

### DIGITAL, SUSTAINABLE, PROFITABLE

6 – 7th December, Zurich

**Concept Presentation** 





### Introduction



- The NOAH Conference has established itself since 2009 as the leading platform for innovative start-ups to meet with the leading investors to fund their expansion plans
- 18,000 leading digital executives, entrepreneurs and angel investors attended. 60% of the European Unicorns presented at NOAH. 7,000 professionals of over 1,200 investors attended NOAH to date
- Since 2021, the focus is on the market leaders of 20 sustainability sectors and we believe that one event is the most impactful setup
- Switzerland and Zurich is the centre of the largest family offices, most committed to fund positive change
- At NOAH Zurich 2022, we will
  - Connect 500 funds with 250 unicorn, portfolio stars and sustainability speakers
  - Launch of the Data Alliance, a network of 80 solutions combined to one. Signing ceremony on the 8<sup>th</sup> of December
  - Launch of JuicyData

## 14 TK He K

Introduction

### NOAH Conference – An Organic Growth Story for Sustainability





*Source: Investing.com Pro, Feb 28<sup>th</sup> 2022, Tracxn, Dealroom, FactSet, Craft, NOAH estimates, press. Note: 109 selected speakers out of a NOAH Conference speaker universe of 1,549 companies.* 

### 24x Valuation Growth Since First Spoken at NOAH



### al attendees at NOAH Berlin and NOAH London 2018 and 2019. We take **diversity seriously** attendees accounted for 20% of 1,640 female total attendees

### Female Speakers **178** NOAH Historic



### This was



- 1,318 Attendees (in-person & virtual)
- 349 Speakers
- 15 Corporates on Stage
- 317 Investors
- Of which 47 on stage
- 39,628 Recommendations via App
- 4,820 Meetings Set up
- Over 1 million engagements on LinkedIn
- 17 Partners
- Delivering currently 1,000 video views on the NOAH YouTube Channel



LEADERS CONNECTED



### We are Advising Startups for 25 Years



### NOAH Conference Concept

### Manifesto – We Are On a Mission!



Land rights and tenures need to get established and enforced the protection of indigenous people, biodiversity, forests and all other natural ecosystems

**Protected areas** need to get rescued with tech solutions, to count and protect biodiversity abundance and indigenous people. The perimeter of hectares "saved" means protected as monitored through a tech system supporting wildlife rangers with an best of class combination of several solutions

**Environmental projects** using the carbon credit mechanisms need to cover 100% of our forest, wetlands, mangrove, corals, peatland

**Corporate offset promises** (c. \$30bn voluntary market pledged potential) shall be brought forward to protect our nature using existent legislation now

**Digital and tech solutions** are to be used through every step of the process from project definitions, monitoring, impact calculations and distribution of funds directly to the bank account of the partner, indigenous "climate worker"

A collaboration platform (JuicyData) will get established among 57 stakeholders to guarantee smooth project executions

A non-for profit data partner cost covering global land database will provide transparency about ownership, environmental KPI data (real time), personal and organizational background information (contact), politicians responsible for environmental decision makings.

The database is structured as an Atlas and a searchable database, e.g., ownership and environmental KPI data openly accessible. For governmental controlled/owned, the land tenure must be manifested. The climate change cause must become dominant over political sovereignty, especially when economic stimulus can get expected from environmental projects

**Carbon credit projects** are to be filed through a digital system out of SaaS. Time to carbon credits issued to get reduced from 4 years to 4 months

**Certification of carbon credit projects** will be performed digitally with the help of tech solutions, like drones, sensors, AI on satellite feeds to detect biodiversity, water, and decision support data SaaS

**Offset agreements** need to be connected to projects well ahead of certification. Most importantly, the project issuing country will get paid a 20-50% project upfront in the form of a carbon credit securitization at 1.5% vs. current borrowing rates for high-risk countries of 10%. With the securitization of the carbon tones, the offset contract risk sits only with the forest. The forest which gets monitored through a KPI dashboard, integrated in Bloomberg and all other financial data providers, keen to enter natural capital with a product. Use of proceeds go into economic development and debt repayment for the rainforest or other land type project issuing country

**Indigenous peoples' land rights** need to get protected through a GPS motoring tool of subscribers, either through opt-in or anonymous subscriber data (GSMA with their Foundation as an enabler)

**The key biodiversity areas** need to get mapped from the top to put natural capital price tags on each forest hectares. This price is driven by carbon sequestration, biodiversity, indigenous population, water, sustainable agriculture value, tourism, renewable energy. It is urgently needed that the 50 relevant NOAH Zurich speakers are performing a global environmental KPI analysis by merging their data to a full picture of environmental healthiness show with reliable data. We need to measure nature like stock prices to lay the urgently needed marketplace infrastructure for enabling natural capital

The current REDD+ mechanism incentives countries which used to have a deforestation policy. Countries who protected their forests the last 15 years have challenges to get adequately carbon credits for their past protection work. Emissions to calculate on the offset level is too complex. Carbon credits should purely be issued on a nature hectare level driven by it biodiversity value.

