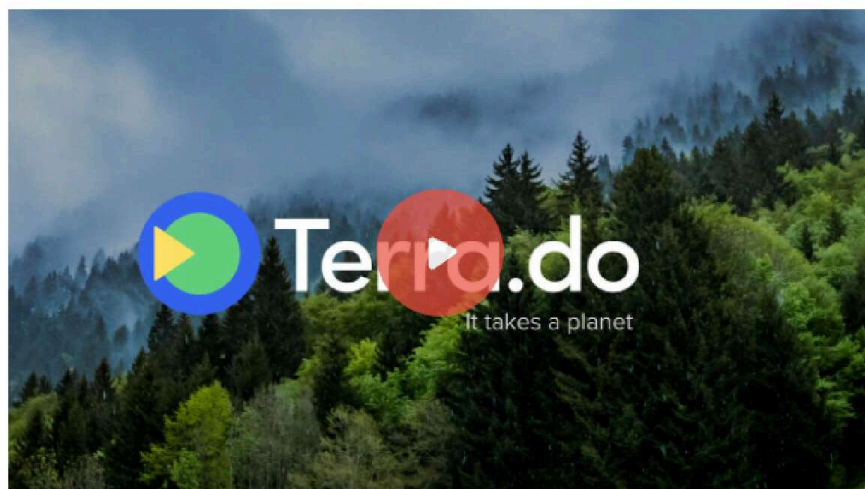


Building the world's largest platform for working on climate change



terra.do Stanford CA

Technology Infrastructure Software Sustainability SaaS

LEAD INVESTOR



Ankit Singhvi

Climate change is impacting each one of us, our communities across the globe...Today! Each one of us has a potential to make a difference. We need a global community of professionals working in climate economy. Terra goal to bring 100 million people work on climate this decade is inspiring and high impact. A LinkedIn for Climate! Anshuman and team are bringing their global experience in internet economy to build Terra! They are super fun! Best wishes Terra Team.

Invested \$10,000 this round

[Learn about Lead Investors](#)

Highlights

- 1 🌍 World-class cohort-based learning programs generating \$800K annualized revenue runrate
- 2 🌍 12+ climate programs launched, ran job fairs with 1000s of candidates & employers
- 3 🔥 CEO is ex-Google, has sold two tech startups, and has led product at a company with 100M MAUs
- 4 ⚡ Previously raised \$4.2M from climate-focused angels in India, US and Singapore
- 5 🌍 Mission: get 100M people to work directly on solving climate change in 2030

Our Team



Anshuman Bapna CEO

Ex-Google, Makemytrip, Stanford, and IIT Bombay. Sold two tech startups, led product at an internet company with over 100M MAUs, and ran a political non-profit.



Kamal Kapadia CLO

Working in climate for over 2 decades. PhD from Berkeley in Energy, taught climate change at Oxford for many years. worked at UK's largest solar developer and on rural energy access in South



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Mayank Jain CTO

Ex-IIT Bombay. Founded two companies, last one built high-scale technology products for clients across the world, including those deployed at Fortune 50 and more!

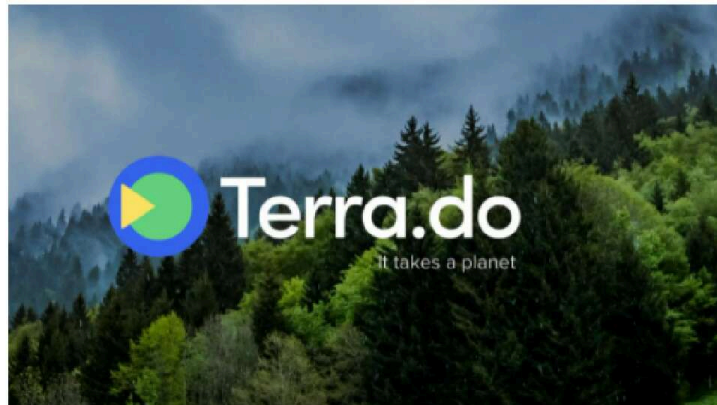


Nishant Mani Chief Business Officer



ex-CMO at Yext, Dashlane. Ran CapitalOne's \$100M online spend budget. Advisor to climate startups. NYU Stern, IIT Bombay.

