

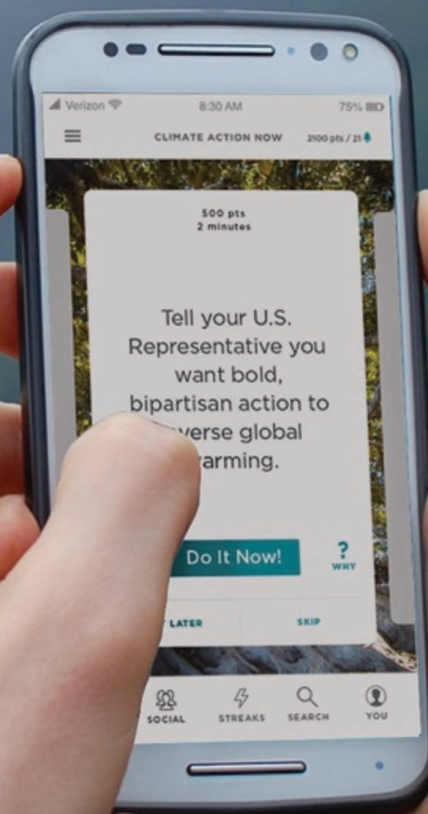
CLIMATE ACTION NOW



Purpose | Problem | Solution | Why Now? | Market Potential | Competition | Business Model | Team | Financials | Vision

OUR PURPOSE

To help citizens fight climate change, as members of a like-minded social network, by putting thousands of actions at their fingertips.





Houston, we have a problem.

We live on a warming planet. It's warming because of the way we live. The warming is wreaking havoc with the weather and all the other natural systems on which our existence depends.

We have to change.



- 100 million Americans are “alarmed” about global warming, tripling in the last 5 years.
- These consumers support policy change but don’t know what they or society can do.

Our Solution

A social network with an ecommerce overlay that is organized around and dedicated to the pressing global need for collective climate action.



Social



Effective



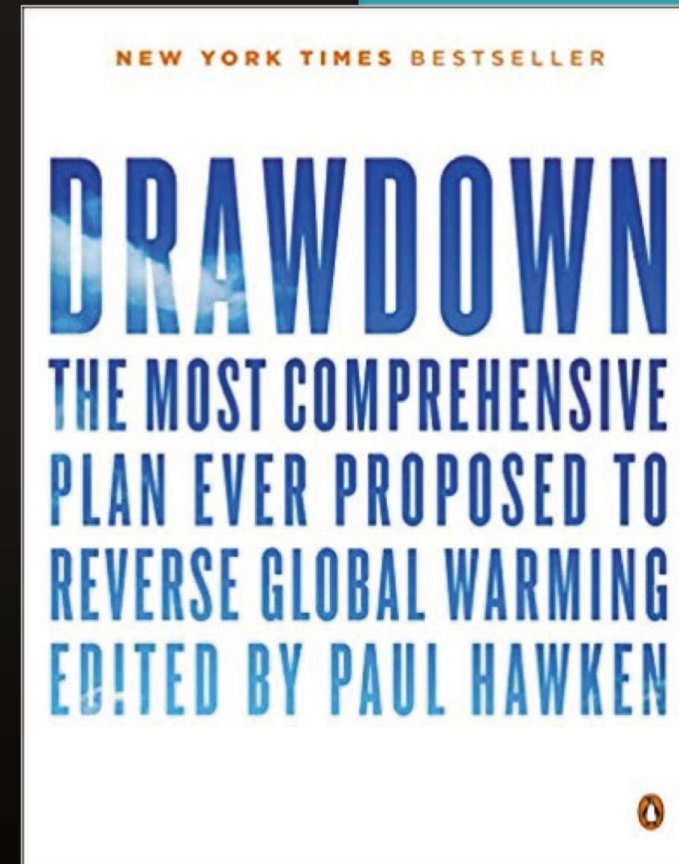
Addictive

Users with a smartphone app for climate action that is social, effective and addictive can, collectively, change the world.

✓ SOCIAL
EFFECTIVE

- We know the top 100 solutions.
- 3,800 people control 80% of the world's emissions.
- One of the principal causes of global warming:

WHAT WE BUY.



✓ SOCIAL
EFFECTIVE



Made from sustainable bamboo.



Tens of thousands of sustainable products and services are available for sale, \$150 billion in value or 25% of U.S. retail sales in 2021.

- ✓ SOCIAL
- ✓ EFFECTIVE

So, imagine an app that people can use to:

1. Take thousands of actions that promote the top 100 solutions.
2. Influence the 3,800 people who control 80% of the world's emissions.
3. Buy planet-friendly products and services in a unique, but proven, group buying format – the ideal purchasing platform for a social network.



Our software design approach mirrors Fogg's model for addictiveness and Fogg has personally validated and endorsed our design.

BJ Fogg, Ph.D., Stanford University

Persuasive Technology:

*Using Computers to Change
What We Think and Do*



- ✓ SOCIAL
- ✓ EFFECTIVE
- ADDICTIVE



Fogg Maxim #1

Help people do what they already want to do by making it easy.

Fogg Maxim #2

Help people feel successful.

- ✓ SOCIAL
- ✓ EFFECTIVE
- ✓ ADDICTIVE



Unique & Compelling

CONSUMER GROUP BUYS

Our largest revenue driver will be “group buys,” a social commerce experience with which we have deep experience.*

CONTENT. CONTENT. CONTENT.

We realize the importance of quality programming that is relevant and compelling to our diverse and demanding audience.



SCIENCE-BASED DESIGN

Purposefully designed software based on the best science available and endorsed by behavioral experts and climate leaders.*

PARTNERSHIPS

Leading environmental groups with large activist followings have expressed interest in using the app for recruitment and engagement.

Our work is important. We believe it can change the world!



The Climate Reality Project[®]

"... it will be very much in the interest of The Climate Reality Project to encourage our Leadership Corp of over 30,000 activists and the hundreds of thousands of other supporters to download and utilize the Climate Action Now app."

- Ken Berlin, CEO, of Al Gore's Climate Reality Project

At least 2 similar organizations have expressed the same interest. We expect more to follow.



Introducing ...



... the biggest company you've never heard of.

