



# CLIMATEHOUND

Accelerating decarbonization in the  
food and beverage industry

**Palmer Fox, Founder + CEO**

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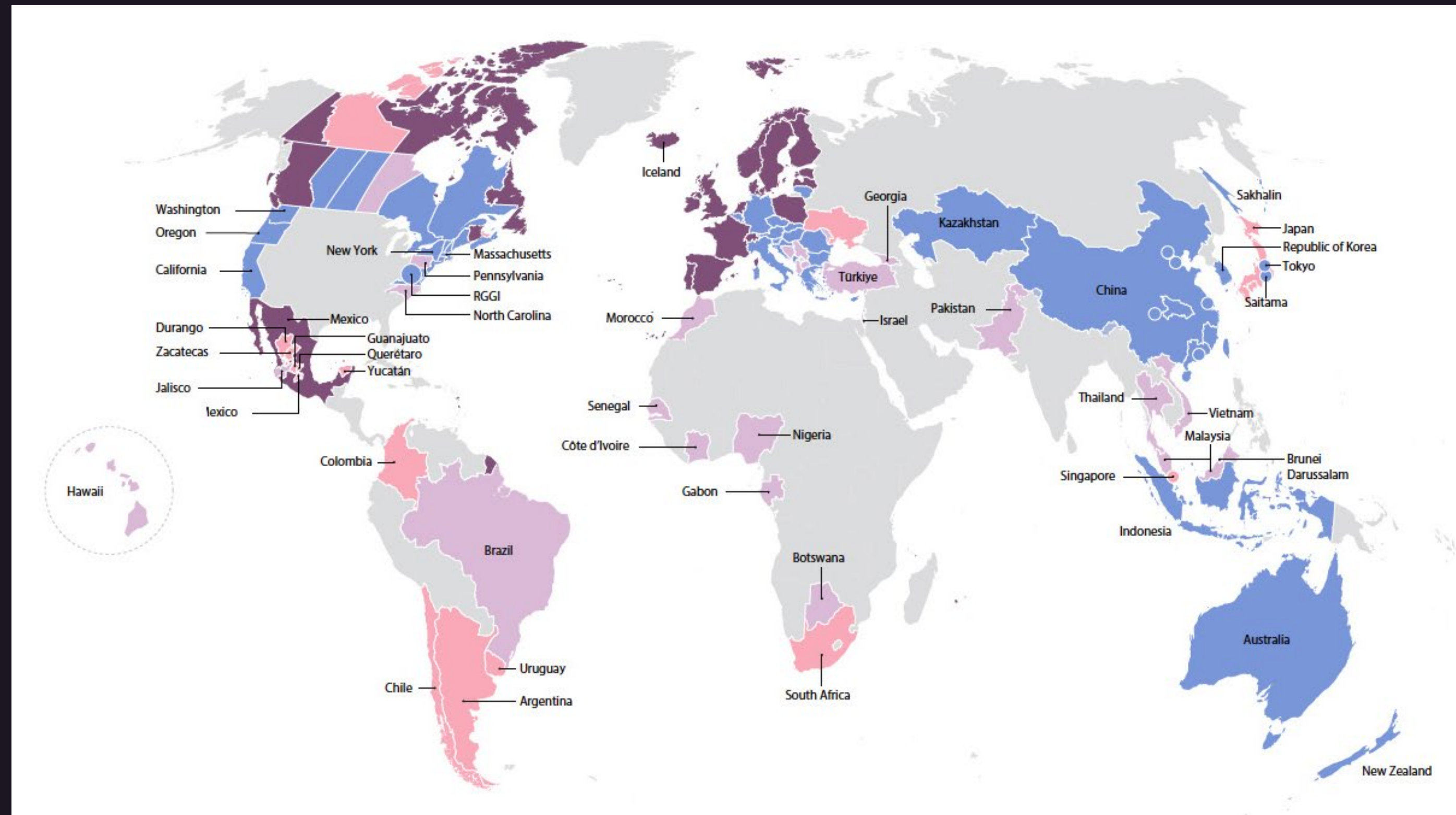


29% of all greenhouse gas emissions are generated by the food and beverage industry.



