
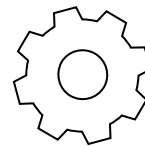




UNIVERSAL EVALUATION ENGINE

IMPACT EXTERNALITIES COBENEFITS

Generic pitchdeck
All skills and abilities
Not everyone is
Climate scientist
Book a  on [Calendly](#)



EXAMPLE OF EXTERNALITIES AND COBENEFITS

Industrial agriculture.

Land use.

Fertiliser.

Pesticides (resilient bugs)

Agricultural runoff.

Nutrients density. Nitrogen.

Algae bloom. Dead zones.

Ocean acidification.

Ecosystem collapse.

Fish as source of protein bye bye...

Apex predators bye bye...

Regen agriculture.

Carbon capture.

Biodiversity.

Pollinators.

Balanced ecosystem.

Nature restoration.

Healthy food.

Healthy water.

Fresh air.

Mental health.

Eliminating disease.

Connection with the divine.

Abundance and prosperity.












START WITH WHY?

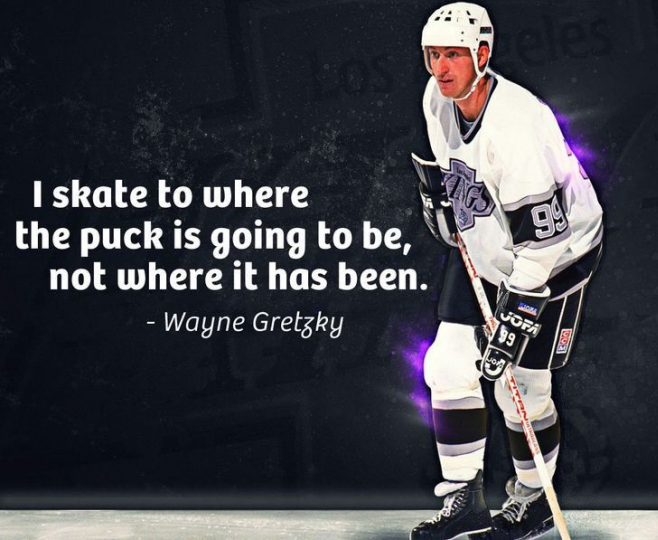
- **Climate change** (*feedback loops, tipping points, obsolete climate models, no one in charge*)
- We can still **mitigate damage** and buy more time
- **Capitalism** works (*but it works too well*), addiction as business model
- Tapping into **free market** forces
BUT: currently markets are not free, captured by **subsidies** and regulation
- **Incentivising actions** that are not profitable in the current system: building housing for refugees, clean water, clear air, education
- **Private sector** (*entrepreneurs like us*) are operating faster than governments
- **Inclusivity**. Existing carbon credit markets and methodologies = prohibitively complicated
- Something that will be practical “here and now” and 100 years from now
SpaceX: making life multiplanetary`
BaseX: making life multiplanetary, starting from the Earth

SOLUTION *(TECHNICAL DEMO)*

- Click here: staging.basex.com
- Organisation submit **reports of impact**
- Reports are fact-checked by the **Kleros jurors**
(we are leveraging Kleros, a well-established Web3 arbitration platform, this is to achieve scale and start with existing community of fact-checkers)
- In case of a 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

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
-  Philanthropists, charities, donors looking to **measure impact** of their money
-  Verified by BaseX - premium verification
-  Marketplace of professional services: creating reports and evaluations
-  Kleros jurors earning fees
-  Fact-checkers on the ground (*I will not fly to Kenya, will pay \$10 to someone local*)



I skate to where
the puck is going to be,
not where it has been.

- Wayne Gretzky

DIRECTION OF TRAVEL



BBC
<https://www.bbc.co.uk/news/business-67625200>

Airline adverts banned over 'greenwashing' claims - BBC

6 Dec 2023 — The Advertising Standards Authority (ASA) said the ads did not show the impact airlines have on climate change. Lufthansa and Etihad removed the ...



BRIEFING
EU Legislation in Progress



'Green claims' directive Protecting consumers from greenwashing



U.S. SECURITIES AND
EXCHANGE COMMISSION

Climate-Related Disclosures/ESG Investing

MARKET SIZE



Harvard Business Review

<https://hbr.org> › 2022/08 › its-time-to-invest-in-climat... ⋮

It's Time to Invest in Climate Adaptation

Aug 1, 2022 — Indeed, according to this Bloomberg report, Bank of America analysts estimate that the climate adaptation market could be worth **\$2 trillion a ...**



The World Economic Forum

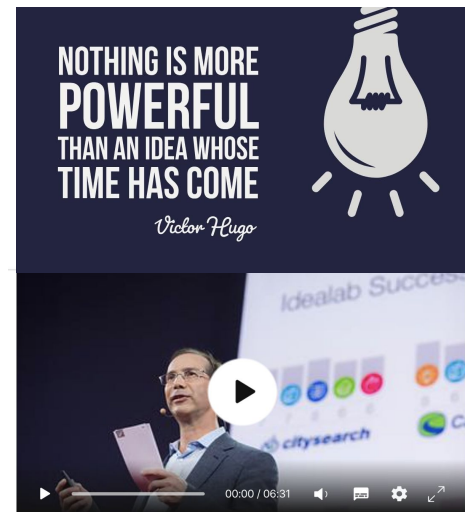
<https://www.weforum.org> › agenda › 2022/11 › clima... ⋮

Climate adaptation: the \$2 trillion market the private sector ...

Nov 1, 2022 — The climate adaptation opportunity is enormous — and growing. The market could be worth **\$2 trillion per year by 2026**, and the need for ...