- Founded by ex-Gogler Colin Huang in 2015.
- Chinese-only app adds social twist to ecommerce by offering discounts to shoppers that “gang-up” orders with friends and family.
- Demonstrates that “group buying” can flourish in social media environment.
- Climate Action Now staff has extensive experience in executing consumer group buys and has proprietary software to execute the buys.
- **Social network + group buying = powerful combination** and proof-of-concept.

Anatomy of a Group Buy

Battery powered blowers, organic makeup, eco-vacations, solar generators ... there are 10s of 1000s of “green” products and services to sell.

SAVE UP TO 30%

on the
Greenworks 80V Cordless Backpack Leaf Blower!



Your Quantity: 1

Retail Price: \$329.00
 Current Group Price: **\$279.65**
 Current Group Quantity: 17
 Current Group Savings: 15%
 Current CO2 Savings: 3,500 lbs.

DISCOUNT SCHEDULE

| Qty | Price (each) | Savings |
|---------|-----------------|------------|
| 1-10 | \$296.10 | 10% |
| > 11-25 | \$279.65 | 15% |
| 26-50 | \$263.20 | 20% |
| 51-99 | \$246.75 | 25% |
| 100+ | \$230.30 | 30% |

BUY NOW

Consumers promote the deal to their friends because the final price they pay depends on how many orders they placed as a group.

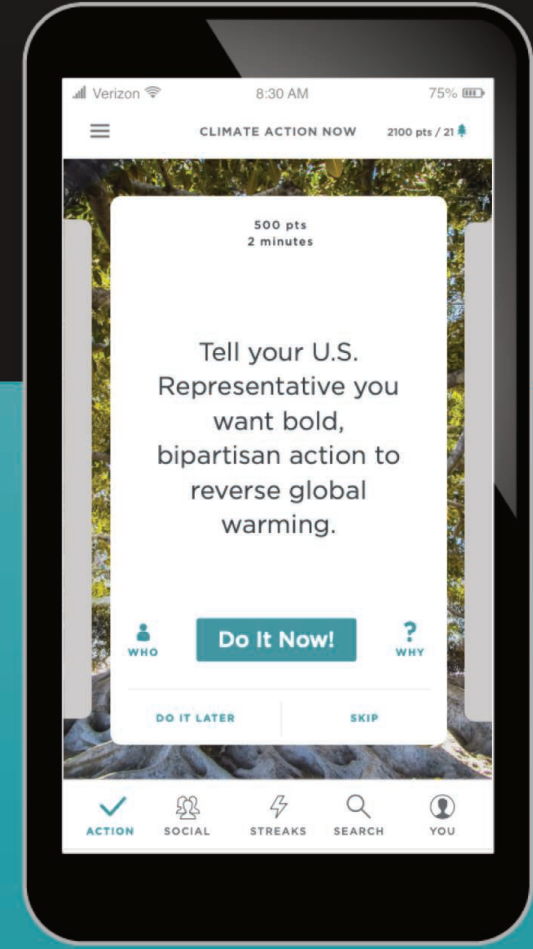
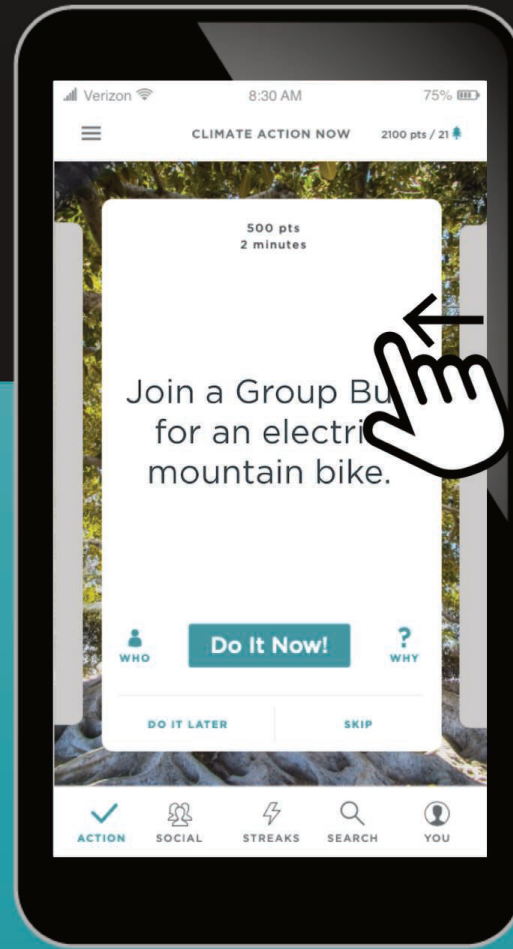
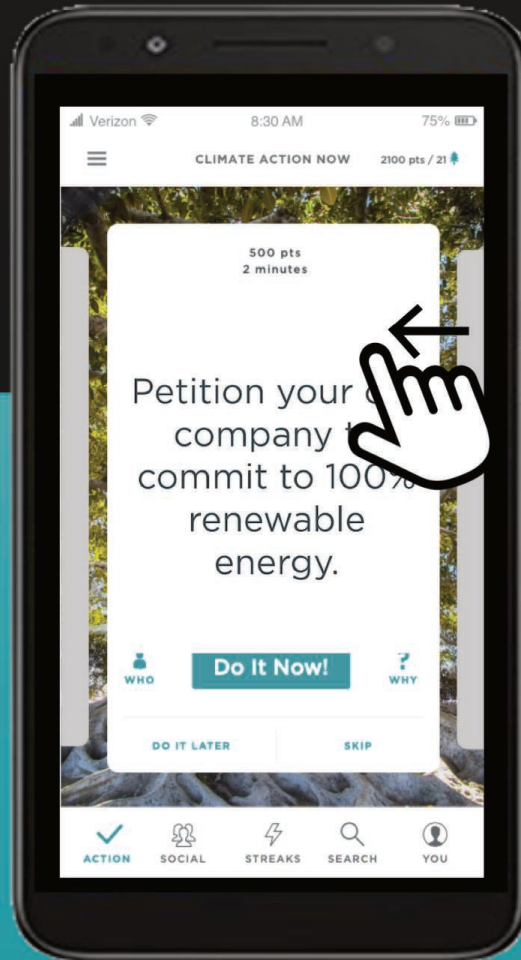
Group buys can generate large consolidated transactions (100 units x \$230 = \$23,000) delivering big chunks of margin with no inventory risk.

Most group buys will last 2 weeks ... allowing friends, family and others to join, but creating a sense of urgency.