## The race to Net-Zero has begun, and regulatory systems are spreading rapidly.

U.S. SECURITIES AND EXCHANGE COMMISSION  
Press Release  
SEC Adopts Rules to Enhance and Standardize Climate-Related Disclosures for Investors  
FOR IMMEDIATE RELEASE  
3-6-2024



TIME  
CLIMATE • LEADERSHIP REPORT  
Why U.S. Companies Should Pay Attention to Europe's New Climate Rules  
4 MINUTE READ

- Emissions Trading System (ETS) and Carbon Tax; Implemented or Scheduled
- ETS; Implemented or Scheduled
- Carbon Tax; Implemented or Scheduled
- ETS or Carbon Tax; Under Consideration

But the first step is a tedious, annual  
carbon footprint calculation.

Pain Points:



**570+ pgs**

of calculation documents



**300-2,000 hrs**

per manual calculation



**\$25,000**

for environmental data  
sets with no support

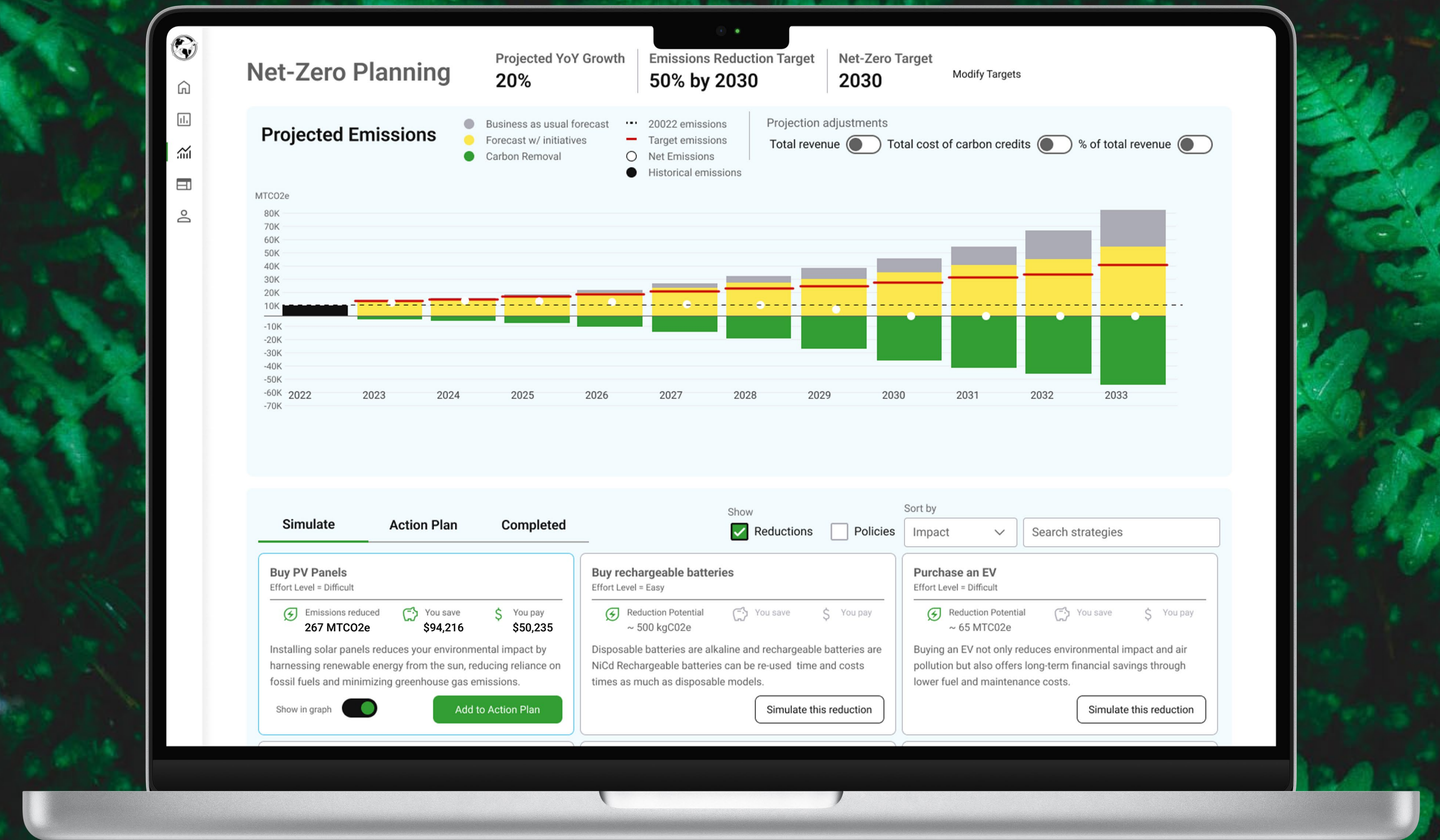
And companies still won't know how to take action...



