

PERSEFONI



We're Past Our Inflection Point



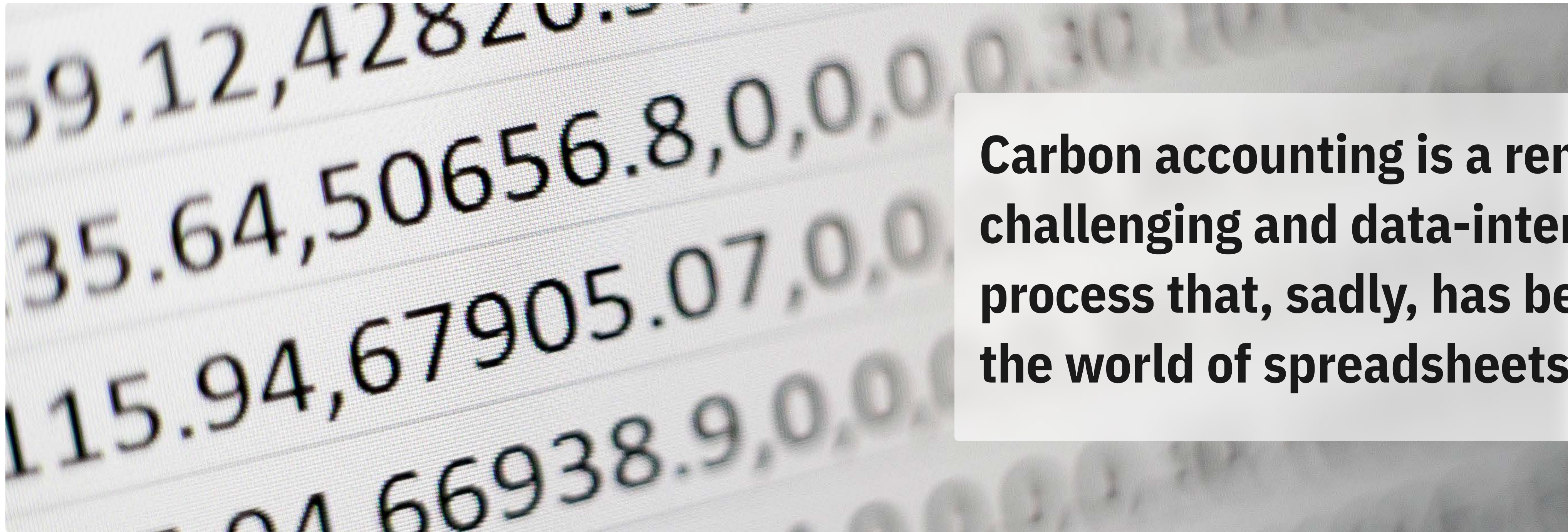
Persefoni is a ClimateTech startup that provides enterprises and institutional investors the software to calculate, report on, and reduce their carbon footprint.



Our mission is to enable every organization and person with the technology to positively impact the health of our planet.



... but how do you actually calculate the carbon footprint of the world's largest companies and investors?



Carbon accounting is a remarkably challenging and data-intensive process that, sadly, has been stuck in the world of spreadsheets.

If big businesses and the capital markets are going to seriously help combat climate change by decarbonizing their operations, they'll first need more continuous carbon calculations and analytics.