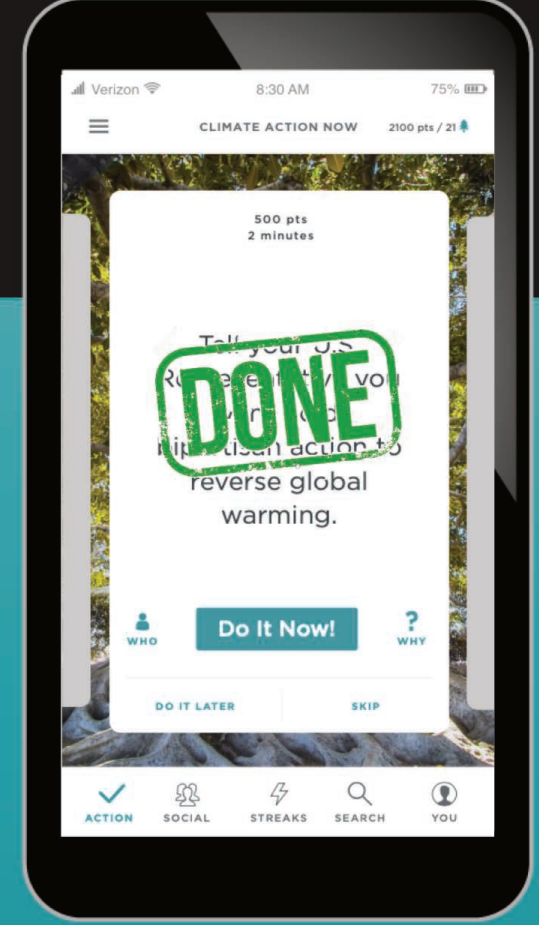
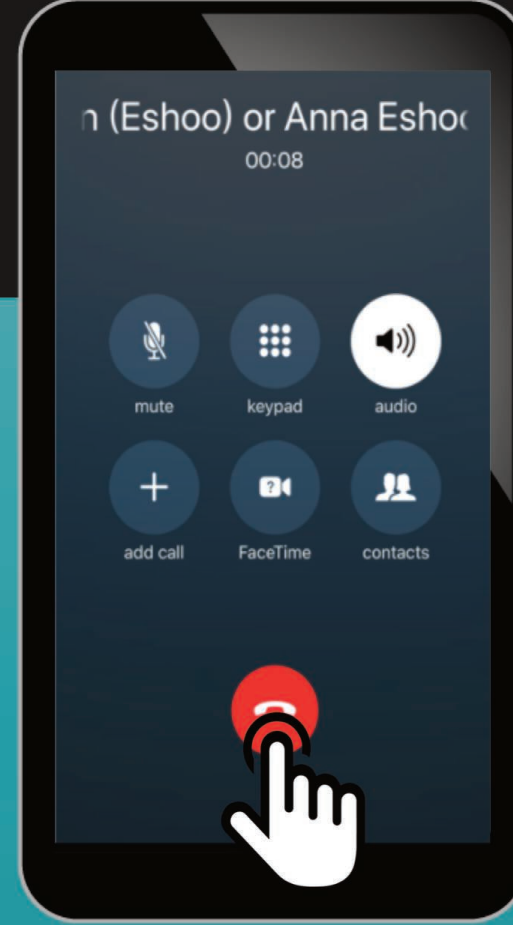
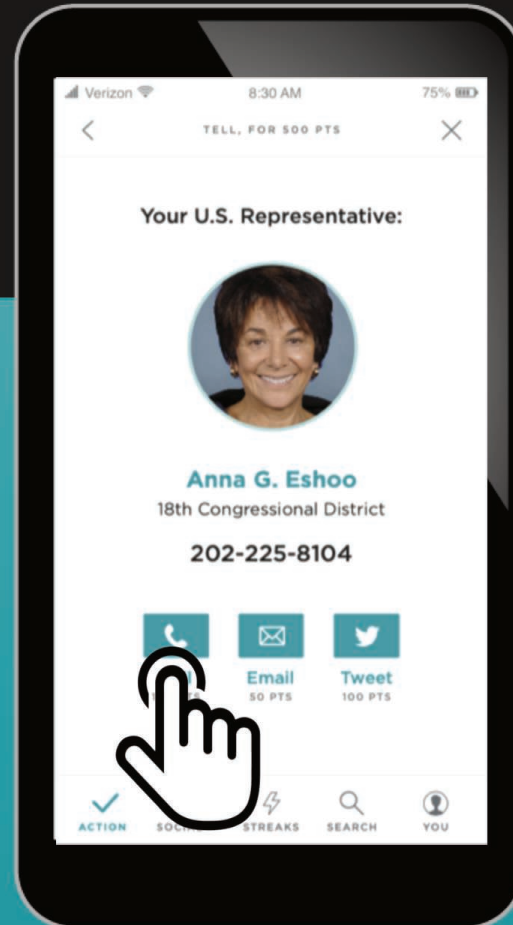
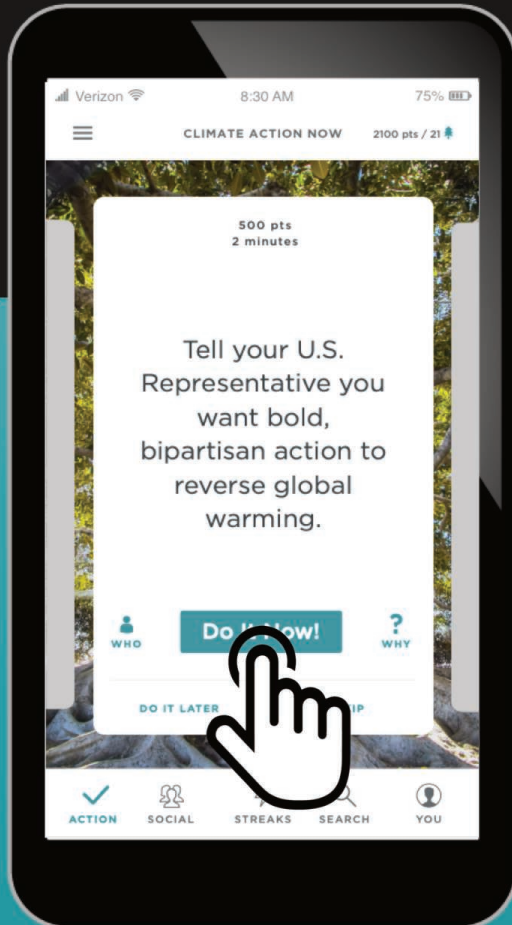
Demo