## Carbon accounting and emissions reduction software, built for food and beverage operations.

We help companies achieve compliance and start reporting, or voluntarily take action on their impact.

- 99.8% time reduction for clients
- CDP and TCFD-aligned reporting
- 100s of business-positive action plans
- Tax incentives
- Get certified carbon neutral
- Achieve validated net-zero targets





# Access environmental and operational insights – with data clients already have on hand.

1

2

3

200+ business tool integrations

We crunch all the data

They achieve sustainability goals

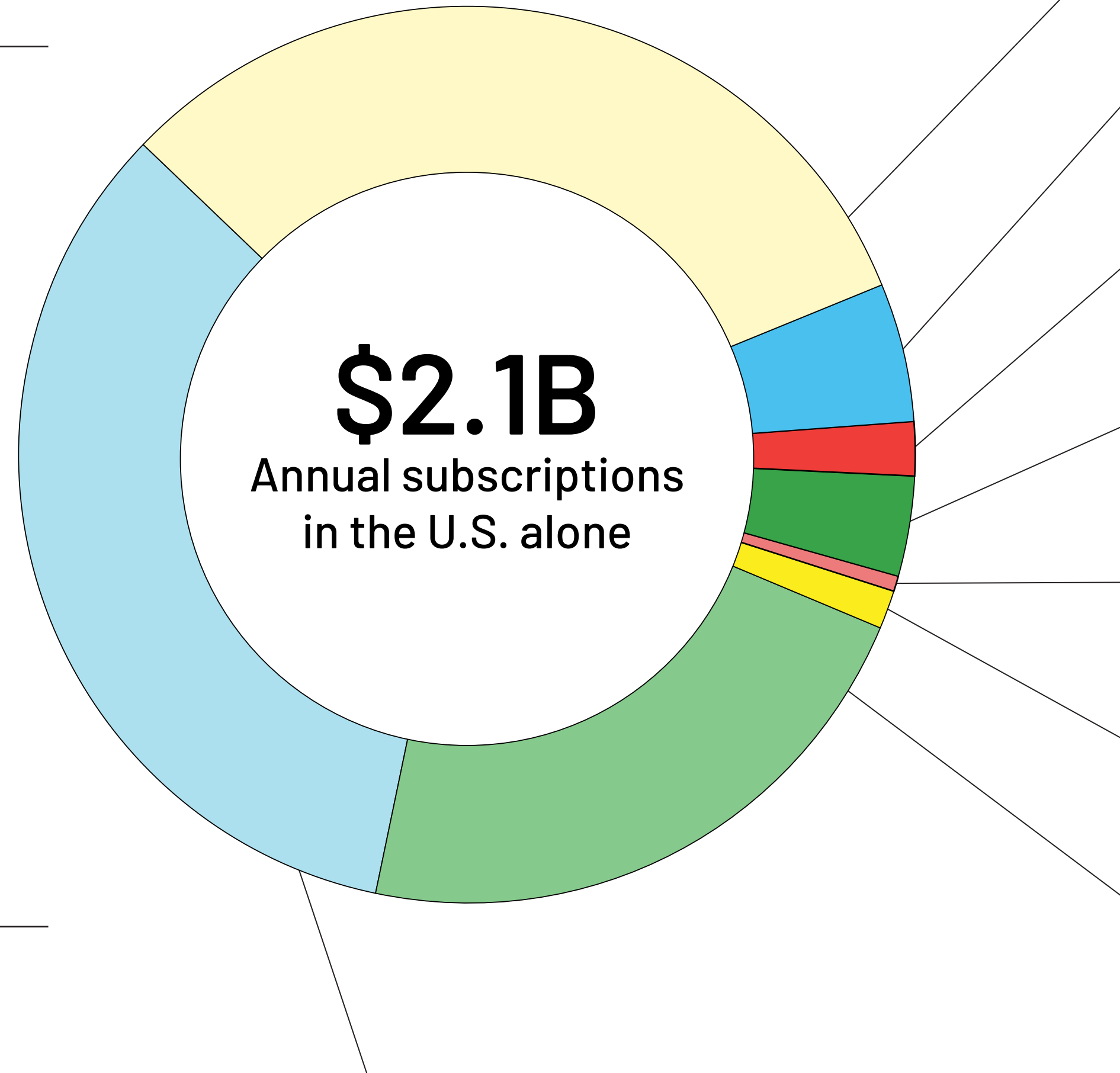


Powered by Renewable Energy

**TAM: \$72.2B**  
(Global)

**SAM: \$2.1B**  
(U.S. alone)

**SOM: \$336M**  
(16% U.S. market share)



**\$672.4M - Full Service Bars + Restaurants**  
293,000 locations x minimum annual fee (\$2,388)

**\$107.7M - Energy and Sport Drinks**  
By target 0.1% of total revenue

**\$42.4M - Soda Companies**  
By target 0.1% of total revenue

**\$70.8M - Wineries**  
By production size and pricing model

**\$13.5M - Distilleries**  
By production size and pricing model

**\$28.8M - Breweries**  
By production size and pricing model

**\$463.3M - Quick Service Restaurants**  
201,865 locations x minimum annual fee (\$2,388)

**\$716.2M - Consumer Packaged Food**  
By target 0.1% of total revenue





**Palmer Fox**  
*Founder + CEO*

- Over a decade of expertise with corporate F&B industry
- Bachelor of Environmental Design in Architecture, NCSU
- Strong ability for team building and people empowerment
- Lifelong entrepreneur and self-starter



**Jake McHargue**  
*Co-Founder + CTO*

- Three time first hire at successful tech startups
- Natural leader having built multiple development teams
- Passion for drawing clarity from large, diverse data sets
- Over a decade of experience in full-stack development



**David Stone**  
*Head of Product*

- Master of Packaging Science, Clemson
- Lead UX Designer at REI and Nike
- 8 years of experience in digital product design
- Multi-disciplinary designer (UX, UI, Graphic, Web)



