



**YEAR OF PRODUCT LAUNCH:**  
2021

**OFFICES:**  
Montréal, QC, Canada  
Zürich, Switzerland

**INCORPORATED IN:**  
Canada (Canadian Corporation)

**LEADERSHIP:**  
Puja Mahajan, Co-founder & CEO  
Nicholas Houseman, Co-founder  
Fadi Albatal, CTO

**# EMPLOYEES:**  
Canada: 3  
Zurich: 5

**BURN RATE:**  
Monthly - \$50K USD

**CURRENT RAISE:** up to **\$3M USD**

**CAP STRUCTURE:**  
Nicholas Houseman 64%  
Puja Mahajan 16%  
Innovobot 20%

**DEAL TYPE:**  
CONVERTIBLE NOTE  
Term: 2 yrs, no CAP  
20% Discount

**USE OF FUNDS:**  
Extend runway  
Finalize platform development  
Capacity Building - resources  
Marketing  
Digital registry and data collection  
Futures through AI/data collection

**PROBLEM:**

Businesses in traditional "hard to decarbonize markets" such as Business Aviation face Increasing public and client pressure to act against the climate change impact they create but face a lack of available options. Upcoming CORSIA compliance will force them to find a solution for reporting and offsetting, something they do not have expertise to do. Furthermore, they face a complex and unstandardized voluntary market to secure CORSIA eligible offsets.

**SOLUTION/PRODUCT:**

Azzera is creating a one stop shop for climate action, starting with Business Aviation. We are building an environmental market exchange that calculates emissions through integration with business operational software. Clients can manage all company emissions through their user profile and digital wallet, where they can then purchase voluntary and compliance carbon credits directly from the marketplace. The blockchain-based ledger and wallet bring transaction transparency and security and generates reporting for compliance (EU-ETS and CORSIA). All projects are evaluated with our proprietary Azzera Impact Score to help customers understand their investment.

**BUSINESS MODEL:**

Azzera plans to generate revenues through 4 main revenue streams: 1) Online retail transactions – phase 1 only (15% margin) 2) B2B brokerage transaction fees (15%), 3) B2B Exchange Subscription fees (3500 USD Annual) 4) B2B transaction fees (1%-5% depending on product type and volume). We plan to generate 0.6M USD in 2023, 5.7M USD in 2024, and 11.1M USD in 2025 in net revenues. Break-even is expected in 2025.

**TRACTION:**

In May 2022 we launched our online retail marketplace with carbon footprint calculator. To date we have generated a monthly revenue from online sales of \$1000 USD and YTD brokerage revenues of \$300K USD in Voluntary and Compliance credits. We have signed a Canadian tech partner, Innovobot Labs and are in MVP development of the Azzera Market Exchange, scheduled for release January 2023. In October 2022 Azzera was selected as one of 10 start-ups to participate in the Climate Fintech Incubator Program by F10, and out of 100 start-ups to pitch in the Global Fintech Hackcelerator in Singapore on November 4<sup>th</sup>.

**COMPETITIVE ADVANTAGE:**

Based on our 25 years in Business aviation we understand the needs for a holistic and practical solution to climate action. We are building a uniquely focused end to end solution for Business Aviation companies to act against climate change. Our cloud-based platform will be highly scalable and require little downtime for implementation. The same end to end solution can be applied to all sectors of transportation, which represents 40% of all greenhouse gas emissions.