CLIMATE
ACTION
NOW

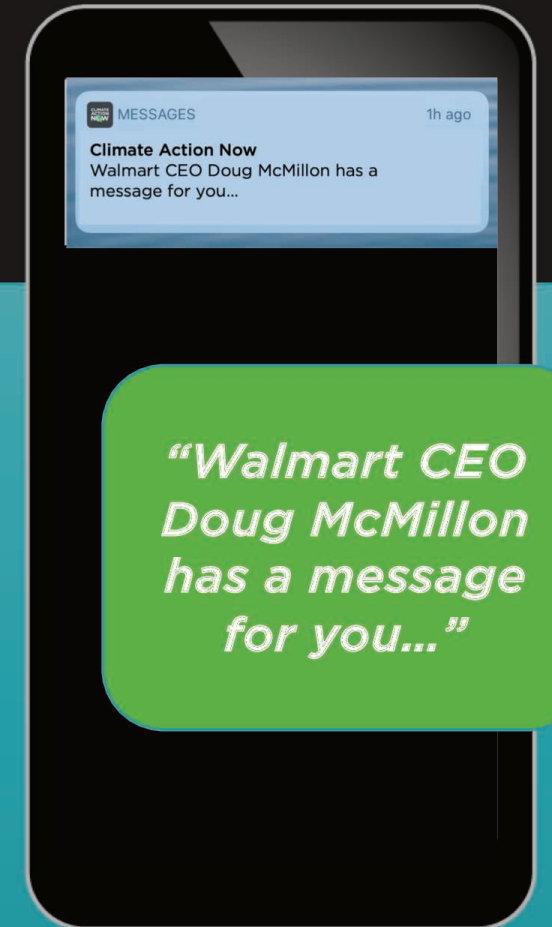
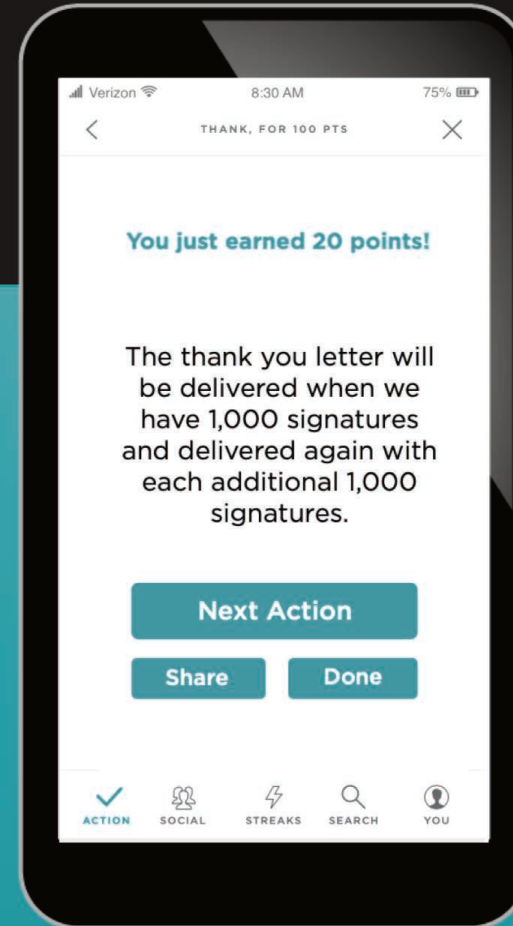
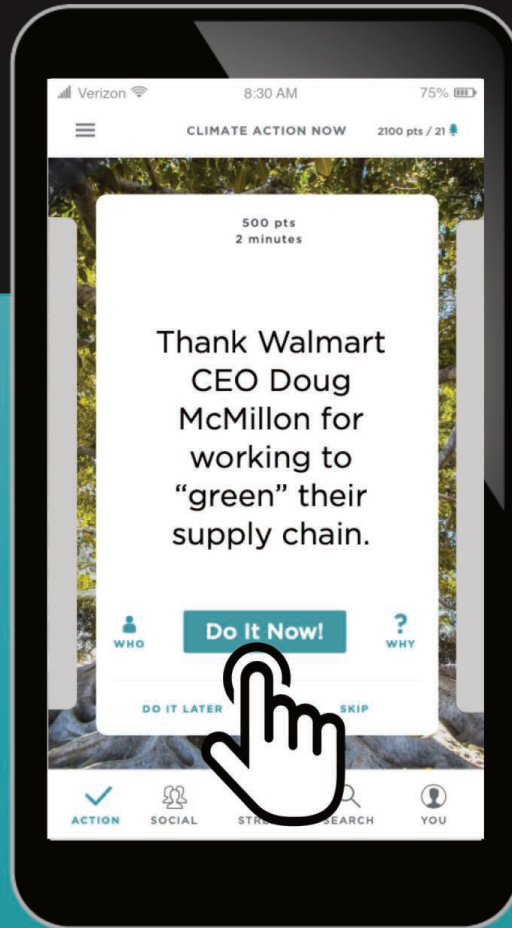
Users are
offered
thousands
of actions...