**Haris Qureshi**  
*Software Engineer*



**Laurèn DeMates**  
*Sustainability Specialist*



**C.A. Carlson**  
*Grant + Content Editor*



**Kyle Kershaw, PE, CEM**  
*Sustainability Engineer*



**Lori Hines**  
*Fractional CFO*



**Sean Moore**  
*Tech Advisor*



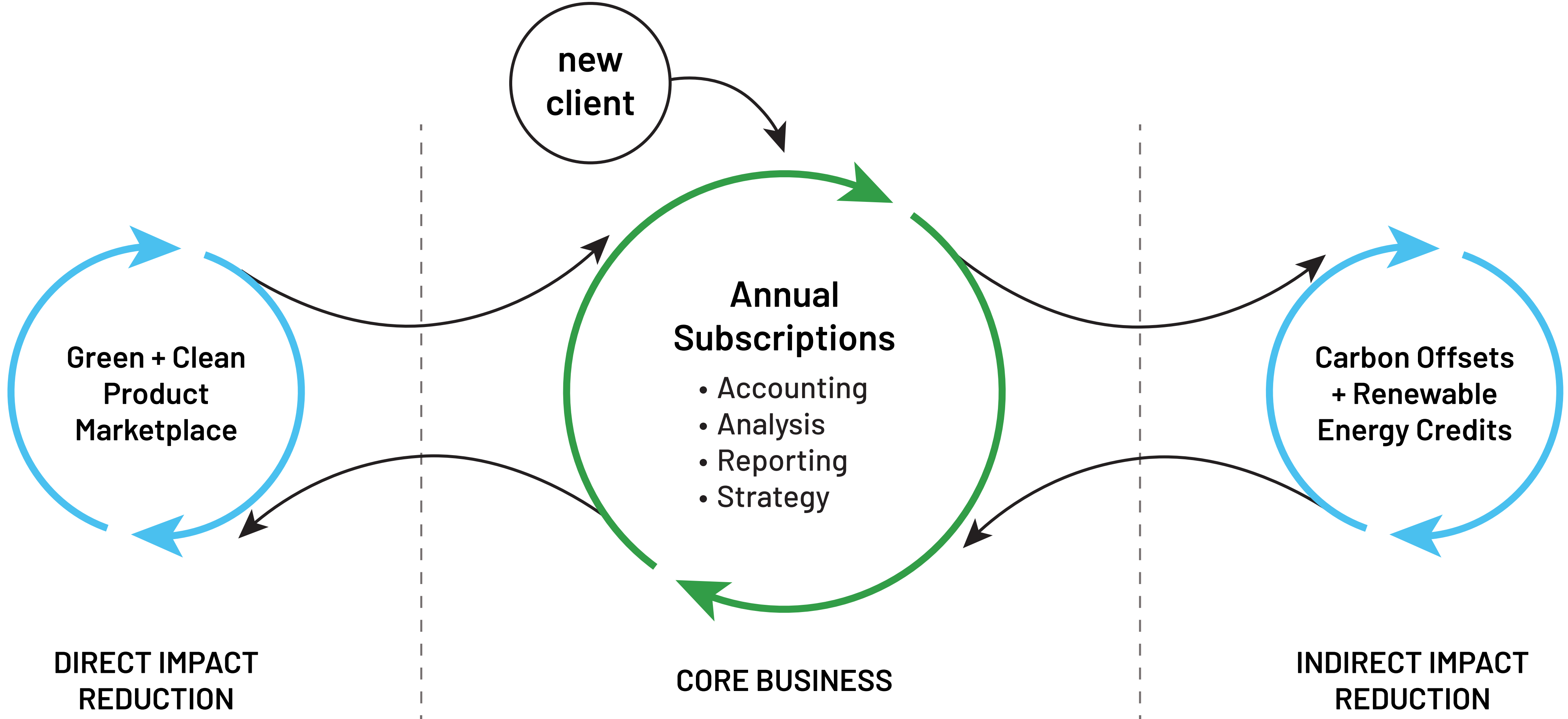
**Chris Bower**  
*Industry Advisor*



**Patrick McGowan**  
*Business Advisor*



# Three buckets of revenue generation



## From self-serve software to a full-service sustainability team

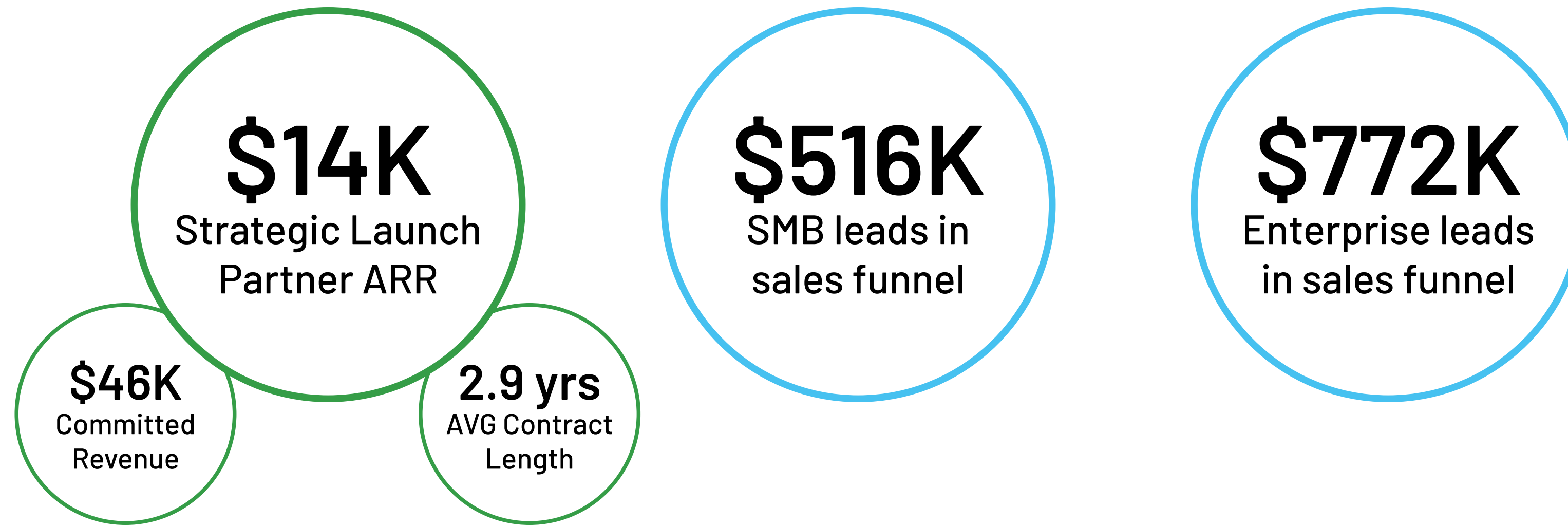
	STARTER <b>\$2,388/yr</b>	VITAL PLUS <b>\$5K-\$32K/yr</b>	ENTERPRISE <b>\$42K+/yr</b>
<b>Annual subscriptions:</b>			
<b>Access:</b>	self-serve	full-access	full-access
<b>Support:</b>	email	dedicated specialist	team of specialists
<b>Live onboarding:</b>	✓	✓	✓
<b>Sustainability website:</b>	✓	✓	✓
<b>Integrations:</b>	bookkeeping only	200+ business tools	200+ business tools
<b>Real-time insights:</b>	—	✓	✓
<b>Impact data export:</b>	—	✓	✓
<b>TCFD + CDP reporting:</b>	—	<i>add-on</i>	✓