We are looking to scale from 0.1% to 100% of natural forest protection in 2 years powered through tech.

There is one climate, there can only be one team! #WeDontHaveTime

### Status Quo Simply Not Good Enough







- Collaboration platform for the collaboration platforms
- Data Alliance for SaaS Environmental KPI Systems
- Land owner coalition committed to data use (one sales process)
- GPS Indigenous land rights (GSMA committed to SDGs)
- NGO funding
- Define projects top town
- Continuous impact data driven measurement
- Biodiversity Abundance
- Digitization long overdue for REDD+<sup>2</sup>, CITES<sup>3</sup>, etc.
- Forest securitisation
- Anti-Poaching Collaboration

*Note: 1. LinkedIn followers, 2. FB followers. Source: eMarketer.* 

### Is this Actually a Fair Fight? Putting Sizes of Destruction in Perspective



Up to **500 million** indigenous people unprotected on this planet, but highly strategic for the **Climate Crisis** fight. Can we trigger a **Paradigm Shift**?



### Our NOAH 2021 Speakers \$29bn Capital Raised



		anies
Invited Speakers	*	Golir.

Invited Speakers	() *	Companies	* P <sub>Uhi</sub>	* Un. Compan.	Not railing	sin sised in the i	50+ Eunding Before	With Dubyees	With _	Bloch instit. investor	* of c	Social Providence of NOAL	Our NOAH 2021 Speakers \$29bn Capital Raised
					133			595				28,824	
Collaboration Platform	62	158			1	2	31	10	8				
Indigenous People	17	352	2	1	2	4	11	10	7				⊼ CADASTA
Biodiversity & Conservation	92	239	1		3	8	28	31	17	3	31	114	A PEACE PARKS OF Pachama O BeeHero Conservation O BeeHero Conservati
Environmental KPI System	112	4,888	4	1	15	39	44	73	56	3	17	190	AXELSPACE VORTEXA A CONDITION ON TEXA A CONTRACTOR OCELL CONTRACTOR OCELL CONTRACTOR CONTRACTOR Allied
Carbon Markets & ESG Consulting	85	675			4	10	32	39	28	2	16	225	Carbonsink @ ClimatePartner C klima & climaworks Normative SWEEP .planetly SINGLE Goodwings Climatia C South pole +4
Sustainable Agriculture	38	3,769	3	2	7	20	18	30	27		12	894	
Sustainable Food & Water	52	5,464	15	3	7	26	23	43	35		16	3,158	IMPOSSIBLE (V) Ynsect (Mean AeroFarms: Mean Mean planted. Je DDB6X O Mushlabs (Farmy.ch mitter O Formo Deesking) and CO
Solar, Hydro & Renewables	86	5,154	44	2	14	26	66	61	53	1	11	2,167	MABORS Enpal. Lyotta Ozolar O GA Drilling O Vurbio SULZER SCHMID ENDRY ZELK
Social Plastic, Recycling & Waste	87	6,174	24	3	13	31	49	68	54	3	19	376	
Eco-friendly Transportation	43	41,422	4	11	9	36	31	39	37		14	2,632	
Sustainable Construction	29	5627	3	1	4	11	17	22	17		8	173	tado° \$011h комоко 🛞 KTC LEKO 🔤 Almer
Healthcare Innovation	22	2,290		4	11	20	18	22	21		8	337	The Human Ovivation of the state of the stat
Education & Immersive Experience	33	1,318	3		6	19	20	27	25		6	450	GoStudent Labster TINKNOVATE futur/io
Social, Influencer & Automation	63	5,346	7	4	18	30	42	47	34	1	9	5	C We Don't Alfuence oooRingier bright data Omdena
ESG Ratings & Reporting	37	641	6		5	10	20	23	19	1	8	293	ecovadis arabesque planA e & Emitwise* PROOF RepRisk
Systems, Platforms & SaaS	54	4,679	3	1	11	23	30	38	25	1	22	261	ResearchGate AUI®TIX COLU. < eClear Fraugster Grip Poworint SPARK BEYOND WISHCARD Pready +18
Fair Finance	31	1,918	1		3	6	15	12	10	2	17	384	BUX O Loanboox. Crowdhouse CLIMS COLUMN CONSTRUCTION DOCONOMY SIGNAL IDUNA O SALOR CLIMS COLUMN COLU
Unicorns											20	17,165	Defivery Here       Dial       FLixBUS       Get UR       Out of the second
Source: NOAH Advisors. LinkedIn, Tracxn. Exar	mnles	hased on N	NOAH re	lations	shin an	d numł	per of e	mnlove	es	Invit	ed Com	nanies	NOAH21 Speakers

