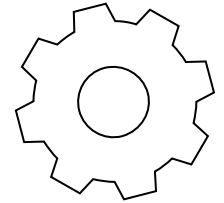
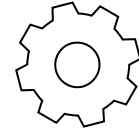
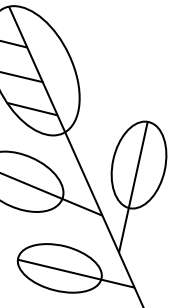


**BASEx**



**UNIVERSAL EVALUATION ENGINE  
IMPACT. EXTERNALITIES. COBENEFITS.**



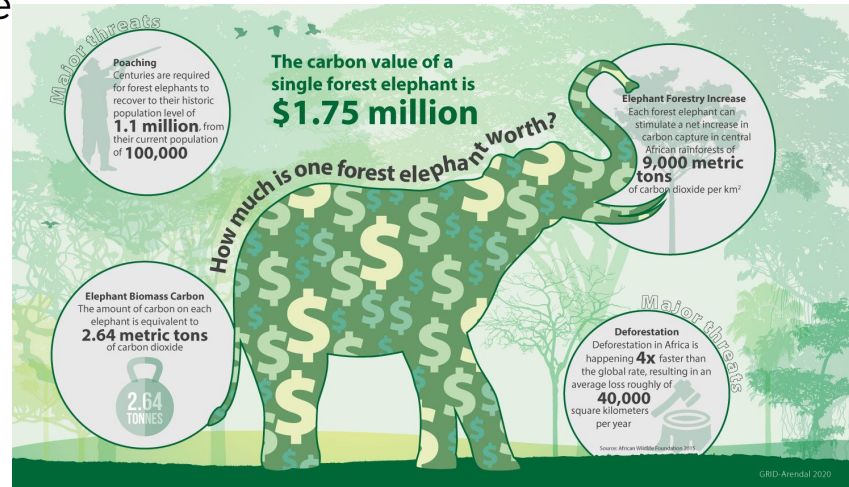
# PROBLEM

**FRESH AIR:** no value

**POLLUTED AIR:** sickness illness disease, hospital bills, good for the economy

 **LIVING:** ecosystem services, carbon storage









 **DEAD:** ivory, meat, skin (around \$50k)



# SOLUTION

- People working on the ground submit reports of impact
- Reports are fact-checked by the community jurors
- In case of any dispute a challenge is raised and the report can be rejected.
- After the challenge period is over, tokens are distributed.  
These can be either positive (*impact, cobenefits*) or negative (*externalities*)  
Working name: **PVT**: positive value token, **NVT**: negative value token
- Scalable process due to large community of jurors always ready to arbitrate.  
We are leveraging on Kleros, a well-established Web3 arbitration platform.

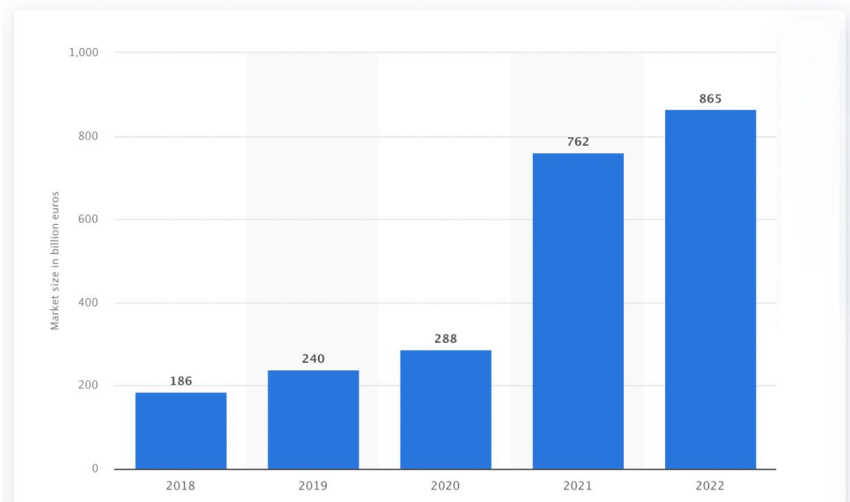
# ECONOMIC INCENTIVES AND SUSTAINABILITY

-  Polluters causing **NVT** - pressure to compensate for damage by purchasing **PVT**
-  Communities creating **PVT** - ability to make use of the impact generated
-  Businesses accepting **PVT** (*offering discount*)
-  Entities buying **PVT** directly or from a pool (*philanthropic impact*)
-  Kleros jurors earning fees
-  Fact-checkers on the ground (*I will not fly to Kenya, will pay \$10 to someone local*)
-  Marketplace of professional services: writing reports and evaluations
-  Volume will allow us to generate revenue and ensure economic sustainability

