Incorporation
Quebec Corporation; May 2009

Contact
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Management
Ted Dhillon – Founder & CEO
Sonam Devgan – President & CTO
Karen Letain – VP, Business Development
Pankaj Sud – VP, Engineering
Gary Underwood – VP, Global Sales
Alison Erlenbach – Director, US Sales

Board
Dr. Bernard Fleet – President, Fleet Technologies; Professor, Ryerson University
Andrew Moffat – CEO, Keshet Technologies
Andrea Johnson – Partner, FMC Law
Bruce Lazenby – CEO, Invest Ottawa
Gagan Khurana – Fellow, Climate & Resource Productivity, McKinsey & Company
Dipak Roy – Chairman, D-Ta Systems Inc.
Tim Fauquier – Auditor, World Bank and Professor, NPSIA Carleton University

Legal
General Counsel – Andrea Johnson, FMC Law
Patents/Copyright – Josh Gerben, Gerben Law

Vision
To enable sustainable enterprise through affordable solutions.

Value Proposition
CarbonSolve enables businesses to better manage their Carbon, Energy, and Environmental Resource impacts, thus enabling them to improve their sustainability performance.

Milestones
Founded in 2009
Launched Version 1.0 in March 2010
Selected by NREL, USA Government amongst top Sustainability Apps
Awarded Silver Medal for Most Exciting Startup in Green Category by Exploriem

Key Customers
McGill University
Igeam Italy
Cistel Technologies
Bioversity International
Green Party of Canada
EnviroCentre
University of Santa Barbara
HDFC Bank
EVI Group
Steamwhistle Breweries
CFPL Energia

CarbonSolve

Measure. Manage. Mitigate.

Business
CarbonSolve provides software solutions that automate the planning, implementation, and performance tracking of carbon and sustainability initiatives. The CarbonSolve platform is designed to address a broad spectrum of needs, and makes possible for organizations to transform their sustainability objectives – including carbon, water, waste, employee engagement, or supply chain related initiatives into measureable metrics and trackable processes. Whether a customer's need to make the shift to more sustainable enterprise is driven by legislation, voluntary/mandated reporting, brand differentiation, competitive differentiators, risk mitigation, or stakeholder concerns, CarbonSolve provides an automated way to easily tackle these challenges.

Market Segments
Sustainability is fast becoming an important strategic requirement for organizations. According to Verdantix Research, growth rates of investment in sustainable business programs will be between 50% and 100% higher in 2013 than in 2011. Total spend on sustainable business programs by $1 billion revenues firms in Australia, Canada, the UK and the US markets alone will hit $60 billion in 2013. In terms of carbon management software alone, the market is expected to grow from approximately $400 million today to over $1 billion by 2016. In Canada, spending on energy and carbon efficiency (software will form one component of this) will grow from $719 million in 2011 to $1.1 billion in 2014, while in the US it will grow from $7 billion to $15 billion. CarbonSolve's target segments are more advanced in their adoption of sustainability practices – universities, large and medium enterprises, governments, and hospitals.

Technology
CarbonSolve offers a web-based application, offered on a Software as a Service (SaaS) delivery model, and developed on a highly configurable workflow engine using Microsoft .NET, ASP, and SQL Server technology. The platform is designed to be modular (use and pay for only what you need) and takes the "technicality" related to formulas, conversion factors, and scope reporting to the background – making it easy and intuitive to use. The technology is aligned with the Greenhouse Gas (GHG) Protocol and ISO-14064 Standards on corporate GHG accounting, and provides sustainability metrics based on the Global Reporting Initiative (GRI) framework for sustainability/corporate social responsibility (CSR). The platform can be used by single-location small businesses, and can scale to manage the data capture, measurement, and performance requirements of globally-distributed companies with tens or even hundreds of locations.

Market Channel
Carbon, Sustainability and CSR markets are growing globally. CarbonSolve has built an indirect channel worldwide complemented with direct sales capabilities in Canada and US. CarbonSolve's partner program includes strategic and solution partners, with a current roster of partners in Europe, USA, South Africa, and South Asia.

Differentiators
- *Value-based Pricing* – CarbonSolve can offer solutions that make it affordable for customers to automate processes that they otherwise would not have.
- *End to End Solution* – For carbon, sustainability and CSR.
- *Modular Solution* – Customer's pay only for the functionality they need.
- *Auditor Capability* – Automated internal or third party verification process.
- *Integration with Existing Systems* – Custom APIs can pull requisite data from existing systems.
- *Employee Engagement* – Tools to engage employees in enterprise sustainability initiatives.
- *Secondary Benefits* – Allows the automation of several processes that may be manually managed – e.g., waste management, fleet management, travel management.
- *Customization* – Resources to implement custom development requirements quickly and at low costs based on core understanding of processes and workflows in the sustainability space.