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**



TED2015

March 2015 | 9.8M views

The single biggest reason why start-ups succeed

PARTNERSHIPS



The social media for
climate solutions



Climate Coordination Network
@climate_program

PB PositiveBlockchain.io

BaseX

Climate & Environment

Universal evaluation engine. Impact. Externalities. Cobenefits



K L E R O S

The Justice Protocol

Kleros is a decentralized arbitration service for the disputes of the new economy.

197M

PNK staked on courts

401

Ether paid to jurors

3.15M

PNK redistributed

745

Active jurors

1635

Disputes

PARTNERSHIPS PLANNED



U.S. SECURITIES AND
EXCHANGE COMMISSION

Climate-Related Disclosures/ESG Investing



BEZOS
EARTH
FUND



ESG360°



GiveWell



hypercerts

BILL & MELINDA
GATES *foundation*

Reward impact with hypercerts

To solve the challenges we face this century, we need scalable and sustainable financing models for public goods that reward contributors for the positive impact they create.

IDEAL CUSTOMER PROFILE + GO TO MARKET STRATEGY

Climate Solutions Round

All Projects (100)



GreenWorld

by 0x44d...B645

GreenWorld is an initiative that was born at the convergence of blockchain innovation and ...



Climate Emergency Cent...

by 0xb88...58a9

What do we do? Climate Emergency Centers repurpose empty buildings for the benefit of loca...



Mycelia - Retornando à ...

by 0xC5e...9E19

For the end of 2023, we wanted to focus GG19 on the work and passion of Avelin Buniacá Kam...

Baseline of 100 notable organisations
Supervised evaluation with experts

Training set for AI

- Web3 ReFi grants (*already onboarded to blockchain*)
- grants.gitcoin.co/gg19
- giveth.io
- octant.build
- Retro PGF by Optimism: community.optimism.io/docs/governance/retropgf-3

TEAM

Mars:



- From Poland 🇵🇱
- Based in London 🇬🇧
- MSc in Computer Science
- Moved to the UK 2011
- COP23 24 26
- Davos in 2022, 24

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

Greg:



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

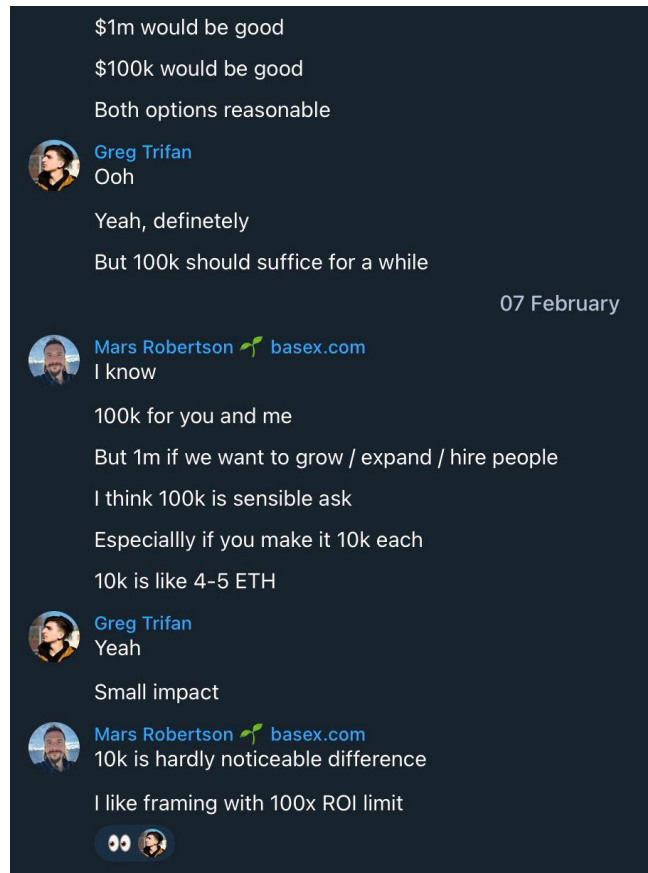
[linkedin.com/in/grigore-trifan-666biyz](https://www.linkedin.com/in/grigore-trifan-666biyz)

LOOKING FOR ONE YEAR OF EXPENSES + GROW TEAM

Completely bootstrapped

Identified a number of positions:

- BizDev, marketing, partnerships
- Back-end, DevOps, automation
- Content, social media, PR
- In-house evaluator



END GAME

al6zcrypto

Progressive decentralization: a high-level framework

100X ROI INVESTMENT CAP

We are looking for investors who are aligned with our principles.

BECOMING PUBLIC GOOD

BASEX BELONGS TO HUMANITY



Journal of Beautiful Business

<https://journalofbeautifulbusiness.com> › why-exit-to-c... ⋮

Why “Exit to Community”?

22 Sept 2020 — “**Exit to Community**” is the idea that we need a better option — one in which communities become the eventual owners of the startups that serve ...



Open Collective

<https://opencollective.com> › ... ⋮

E2C Collective

The E2C Collective is a team of people involved in advancing the framework of “**exit to community**”—enabling startups to become owned and governed by their ...



P2P Foundation

<https://wiki.p2pfoundation.net> › Exit_to_Community ⋮

Exit to Community

1 Dec 2023 — “**Exit to Community** (E2C) is an effort to develop alternatives to the standard model of the startup “exit.” Rather than simply aiming for an ...

CONTACT

- Book a call: 📞 calendly.com/marsxr/basex
- WhatsApp / Signal: **+44 758 629 4279**
- Test drive the platform: staging.basex.com
- Read the [whitepaper](#)
- ✉️ info@basex.com
- X [@basexHQ](#)
- X [@marsXRobertson](#)





#CreateYourOwnStandard