# MARKET SIZE

## Value of the carbon market worldwide from 2018 to 2022

(in billion euros)



Morgan Stanley

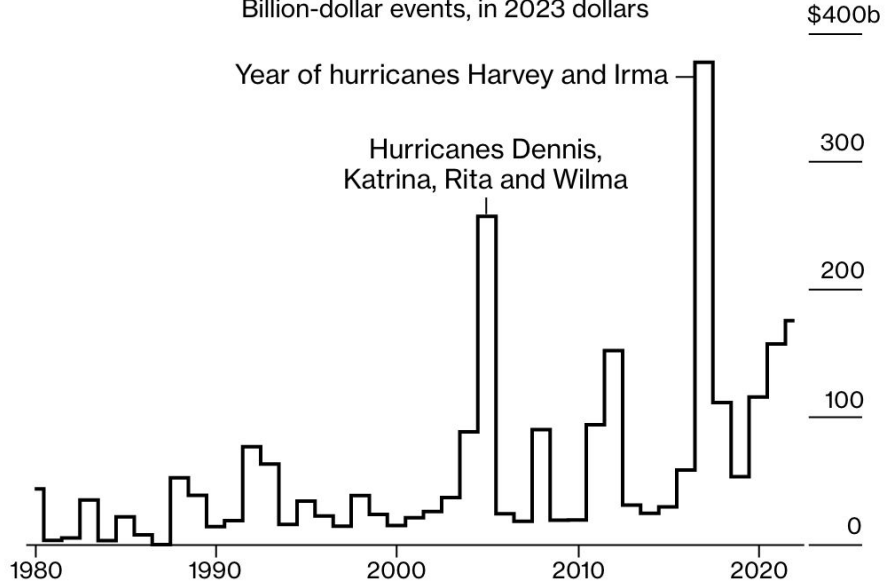
<https://www.morganstanley.com> › ideas › carbon-offs...

## Carbon Offset Market Trends and Growth: 2050

11 Apr 2023 — The voluntary **carbon-offset market** is expected to grow from \$2 billion in 2020 to around \$250 billion by 2050. Three shifts now underway will ...

## Cost of US Disasters

Billion-dollar events, in 2023 dollars



Chevron

<https://www.chevron.com> › ecuador

## Ecuador Lawsuit - Chevron.com

In February 2011, an \$18 billion **judgment**—later reduced to \$9.5 billion—was rendered against **Chevron** by a court in Lago Agrio, **Ecuador**, for alleged ...

# CONVERGENCE OF EXPONENTIAL TECHNOLOGIES

- Urgency and awareness of the climate change: **timing**
- Data: **satellites, drones, IoT sensors**
- Ability to process it: **machine learning, AI**
- Trust, transparency, immutability: **blockchain**
- Community, crowdsourcing, incentives: **token engineering**
- Business model and availability of funding: **impact investment**

NOTHING IS MORE  
**POWERFUL**  
THAN AN IDEA WHOSE  
TIME HAS COME

*Victor Hugo*



TED2015

March 2015 | 9.8M views

The single biggest reason why start-ups succeed

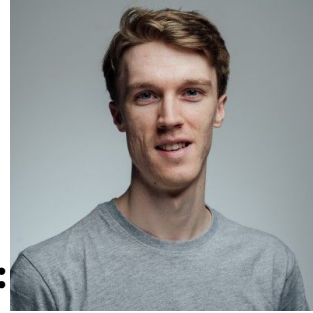
# TEAM



**Mars:**

- From Poland 🇵🇱
- MSc in Computer Science
- Moved to the UK 2011
- Been to COP23 24 26
- Been to Davos in May 2022  
*(saw the market gap, validated the idea)*

[linkedin.com/in/marsrobertson](https://www.linkedin.com/in/marsrobertson)



**Cameron:**

- From UK 🇬🇧
- Maximum Impact Entrepreneur
- Animal Advocate

[linkedin.com/in/cameron-king-199646137](https://www.linkedin.com/in/cameron-king-199646137)



**Greg:**

- From Romania 🇷🇴
- Recipient of Filecoin grant
- Multiple hackathon winner

[linkedin.com/in/grigore-trifan-666biyz](https://www.linkedin.com/in/grigore-trifan-666biyz)

# WE ARE LOOKING FOR IMPACT INVESTMENT

- BaseX is an impact project serving other impact projects (*meta*)
- At the moment: completely self-funded
- “Bootstrapping” estimate: \$200k to cover cost of living and grow the team
- Book a call or [read the whitepaper](#) to dive deep into details

Mars Robertson  
[info@basex.com](mailto:info@basex.com)

**+44 758 629 4279**

 [calendly.com/marsxr/basex](https://calendly.com/marsxr/basex)

[X @basexHQ](#)

[X @marsXrobertson](#)