



# Mission Model Canvas

Project title:

Terra Preta

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<p><b>Key Partners</b> 🤝</p> <ul style="list-style-type: none"> <li>Partnerships with coffee/cocoa suppliers</li> <li>Coffee/cocoa suppliers (traders and cooperatives)</li> <li>Carbon Credit Standard Issuing Body and Auditor</li> <li>Manufacturing partners</li> </ul>	<p><b>Key Activities</b> ⚙️</p> <p>What are the three main activities needed to create/realize your project?</p> <ul style="list-style-type: none"> <li>Set up of manufacturing network for pyrolysis reactor and ensuring quality</li> <li>Onboarding &amp; training of operating team in biochar production and application</li> <li>Monitoring and sales for high-quality carbon credits</li> </ul>	<p><b>Value Propositions</b> 📦</p> <p>How do you explain your project to a stranger in 1 minute?</p> <p>Terra Preta provides credible climate action in the form of transparent and permanent carbon removal credits with social and environmental co-benefits for rural communities in the Global South.</p> <p>We improve the margins of their farmers through reduced fertilizer usage and increased crop yield while lowering the footprint of the produced cacao/coffee.</p>	<p><b>Customer Relationships</b> ❤️</p> <p>How do you actively involve your community in your project (beyond just looking/listening)?</p> <p>With our partners and insetting projects.</p> <ul style="list-style-type: none"> <li>Direct communication channels</li> <li>Aligned project development</li> <li>Farmer engagement programs</li> <li>Equipment delivery and setup</li> <li>Ongoing maintenance and support</li> </ul> <p>On the other hand, the companies with net zero commitments that purchase our carbon credits.</p> <ul style="list-style-type: none"> <li>Limited direct communication</li> <li>Sales through marketplaces</li> </ul>	<p><b>Customer Segments</b> 🧑🧑🧑</p> <p>Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.</p> <p>Coffee/cacao buyers looking for insetting approaches</p> <ul style="list-style-type: none"> <li>Improved climate resilience of soils, plants, and farmers</li> <li>Improved farmer margins</li> <li>Significantly reduced carbon footprint of raw material</li> </ul> <p>CO2 certificates buyers on the global voluntary CO2 market</p> <ul style="list-style-type: none"> <li>Sustainability managers with net-zero emission targets</li> <li>low-carbon intensity industries such as banking, insurance, and IT due to high willingness to pay</li> </ul>
	<p><b>Key Resources</b> 🏠</p> <p>Which three skills and resources are central to the implementation of your idea?</p> <ul style="list-style-type: none"> <li>Reactor design and manufacturing network</li> <li>Carbon removal certification</li> <li>Sales and customer success staff</li> </ul>	<p>We do this by enabling the decentralized production of biochar, a natural soil enhancer made from farmers' agricultural residues, by partnering with coffee/cacao suppliers and equipping their workforce with our mobile cost-effective reactor and our integrated digital control system leveraged by our scalable operations model.</p>	<p><b>Channels</b> 📱</p> <p>With our partners and insetting projects.</p> <p>Voluntary Carbon Market</p> <ul style="list-style-type: none"> <li>Utilizing marketplaces and brokers for sales.</li> <li>Quick customer acquisition due to high demand and low supply.</li> <li>Cost-effective customer acquisition strategy.</li> </ul> <p>With our partners and insetting projects</p> <ul style="list-style-type: none"> <li>Direct sales/ Close relationships</li> <li>Leveraging partner relations</li> </ul>	

## Cost Structure

What costs do you expect to incur to realize your idea?

What are the costs?

- Payment to operational partner (transport, worker, etc) ca 50 USD per ton of removal
- Manufacturing of reactors (ca 5000 USD per unit)
- Product development (mechanical engineering and software development)
- Carbon removal credits sales
- Customer success
- Certification costs

## Revenue Streams

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

150 USD per ton of carbon removal

1 ton CO<sub>2</sub>e removed from atmosphere per ton of carbon removal

0.6 ton CO<sub>2</sub>e reduced in fertilizer emissions per ton of carbon removal

Livelihood of 5 people improved for every 25 tons of carbon removal

By 2030

- Remove 5 million tons of Co<sub>2</sub> (Through biochar)
- Reduce 3 million tons of Co<sub>2</sub> (Through fertilizer reduction)
- 1 million livelihoods improved (Through improved farmers margins)

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

- Key to scalability: Partnerships with suppliers
- Goal for 2027: Establish over 40 partnerships with suppliers
- Goal for 2027: Have more than 5,000 reactors in operation
- Partnerships enable reaching a large number of small-scale farmers in the Global South
- Suppliers' networks and distribution channels facilitate reaching and empowering farmers
- Partnerships play a crucial role in expanding reach and impact