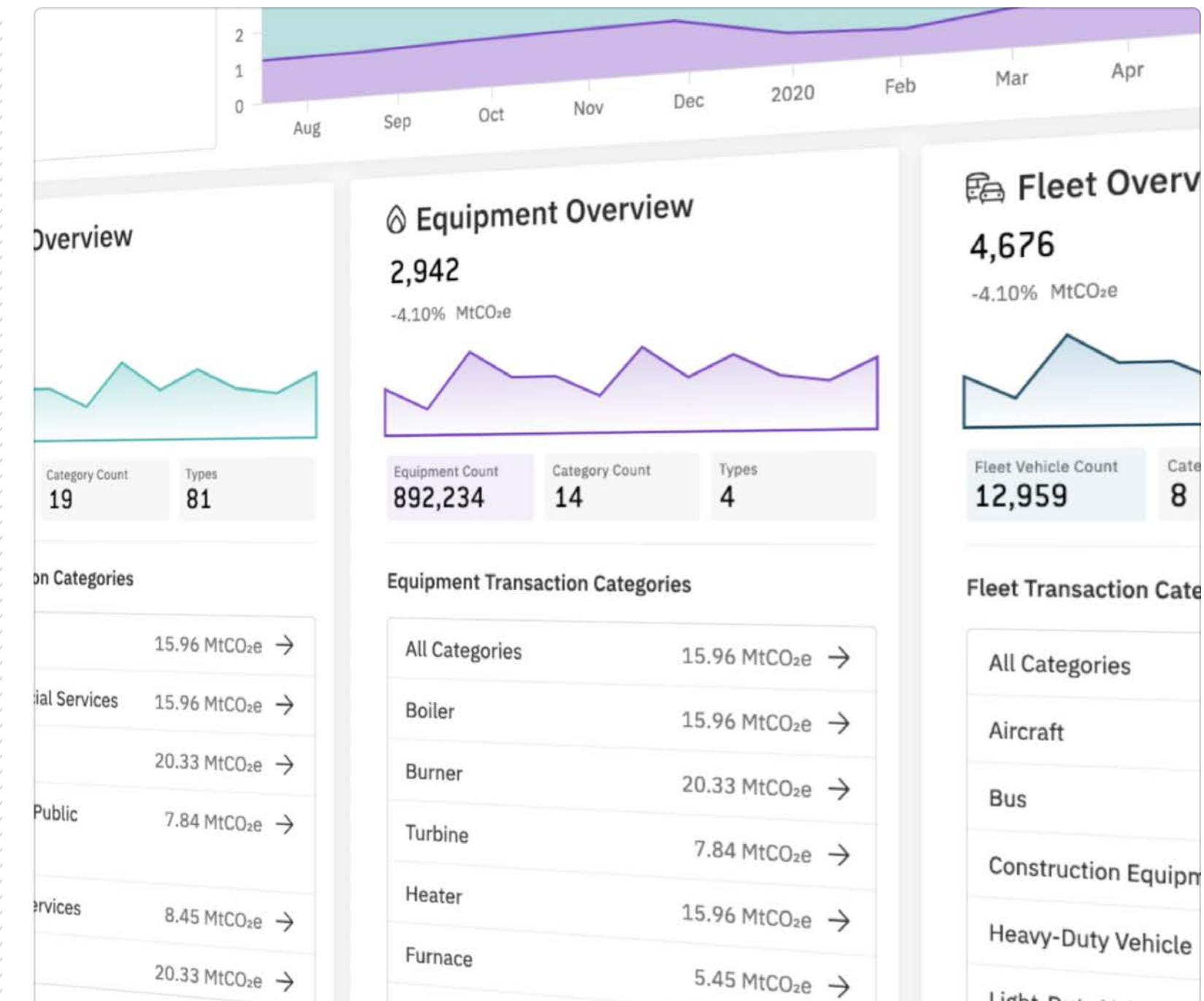
