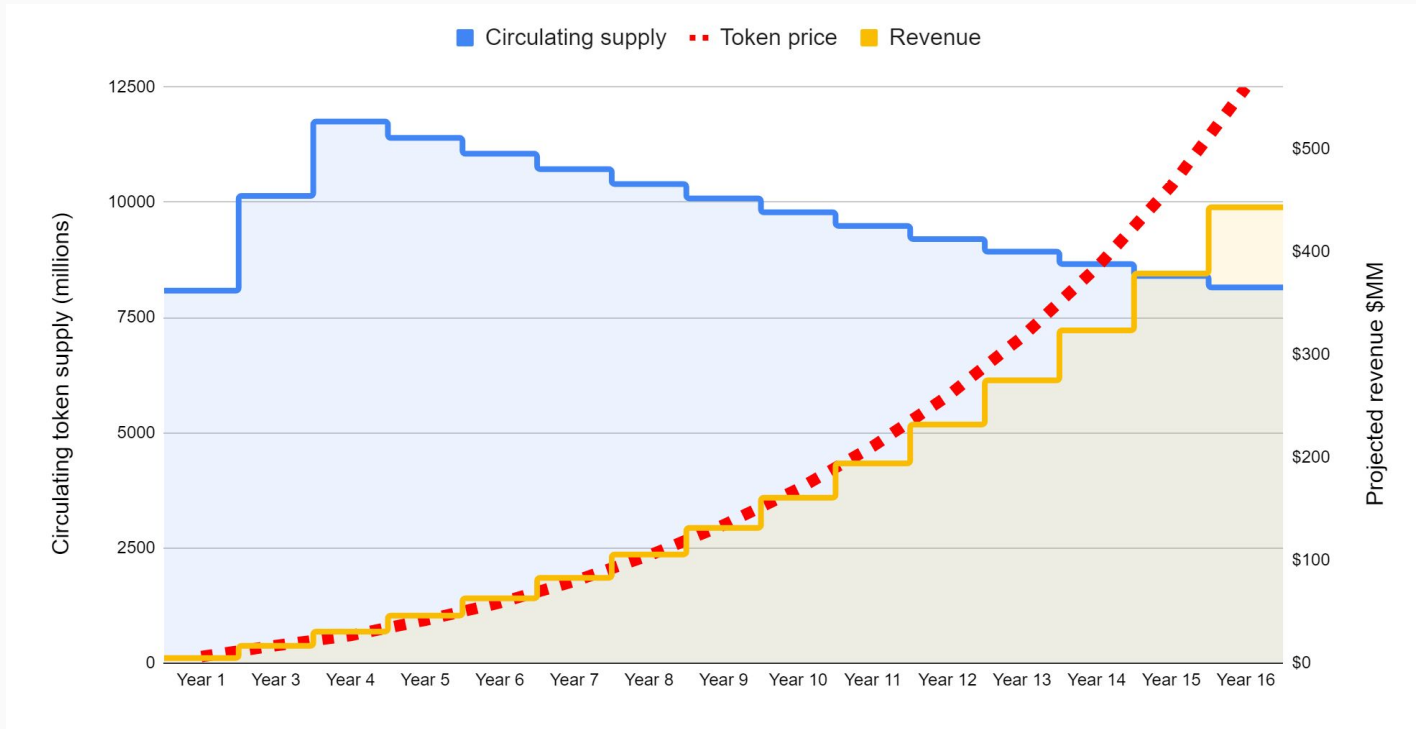
Vesting Schedule

By stakeholder group



Token burn mechanism

Tracer tokens are automatically bought and burnt using proceeds from a carrot minting commission, creating a deflationary pressure on its price.



Contact information

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Unleashing the power of
free markets to end
global warming