### + Optional annual purchases:

<b>Carbon offsets:</b>	✓	✓	✓
<b>RECs + PPAs:</b>	✓	✓	✓



# 10 companies and 8 are certified carbon neutral



DISTILLERY:



WINERY:



CIDERY:



BREWERY:

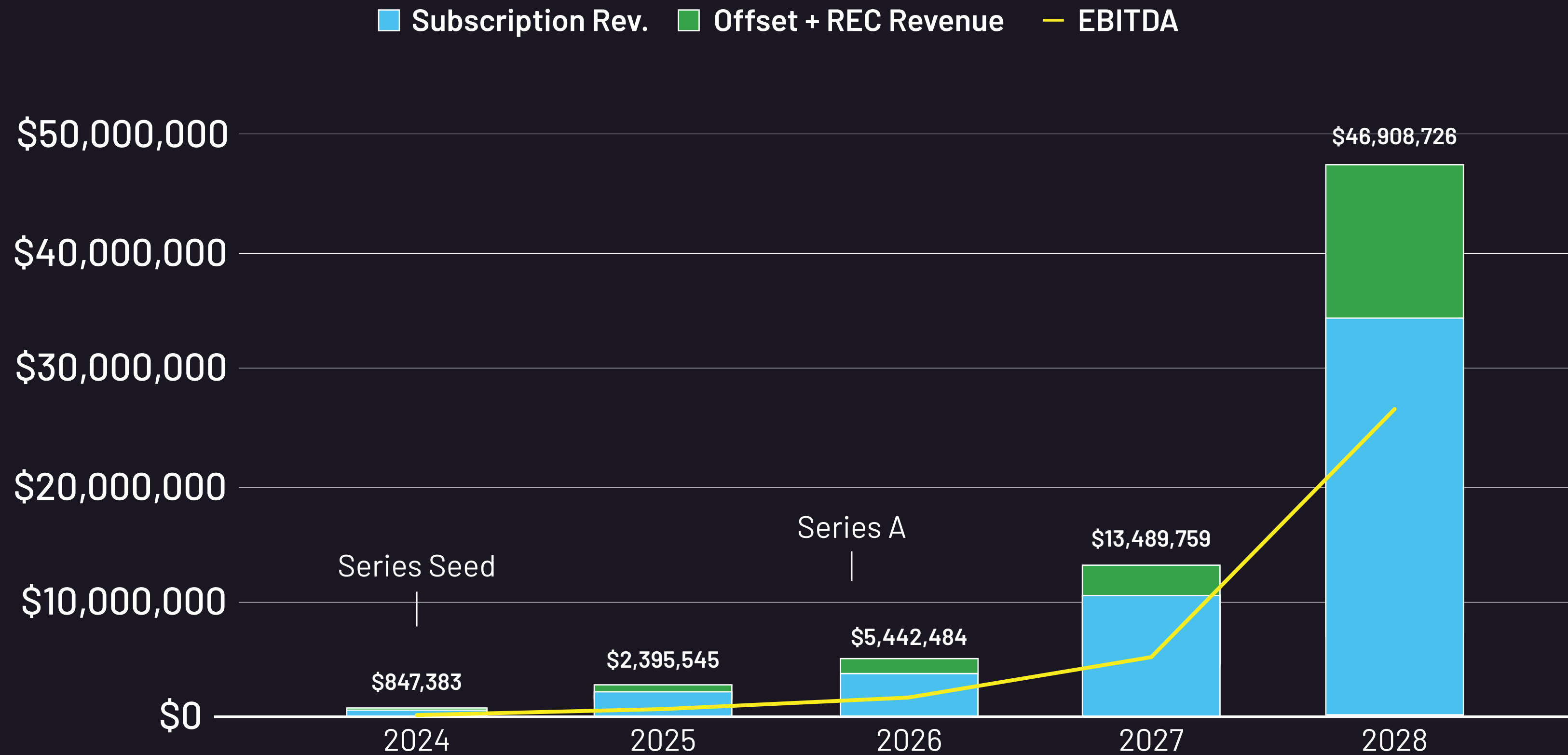


N/A BEVERAGES:



EVENT:



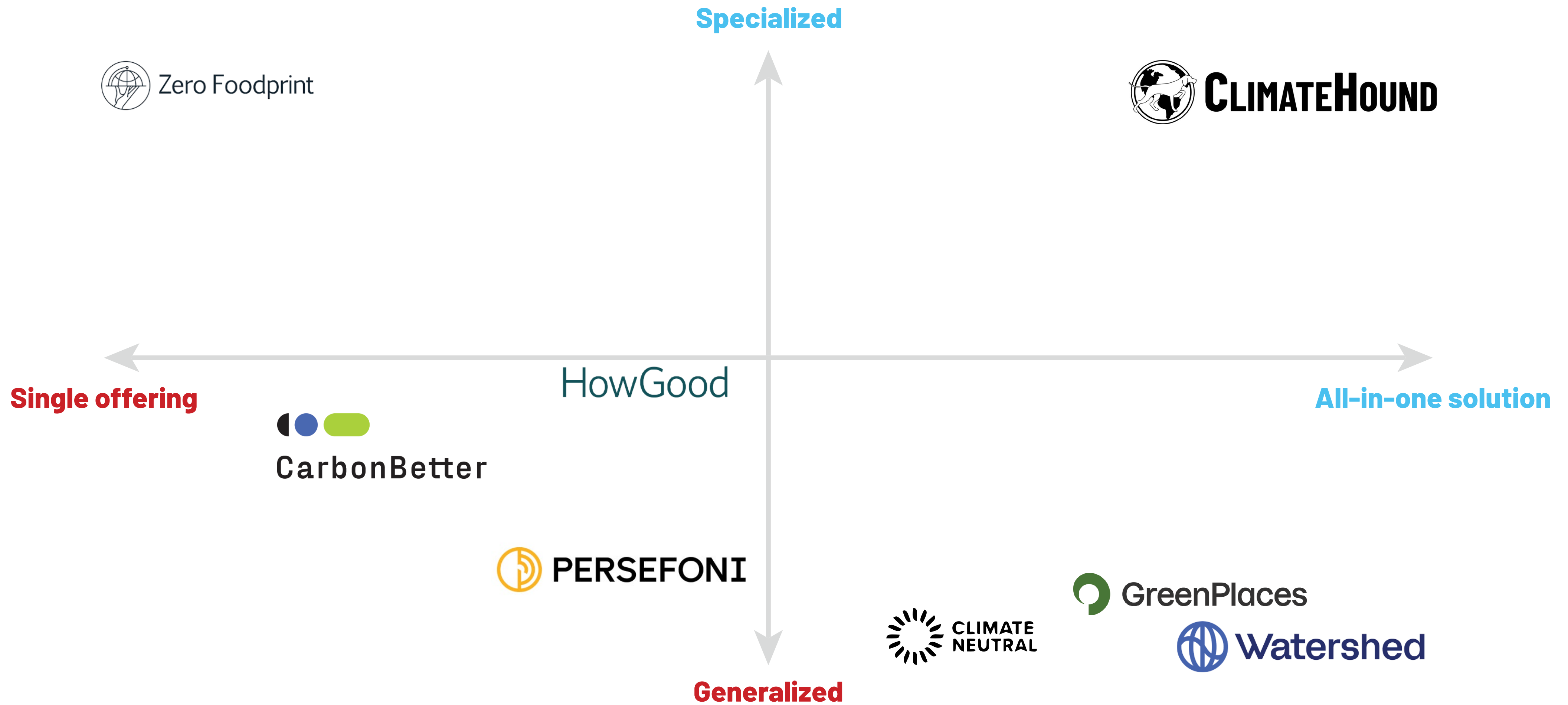


<b>Subscription Revenue:</b>	\$753,229	\$1,916,436	\$4,353,988	\$10,791,808	\$33,506,233
<b>Offset + REC Revenue:</b>	\$94,154	\$479,109	\$1,088,497	\$2,697,952	\$13,402,493
<b>Expenses:</b>	\$659,138	\$1,967,093	\$3,638,547	\$7,958,907	\$20,097,172
<b>EBITDA:</b>	\$188,245	\$428,452	\$1,803,937	\$5,530,853	\$26,811,554
<b>% Profit/(Loss):</b>	22%	18%	33%	41%	57%

\*These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.