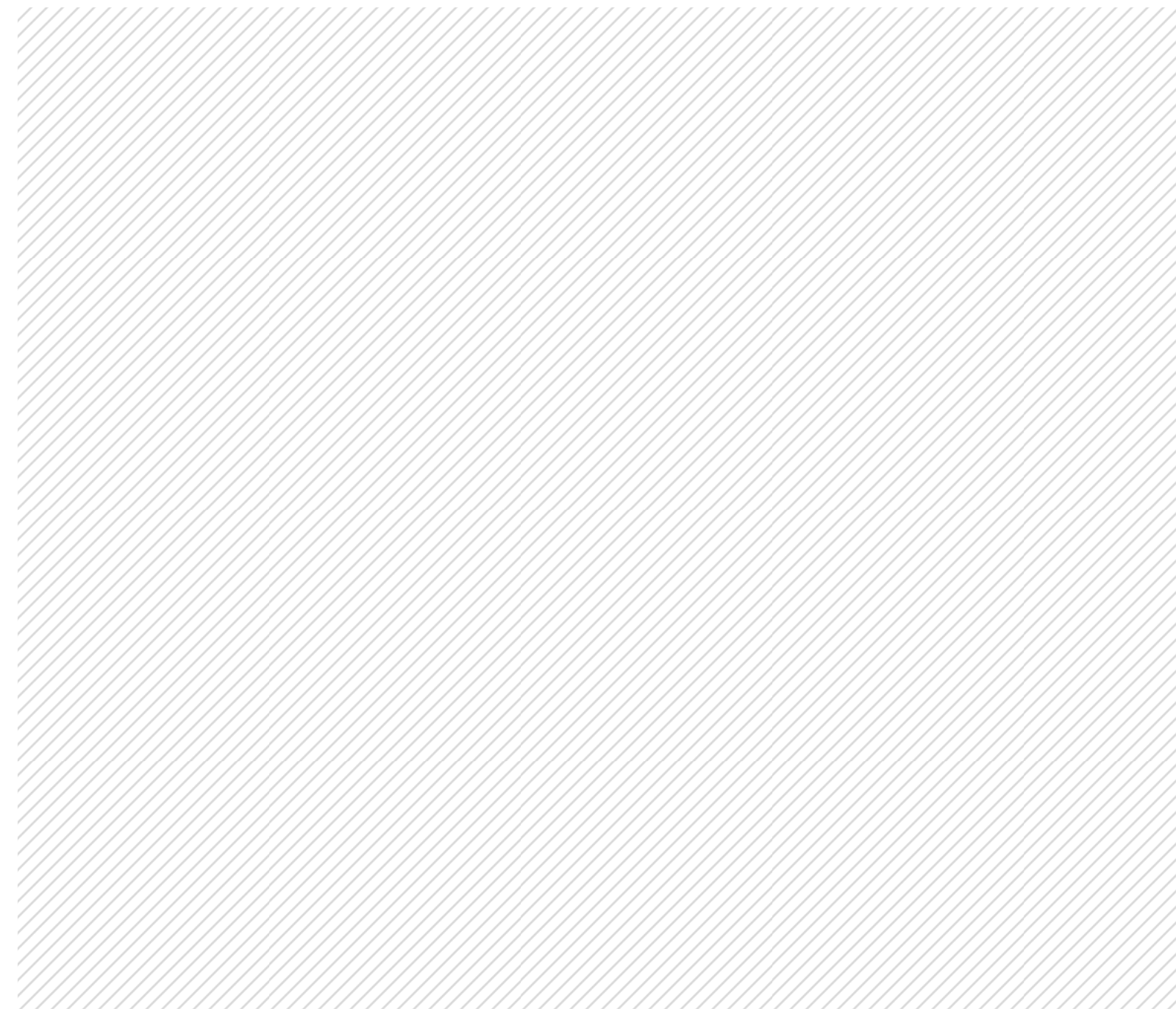
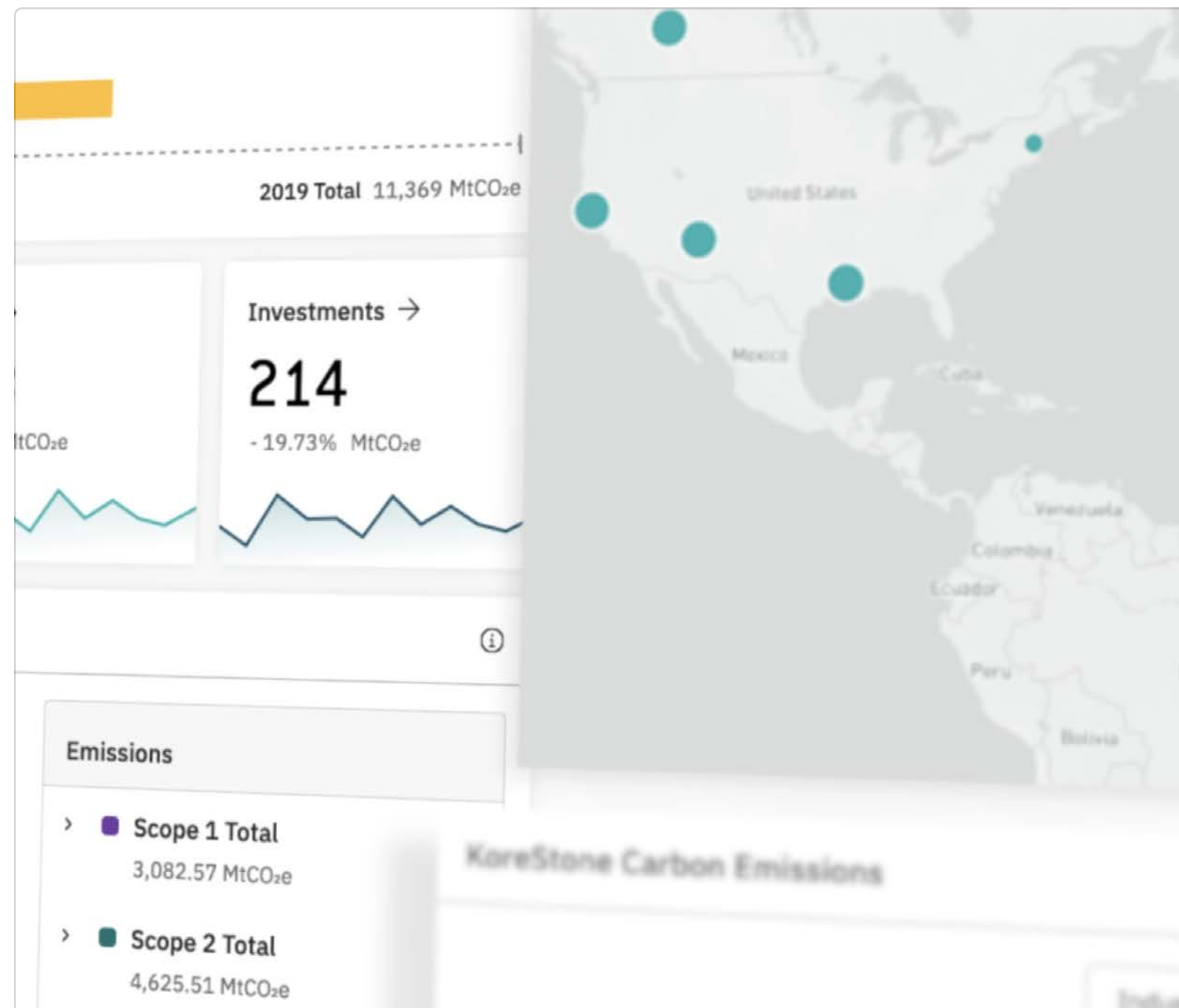
This is where Persefoni comes in.