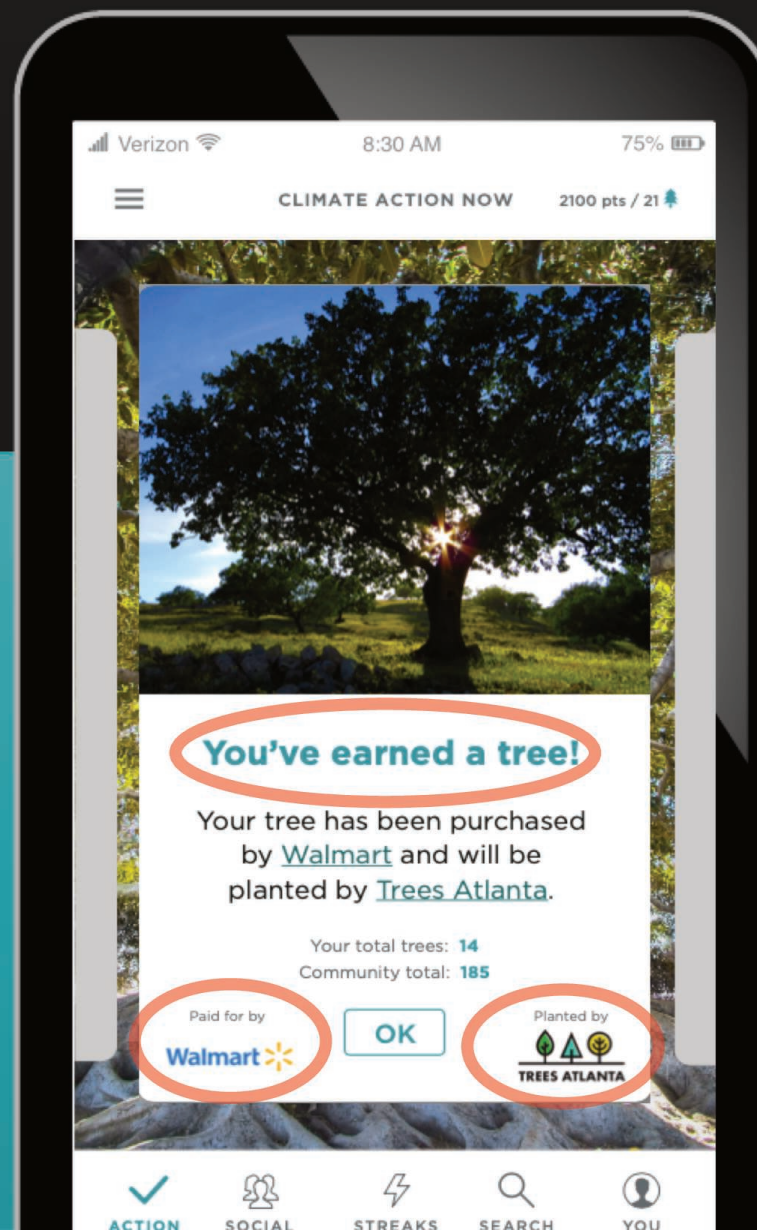
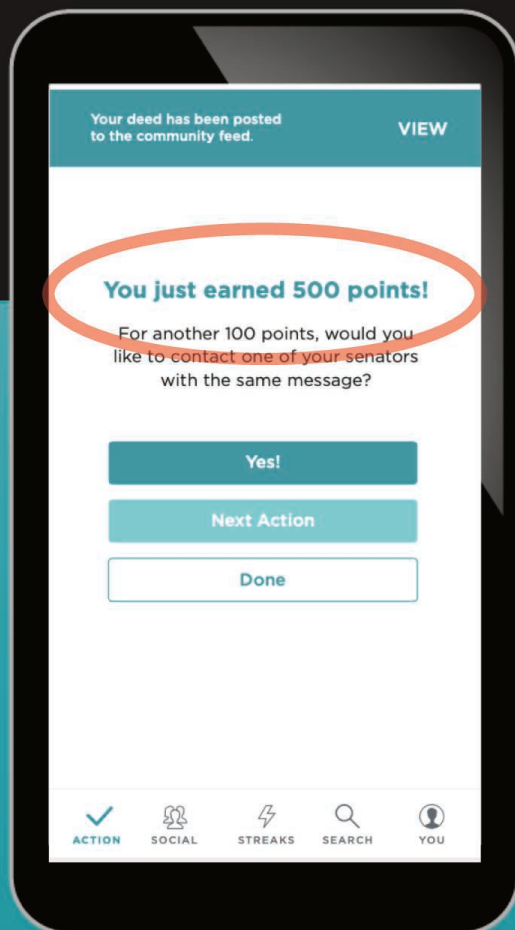


... that they can take in seconds ...



... or just two touches!

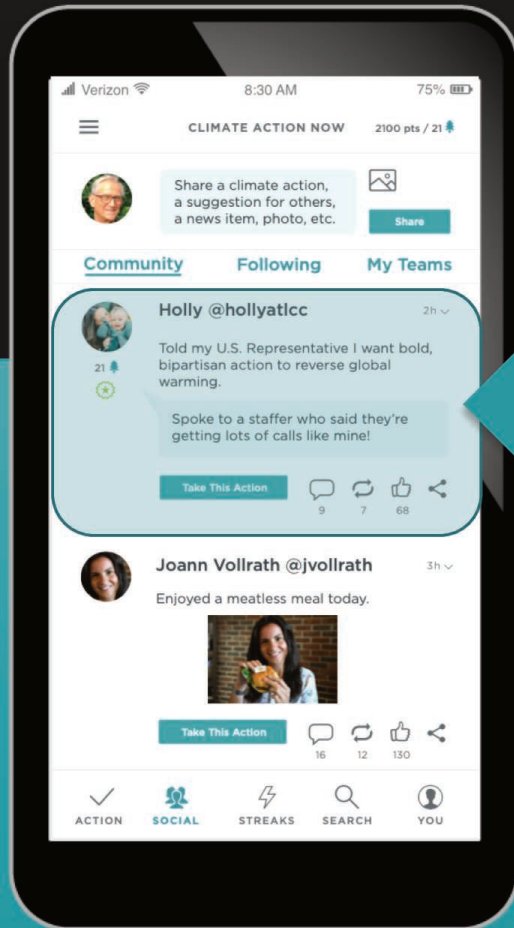




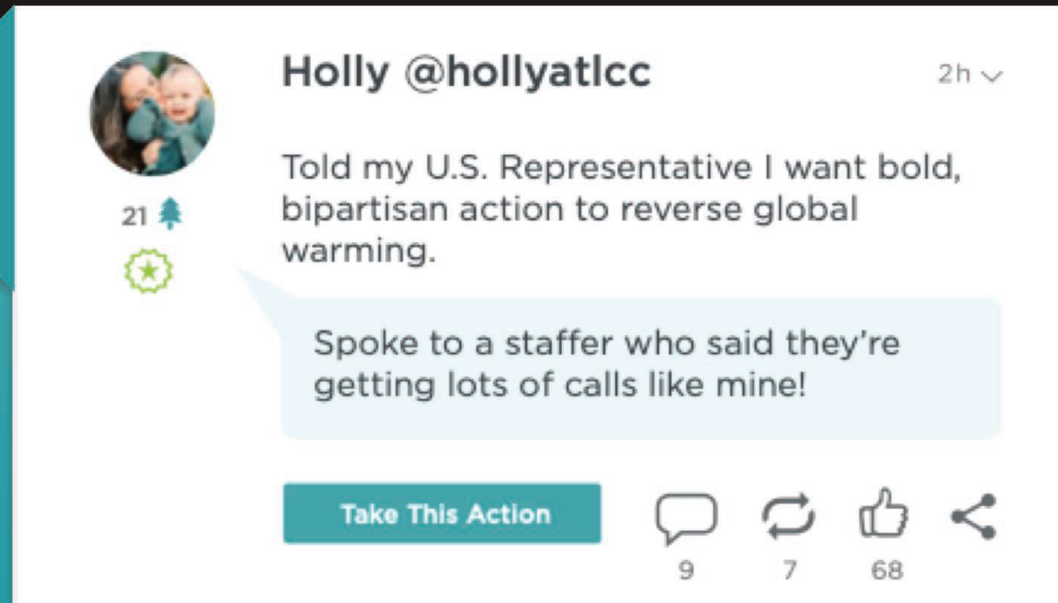
Every action earns points...