# Specialization allows tailored decarbonization strategies in a community-driven industry vertical.



**TARGETING:**

**\$2,000,000**

Delaware C Corp; raising on safes; \$10M cap

**SEED ROUND, SO FAR:**

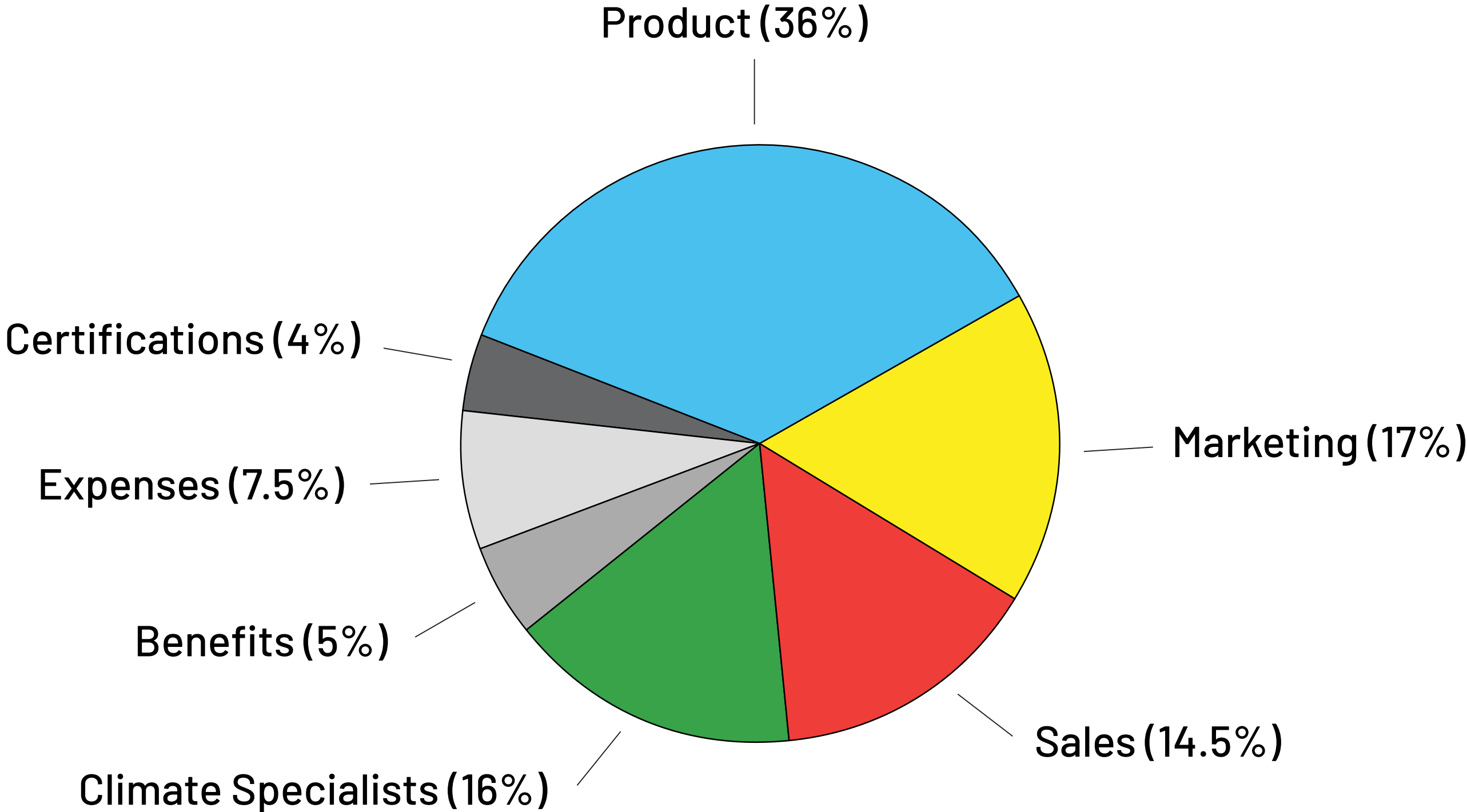
- \$250,000 received

**PRE-SEED FUNDING:**

- \$300,000 raised; \$2,500,000 post-money valuation; closed Sept. 2022

**USE OF NEW FUNDS:**

- This \$2M raise will help us capture \$5M in ARR and profitably bridge the gap to our Series A, targeting a \$50-90M post-money valuation.
- We are aiming for 10,000,000 metric-tonnes of greenhouse gases under management by 2026.







# CLIMATEHOUND

We hunt carbon reductions.

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