What We Do

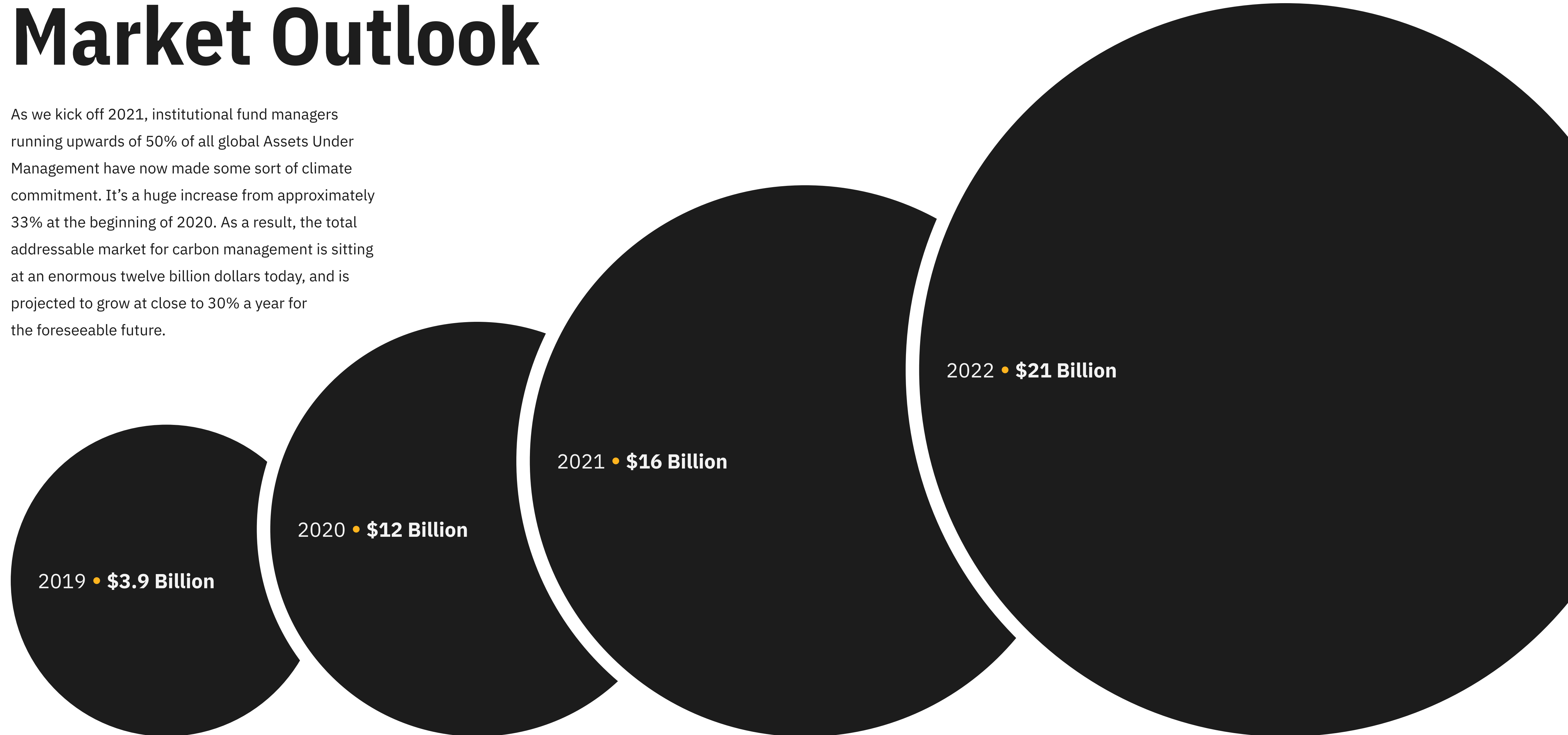
Our platform integrates and hosts thousands of data points from across the business value chain to calculate organizational carbon footprints. It's a long list, but the data comes directly from various parts of operational, financial, and supply chain systems greatly reducing manual processes. Once the data is in the platform, advanced analytics and AI models surface critical insights and intelligence to help organizations understand how and where to systematically lower their carbon footprints. Best of all it works across all industries and sectors.