... for powerful rewards like trees ...

... while creating powerful paid-for brand impressions.



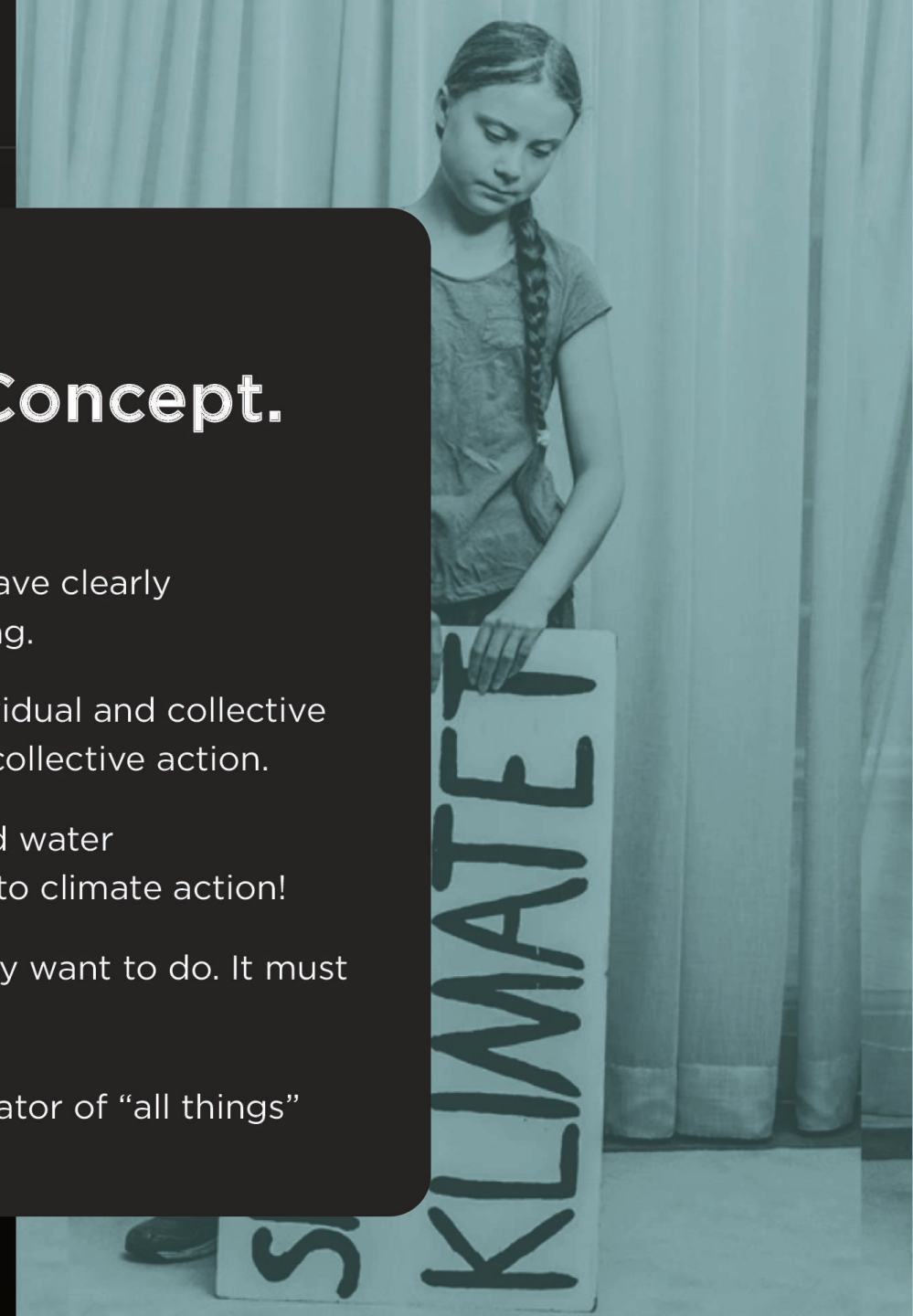
Creating a compelling social experience ...



WHY NOW?

Attitudes and Behaviors. Proof of Concept.

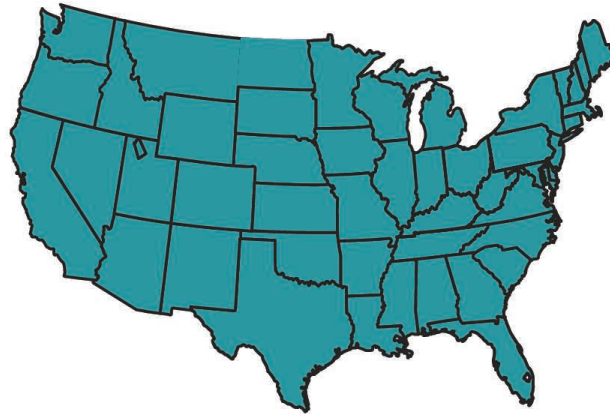
- The dangers of climate change are largely without dispute.
- Over the past several years, consumers' attitudes and behaviors have clearly migrated toward alarm and distress with respect to global warming.
- The world's Covid-19 response, with social distancing, proves individual and collective action can bend a curve. The climate curve can be bent with our collective action.
- The earth's response to global restrictions has been cleaner air and water and more frequent animal sightings, etc. Mother Nature responds to climate action!
- People want to help. But "help" needs to support what they already want to do. It must be easy. And rewarding.
- Covid - 19 is to the U.S. as SARS was to China in 2003 - an accelerator of "all things" ecommerce.