### We Connect Sustainability With Leading Global Investors



Venture Capital	Historic Attendees
Lakestar (2009)	109
Holtzbrinck Ventures (2009)	95
Index Ventures (2009)	79
Accel Partners (2009)	65
Rocket Internet (2010)	56
Acton Capital (2009)	52
Partech Ventures (2012)	48
Atlantic Labs (2010)	44
btov Partners (2011)	43
Eight Roads (2009)	40
e.ventures (2009)	38
RTP Global (2012)	33
Project A Ventures (2009)	32
iLab Ventures (2011)	32
FinLeap (2011)	31
Earlybird (2010)	30
SpeedInvest (2012)	30
Northzone (2011)	30
Catalonia Trade & Inv. (2016)	28
Piton Capital (2009)	26
Atomico (2009)	26
Rheingau Founders (2011)	26
10x.Group (2009)	25
DN Capital (2009)	23
Frog Capital (2009)	21
Cherry Ventures (2011)	18
Creathor Ventures (2012)	15
Mangrove Capital (2011)	14
Felix Capital (2015)	11
Mubadala (2018)	7

Growth Capital	Historic Attendee
Target Global (2009)	70
Vitruvian Partners (2009)	68
General Atlantic (2009)	57
NGP Capital (2012)	42
Summit Partners (2009)	36
Insight Venture Partners (2011)	35
<b>TCV</b> (2010)	35
LetterOne Technology (2010)	27
HPE Growth Capital (2012)	26
Spectrum Equity (2010)	25
GR Capital (2009)	25
Verdane (2017)	24
Scottish Equity Partners (2012)	23
EMK Capital (2010)	18
Great Hill Partners (2009)	17
DST Global (2009)	16
Endeit (2010)	15
Temasek Holdings (2011)	13
Vulcan Capital (2009)	12
Stripes Group (2012)	10
SoftBank Capital (2018)	9
BlackFin Capital (2014)	9
CapitalD (2017)	8
Vostok New Ventures (2014)	3
Top Tier Capital Partners (2018)	2

Buyout	Historic Attendees
Hellman & Friedman (2009)	86
EQT Partners (2009)	84
<b>KKR</b> (2009)	80
Macquarie Capital (2009)	67
Permira (2009)	63
TA Associates (2009)	47
Oakley Capital (2012)	37
TPG Capital (2009)	34
MCI Capital (2010)	33
Advent International (2010)	29
Providence Equity (2009)	24
HgCapital (2009)	23
<b>Apax</b> (2009)	23
Blackstone (2011)	22
Hedosophia (2014)	17
<b>Cinven</b> (2009)	14
Bain Capital (2012)	13
<b>Triton</b> (2014)	12
<b>Capvis</b> (2016)	10
<b>GENUI</b> (2016)	7
Baillie Gifford (2015)	5
Investcorp (2009)	5
FSN Capital Partners (2009)	3
Horizon Capital (2016)	3
<b>Ardian</b> (2017)	2

Family Offices	Historic Attendees
Maryland (2010)	33
<b>H14</b> (2009)	22
Valerian C Partners (2015)	13
Armada Investment (2013)	11
ICONIQ Capital (2012)	11
Reimann Investors (2017)	10
Bregal (2010)	7
Debt	
Silicon Valley Bank (2010)	25
Davidson Growth Debt (2013)	16
Harbert Management (2014)	14
Kreos Capital (2013)	14
Columbia Lake Partners (2014)	13
Global Growth Capital (2017)	13
Deutsche Handelsbank (2017)	10
Corporate VCs	
BCG Digital Ventures (2014)	70
Schibsted Growth (2011)	57
SevenVentures (2012)	54
Axel Spr. Digital Vent. (2010)	37
Deutsche Börse V Netw (2016)	30
Tengelmann Ventures (2010)	26
Lufthansa Inno. Hub (2015)	20