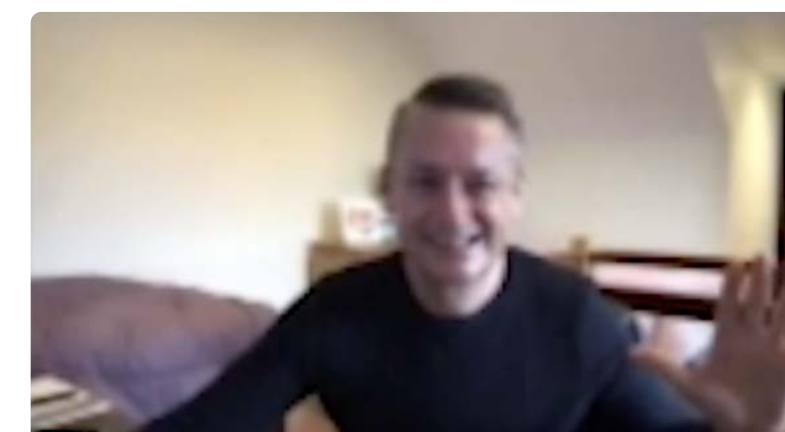
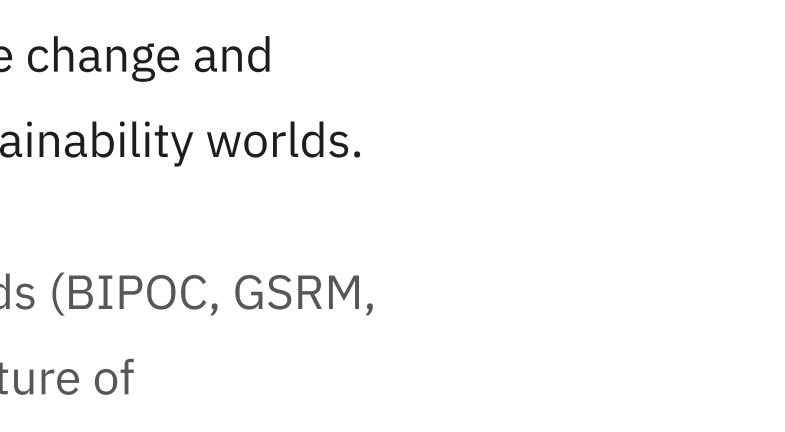
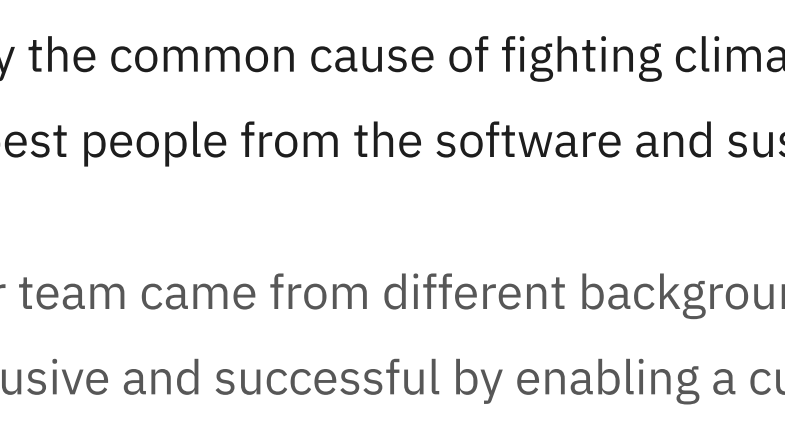
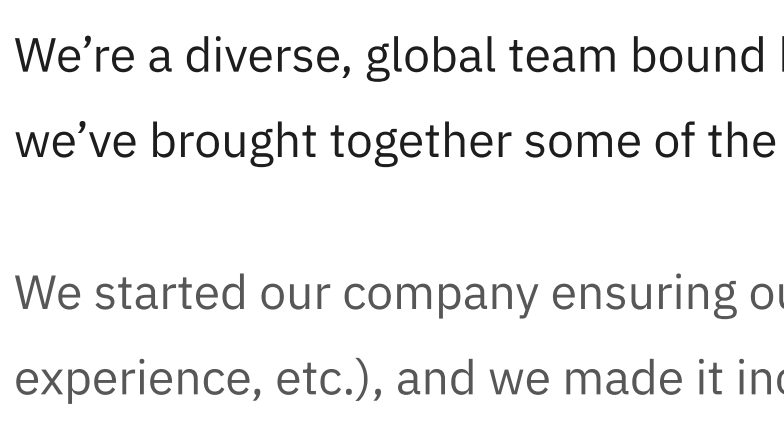
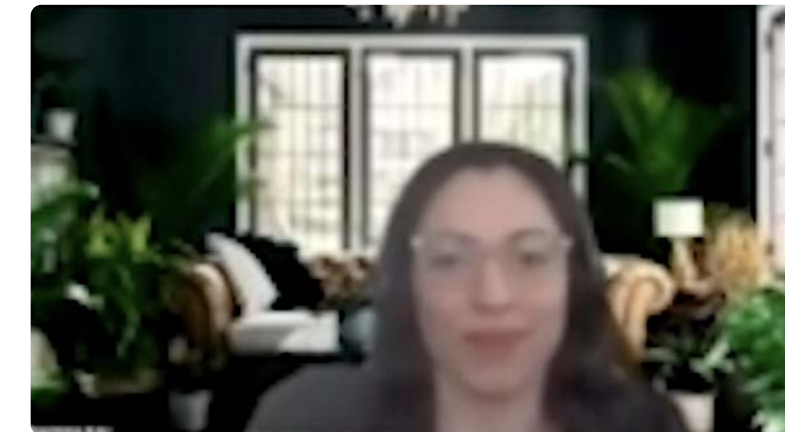
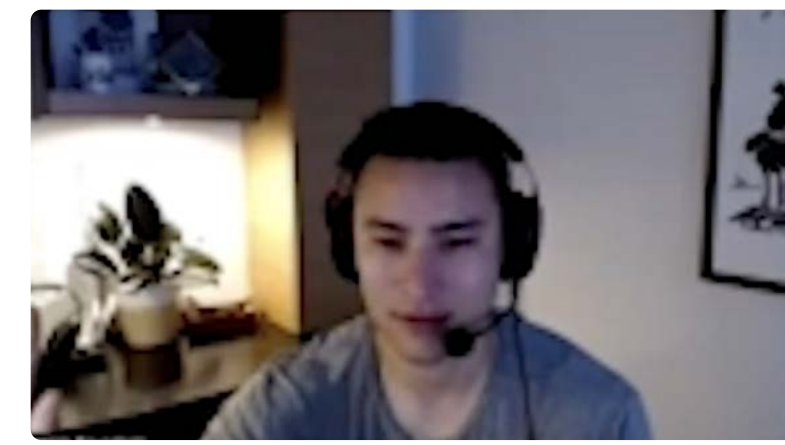
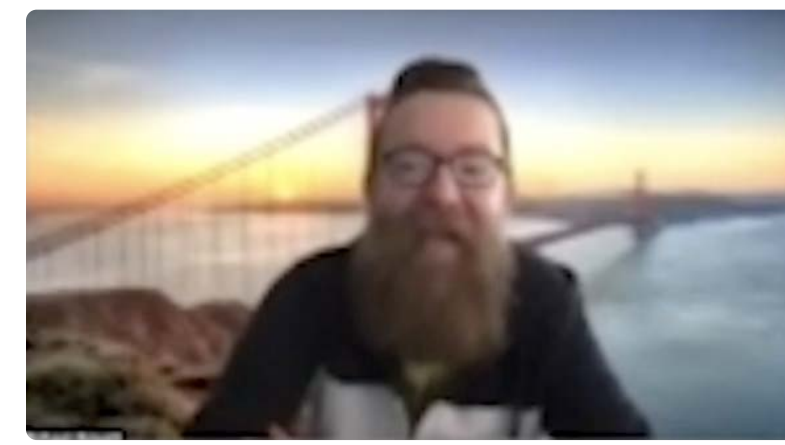




Market Outlook

As we kick off 2021, institutional fund managers running upwards of 50% of all global Assets Under Management have now made some sort of climate commitment. It's a huge increase from approximately 33% at the beginning of 2020. As a result, the total addressable market for carbon management is sitting at an enormous twelve billion dollars today, and is projected to grow at close to 30% a year for the foreseeable future.





Our Team

We're a diverse, global team bound by the common cause of fighting climate change and we've brought together some of the best people from the software and sustainability worlds.

We started our company ensuring our team came from different backgrounds (BIPOC, GSRM, experience, etc.), and we made it inclusive and successful by enabling a culture of participation and transparency. While still a small team today our company demographics are already fairly diverse. Out of the approx. 25 people in the company we already have 8 nationalities represented.

Our Co-Founder Kim Stroh was working at SaaS startups before SaaS was even recognized as a category.

James Newsome, our Head of Data Engineering was instrumental in some of our biggest innovations.

Our Chief Sustainability Officer Tim Mohin quite literally wrote part of the Clean Air Act.



What's Next?

We'll continue building the tools for organizations to understand their carbon footprints.

Because what gets measured gets done.





THANK YOU



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