U.S. MARKET SIZE

\$150 Billion

According to Nielsen, by 2021, 25% of consumer retail dollars will be spent for "sustainable" products and services. The market is huge. The world market is immense.



100 million Americans are "alarmed" about climate change and ready to take action if easy and fulfilling to do so.

72M MILLENNIALS

Born '81 - '96, our primary target, as 83% are pre-disposed to buying environmentally-friendly products. They see climate change as an issue no matter their political affiliation. The younger, smaller Gen Z group is highly relevant as well.

65M GEN X

Born '65 - '80, this generation has considerable buying power; however, we will focus on the left-leaning segment as there is clear evidence the those on the right-side of the political spectrum either deny the issue or are unlikely to take action.

72M BOOMERS

Born '46 - '64, like Gen X, Boomers that identify with Democrats are a viable target. To both generations, climate change is more of a local than global concern.

COMPETITION

Climate Apps

These four apps are representative of dozens on the market. We believe they are all unviable due to their inferior design, content and revenue models.

DASHBOARD EARTH

JOULE BUG

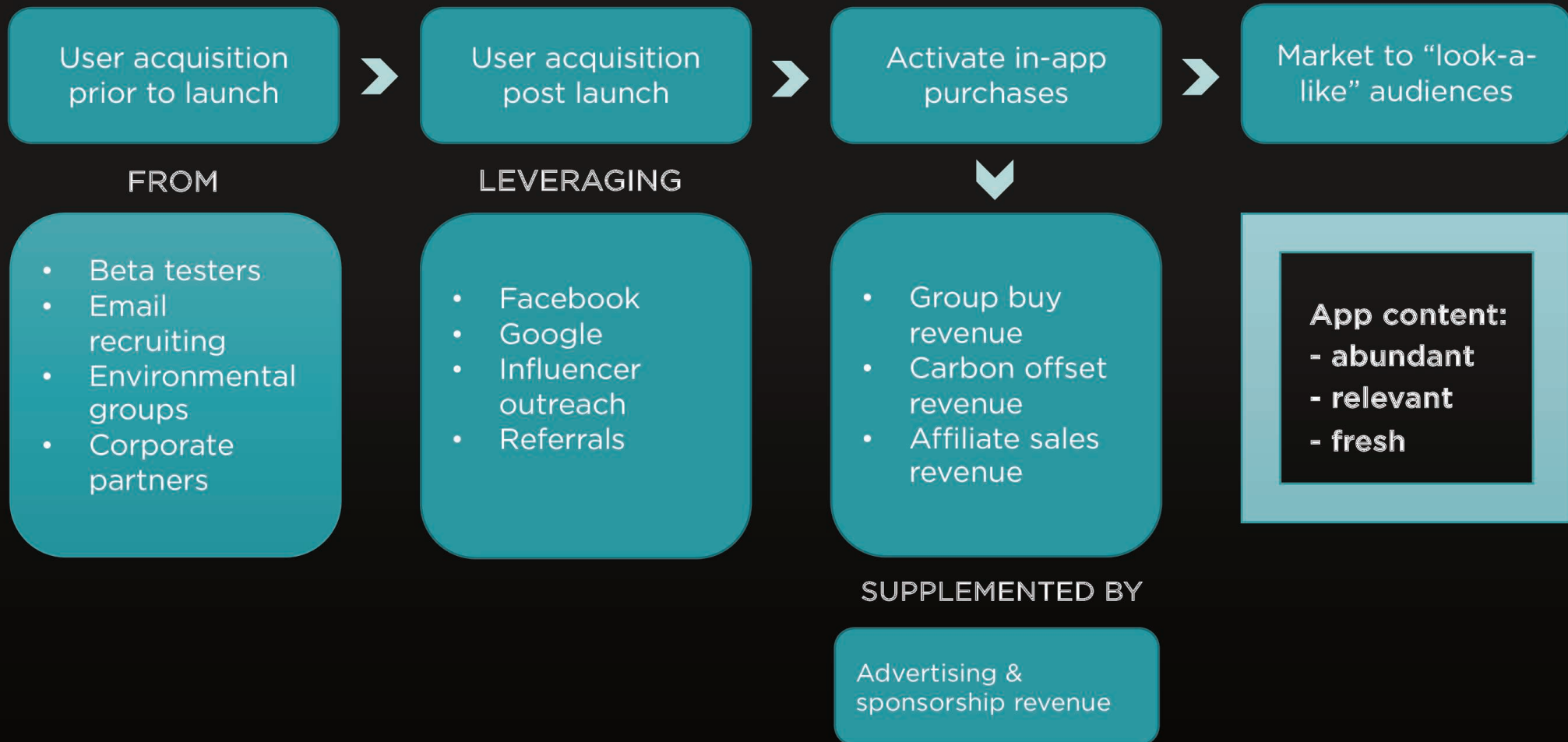
JORO

WE DON'T HAVE TIME

WHY WE WIN:

- ✓ Proven ways to make money.
- ✓ Partnered with large environmental groups.
- ✓ Validated by experts: addictive, engaging and effective.
- ✓ More, better content.

Business Model



PROFILE



SENIOR MEMBER

BRETT WALTER

Founder & CEO

Climate Action Now's founder and CEO is Brett Walter, an expert in group purchasing solutions, an award-winning software designer, and a veteran Silicon Valley entrepreneur and executive, most notably as VP R&D at Symantec Corporation.



SENIOR MEMBER

PATRICK O'SULLIVAN

CMO

Climate Action Now CMO, Patrick O'Sullivan, formerly Senior Vice President of Interpublic Group, is an accomplished marketing, advertising, and business development executive.



SENIOR MEMBER

JOE DESTAFANO

CTO

Joe DeStefano, Climate Action Now's CTO is a Ph.D. Computer Scientist from Dartmouth with 30 years industry experience.