Pitch



Summary

Our thesis: **99% of people doing climate work* in 2030 are currently outside it.**

1. Half of the world's GDP is getting completely disrupted (energy, transportation, agriculture) or transformed (finance, construction, manufacturing) by climate.
2. To adapt, 100M people across these sectors will need to learn climate skills, build new professional networks and find new kind of work within 10yrs.
3. But current talent funnel is broken - slow to adapt, unscalable, big coverage gaps, not outcome-oriented

⇒ **Talent is becoming the bottleneck in climate's deployment phase.**

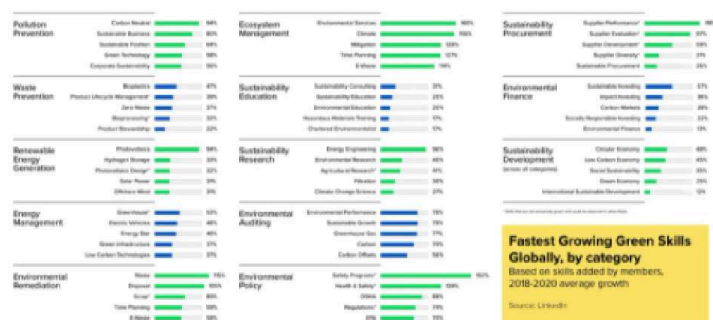
Terra.do is building the ramp for these 100M people.

We're an experienced team with solid traction (\$800K ARR in first 12 months), global community (25+ countries), and incredible brand love (88 NPS)

Climate Economy is going to be comparable to the Internet

| Sector | Size (% world GDP) | Source of disruption | News |
|--------------|--------------------|---|--|
| Energy | 11% | Renewables | Layoffs@largest energy majors Hydrogen subsidies |
| Agriculture | 9% | Plant-based proteins Forestry Regenerative farming Need for resilience | Plant-based burgers@Wendy's Offsets redux |
| Transport | 10% | EVs Zero-carbon fuels | F-150 Lightning Ola gigafactory California mandate |
| Finance | 9% | Physical asset risk ESG | Blackrock JP Morgan's pledge |
| Construction | 11% | Building energy efficiency standards Sustainable material mandates | Biden Infrastructure Plan NYC Local Law 97 |
| Industrials | 10% | Circularity Carbon removal | Apple netzero, Unilever |

...that's creating skyrocketing demand for green skills



...even as talent bottlenecks become increasingly visible



José Becerra
@jbecerra

Oil & Gas workers

We need to focus on transitioning energy industry workers into new renewables and cleantech jobs in order to successfully transition the global energy economy.



Scott Jacobs
@scottjacobs

Project finance

There's no shortage of opportunity - it feels like a limitless total addressable market and like a limitless fuel source of capital. Where we have a constraint in our system is talent.

We have an incredible team now of over 100 people, but we need 500 people over the next few years in order to scale to our goals. The world needs 1,000 Generators, and there aren't 500,000 great people to build those businesses.

PwC planning to hire 100,000 over five years in major ESG push



Patrick Flynn
@pflynn

Carbon accountants

The insufficiency of expert greenhouse gas accounting capacity (people, tools, data, research) across the globe often keeps me up at night. We quickly need the number of greenhouse gas accountants to get within an order of magnitude of the number of financial accountants.

11:55 PM · May 20, 2021 · Twitter for iPhone



Matthew Bernack
@mbernack

Software professionals

There is now a non-negligible number of talented product and engineering folks in my network from unicorn or high-potential startups who have quit to explore or actively build companies focused on mitigating climate change. Let's discuss it!

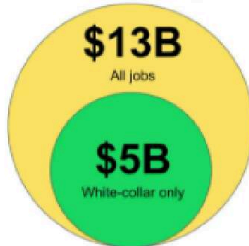
6:54 AM · Nov 20, 2020 · Twitter Web App

06:44:01

Why Deloitte is giving its 330,000 employees a class in climate change

Market size for climate talent (upskilling+hiring) is enormous

Size of e-learning + online recruitment for the green economy (annual, global)*



In 2020:
Green economy is 7% of world GDP¹
Global e-learning market = \$150B²
Global online recruitment = \$30B³

25M

New climate jobs in US by 2035⁴

20M

of employees at Fortune 500 companies with declared climate targets⁵

\$1,111

Avg annual spend per employee on training in US⁶

However, the current talent funnel is broken

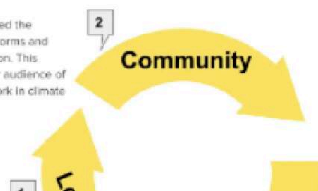
| | Universities | Corporations | MooCs | Job Boards | Communities |
|-----------------|--|--|--|--|---|
| | | | | | |
| Coverage | Struggle w keeping pace w rapidly changing landscape | Often rely on slow university partnerships | Uneven, and definitely not updated | Broad, but shallow. No learning or community. Focused only on jobs | Business model alignment, poor tooling for running large communities. |
| Scale | Broken online delivery => low scale | Struggle to roll out to all employees | "Massive" but abysmal completion rates | High | Limited by business model to focus. NOT global. |
| Outcomes | Poor post-program support for careers | Direct connection to work | Little community, poor connection to careers | Actually landing a job still feels "tribal" | Hard to trace but anecdotally help members a lot. |

Terra.do is building the world's first platform for working in climate

Mission: Get 100M people to work directly on solving climate change by 2030

We're building a powerful flywheel for climate careers

These individuals seed the community, setting norms and quality of conversation. This retains a much wider audience of people looking to work in climate



A large professional community attracts employers, who come to hire but stay to evangelize & educate the community

Immersive learning programs attract highly motivated individuals ready to transition into climate

Learning

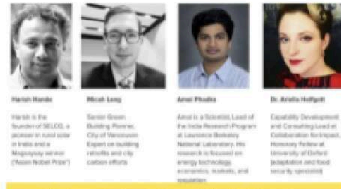
Jobs

As the flywheel spins faster, employers make this the default platform for hiring AND training their own employees. Individuals are attracted to climate with the ease of access to learning, network & jobs

First, built a world-class cohort-based learning experience..