### Venue and Impressions



### Main Stage

Simonetta Sommaruga Bundesrätin Umwelt Switzerland





south pole 🖄 lightrock



**WORLD**FUND

OOO Ringier Serbizanto revert volta EY Parthenon Swisscom storisstech. VENTURE KICK The Path to Net Zero emissions

2150



### **Speaking Opportunities**

- Present your Start-up and Tech Solution
- Interview a Portfolio Company
- Panel Discussion with Customers
- Highlight Partners
- Scientists and Journalists

Speaker Application

### Normative

Kristian Rönn *CEO*, Normative

( @ @noah\_cor

STRATEGIC PARTNER

ΔΗ

ZURICH 2022

We Don't Have Time.

2150

Jacob Bro *Partner,* 2150 VC

### The Venue – Floorplan





### On-site Meeting Rooms

Individual, full equipped **Meeting Rooms** are available on both Conference days. Set-up and tech options can vary according to room type / size.

Contact us for more info.

From CHF 2,400 / Day





### **NOAH Digital Event Networking Platform**



22



Prices in CHF Attendee Catego	ory	EARLY BIRD Until 5 SEP	REGULAR Until 7 DEC	Package	SILVER	GOLD	TOP PARTNER
Investor		590	590	In-Person Tickets	2	3	4
	Virtual			Virtual Tickets	2	3	4
Corporate		590	590	Included on NOAH Conference Website	~	~	~
Investor	nos	1,890	2,190	Speaking Slots	×	×	1
	n-Person			Speaker Dinner Attendance	×	×	1
Corporate	- 1,890		2,190	Access to Speaker Lounge	×	1	2
					CHF 5,000	CHF 7,500	CHF 12,000

### **Thanks to Out NOAH Conference Zurich Partners 2021**









Up to **400m** indigenous people unprotected on this planet, but highly strategic for Conservation. 85% of Key Biodiversity Areas government by Indigenous. Can we trigger a **Paradigm Shift**?







### **Building Marketplace Infrastructure and Connecting Stakeholders**





A Big Data powered Collaboration Platform

unbiased, top down and numerical





JuicyData's Stakeholders and high level projects taxonomy

### **Stakeholders United**









### JuicyData Database Structure





### JuicyData Impact Graph for Organisations, People, Projects, Initiatives



# He K Data Alliance

### JuicyData's Conservation Framework

More Influence and Control of Situation



### The Data Alliance Maps all Nature Projects From the Top

the contract of the contract o

10° 0' 0"W

20° 0' 0"W

Project Defined Top Down with 30 Tech Solution Data Providers

- All Habitats (Key Biodiversity Areas first)

  Remote sensing for envrionmental KPIs
- Indigenous Community
- Biomass, deforestation, treecover, peat

10° 0' 0"E

20° 0' 0"E

- Biodiversity & Conservation
- Carbon Sink & Sequestration
- ForestAgro

0° 0' 0"

- Sustainable Forestry
- Water and Renewables
- > Price/Value per hectar

### **Functional Overview Data Alliance**



**Revenue Generating Sustainable Projects Co-Implemented by Indigenous People** 

Sustainable Fores	TIMBER FINANCE INITIATIVE	Ecosystem Restoration	Carbon Credit	waldklima standard 🍄	Agroforestry
Sustainable Agriculture foris.io FaunaPhotonics	Biochar PyroCCS	Cannabis	Rivers	Ocean	Conservation Conservation Connect
Waste plasticbank		Tokenization VOB	Digital Zoos		

### **Biodiversity Data and Impact Measurement**



### Additional Environmental Data and Protection

Rain	Water Leak Detection	Wildfire Detection	Conservation Vulture Fleet	Illegal Fishing
💋 HD RAIN	<b>₩</b> Λ S T E R R Λ	OR RA TECHNOLOGIES	EN DANGERED WILDLIFE TRUST	WINDWARD°

Land Coalition	Consumer	
Land	Conservation	Fintech
PEACE PARKS FOUNDATION	CONSERVATION INTERNATIONAL Suriname	<b>1</b> ° Terra One

### **Projects Success**

### **Media and Reach**







### Project Workflow Steps: Okavango Delta and Suriname Pilot Projects





We are very much looking forward to welcoming you on Board to make some big Impact together !