OUR TEAM

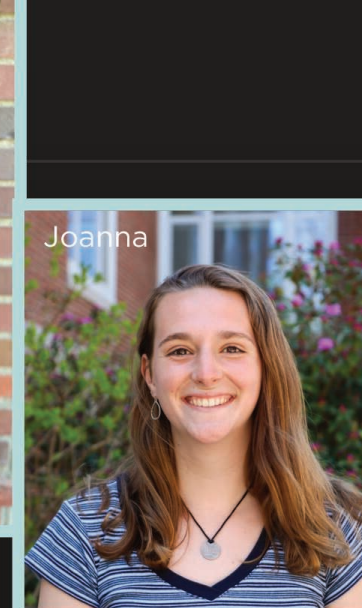
The Real Talent

From San Diego to Silicon Valley.
From Boston to North Carolina ...
coast-to-coast, north-to-south,
our team is young and talented.

Read More



Simon



Joanna



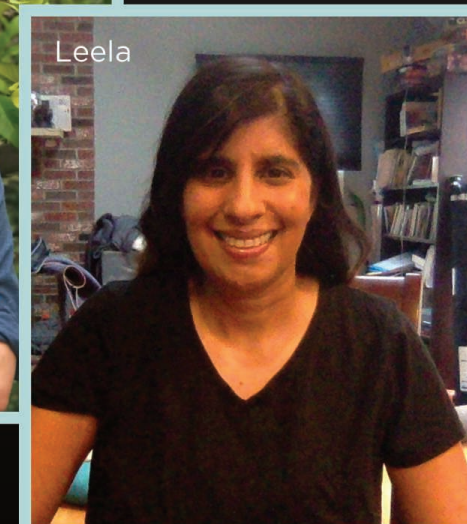
Linsey



Cooper



Matthew

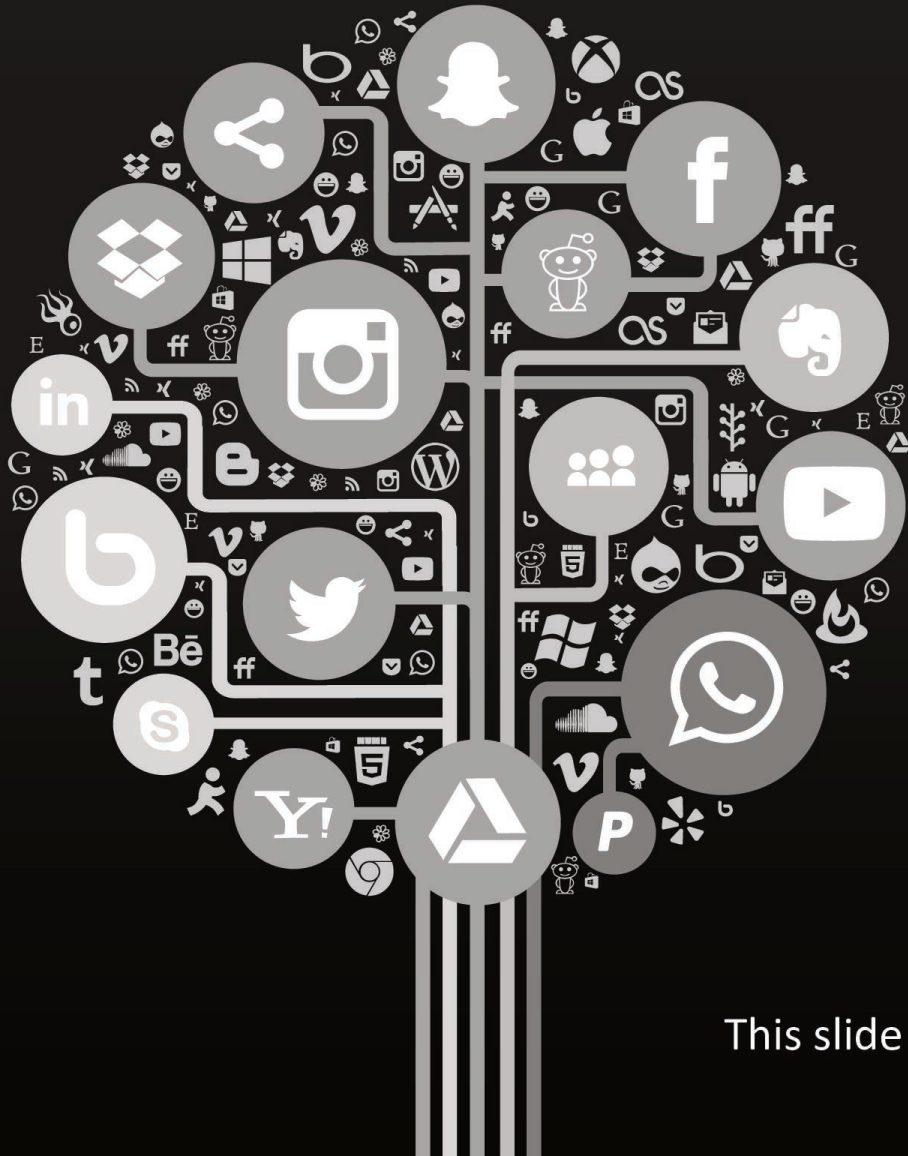


Leela

P & L

| | YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|--------------------|------------------|------------------|-------------------|-------------------|-------------------|
| Revenue | | | | | |
| Carbon Offsets | 73,100 | 923,381 | 3,906,604 | 9,253,284 | 17,536,252 |
| Sponsorships | 75,000 | 190,000 | 560,500 | 1,696,500 | 4,702,000 |
| Group Buys | 152,734 | 1,846,764 | 7,813,208 | 18,506,568 | 35,072,504 |
| TOTAL | 300,834 | 2,960,144 | 12,280,312 | 29,456,352 | 57,310,755 |
| | | | | | |
| Cost of Sales | 16,541 | 143,334 | 560,802 | 1,305,557 | 253,996 |
| Gross Margin | 284,293 | 2,816,809 | 11,719,510 | 28,150,795 | 54,779,760 |
| | | | | | |
| Operating Expenses | 1,777,926 | 1,692,795 | 2,519,334 | 3,883,083 | 6,232,552 |
| | | | | | |
| EBITDA | (893,633) | 1,124,014 | 9,200,176 | 24,267,713 | 48,547,208 |

This slide contains forward looking projections which cannot be guaranteed.



OUR VISION

In 5 Years

- Climate organizations will be calling us.
- We will have a virtual footprint on every continent.
- 50% of U.S consumers will be aware of us.
- We will top \$50 million in sales.
- 5 million Americans will be active users of the app.
- Our users will have taken 500 million climate actions.

This slide contains forward looking projections which cannot be guaranteed