Beautifully rendered course curriculum that's updated weekly



Mentors, climate coaches available for 1:1 sessions



Deep learner analytics to scale pedagogy



An active alumni slack community that lives much beyond the program

..that's scaling up nicely & seeds the community

Launched 6 new programs in H1, launching 6 more in H2

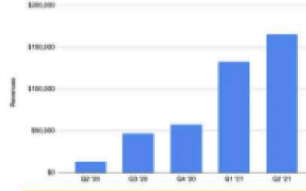


With a unique "Program Director" model



PDs are experts that act like mini-CEOs of their programs. Incentivized by revshare.

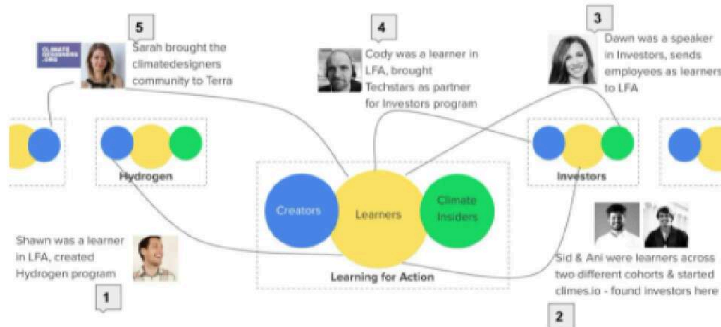
Rapid growth in learners, \$850K ARR (Q3 est.)



And strong learner outcomes

88 NPS 82% Completion 40% Referrals

..that creates a massive community flywheel



..that attracts employers + new users through job fairs

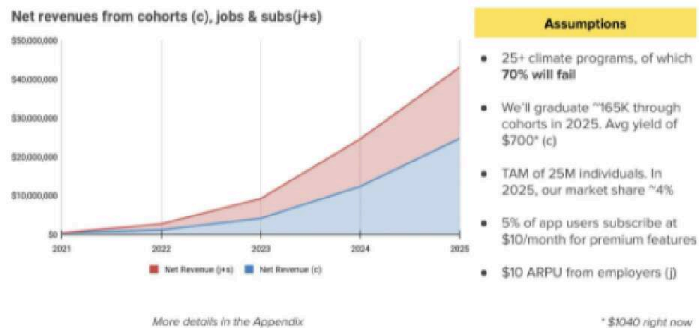


We're combining these into a LinkedIn for Climate

Terra's market is at the intersection of two big trends


| | Cohort-based Learning Platforms | | | Network-led Talent Marketplaces | |
|------------|---|--|--|--|--|
| |  On Deck | REFORGE |  SECTION4 |  doximity |  apna |
| Founded | 2015 | 2014 | 2019 | 2010 | 2019 |
| What it is | Online school & community for internet professionals | Online school & community for product/growth professionals | Online cohorts for business school education | Online network for medical professionals | Online network for blue collar workers in India |
| Fees | \$2990/learner | \$1990/learner | \$800/learner | Free (Pro = \$20/mth) | Free |
| Users | 10K learners/yr | 8K learners/yr | 10K learners/yr | 1.8M | 16M |
| Revenues | \$20M run rate | \$20M run rate | \$24M run rate | \$206M | - |
| Valuations | \$250M (Series A) | \$200M (Series A) | \$280M (Series A) | \$16B | \$11B |

We want to scale this flywheel across the climate economy




Forward-looking projections cannot be guaranteed.

We've built a global, experienced team to take this on




Anshuman Bapna
CEO - Stanford

Ex-Makemytrip, Google, Stanford, IIT Bombay. Sold two tech startups, led internet product > 100M MAUs, ran political non-profit.




Kamal Kapadia
CLO - Honolulu

Taught climate change at Oxford, and to high schoolers, Berkeley, Oxford




Mayank Jain
CTO - Surat

ex-CTO and founder at RightHalf.com, Atishay, IIT Bombay



Nishant Mani
CBO - Los Angeles

ex-CMO at Yext, Datamine. Advisor to climate startups, NYU Stern, IIT Bombay



...and in SF, LA, Bangalore, Ottawa, London, Singapore

Product, design, frontend/backend engineering, marketing, content, project management

+ Raised \$1.5M from climate-focused angels in India, US and Singapore (Aug '20)