

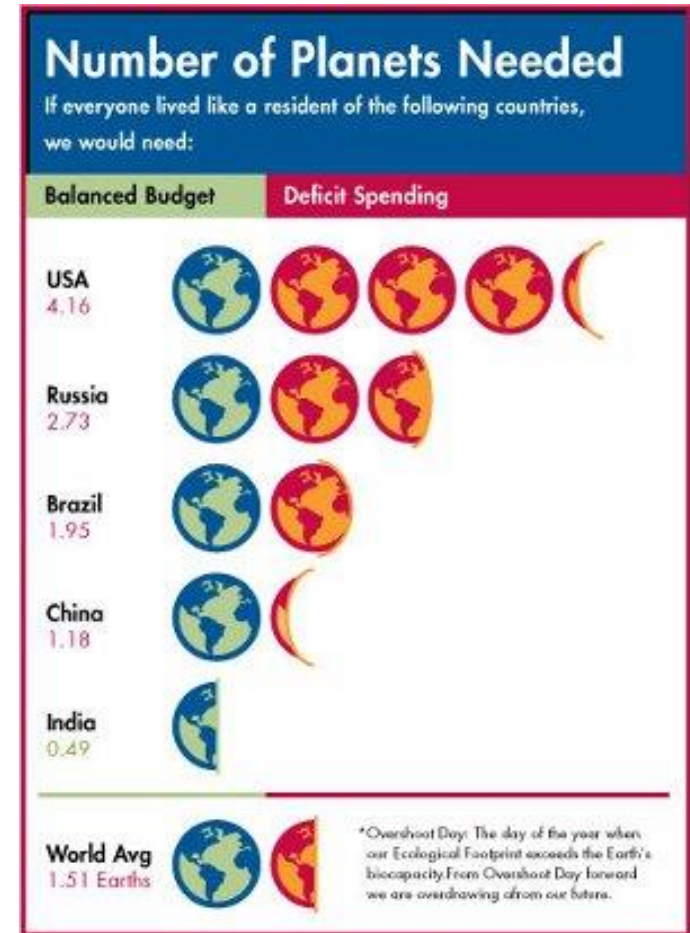
Earth Accounting

Together, we can save the planet.



We Are Killing The Planet

- It takes 1.5 to 2 Earths to supply human consumption – Over 4 Earths if everyone lived as Americans
- Consumption represents 60%+ of the global economy
- The XXI Century will become “doomcentury” unless we change
- Our legacy to future generations must change

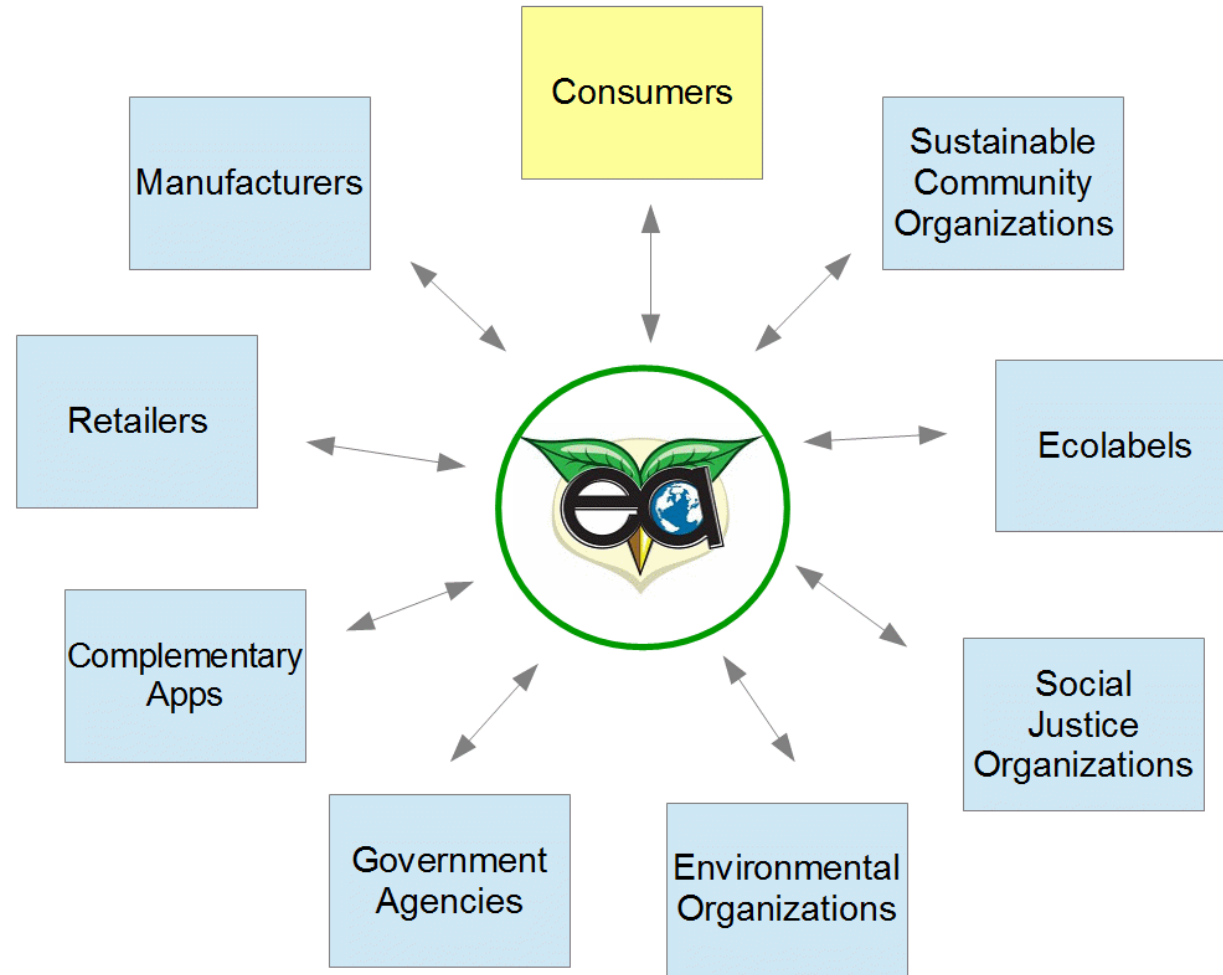


We Have The Power To Save It

We can shift the economy toward sustainability by giving consumers easy access to product information so they can make better decisions



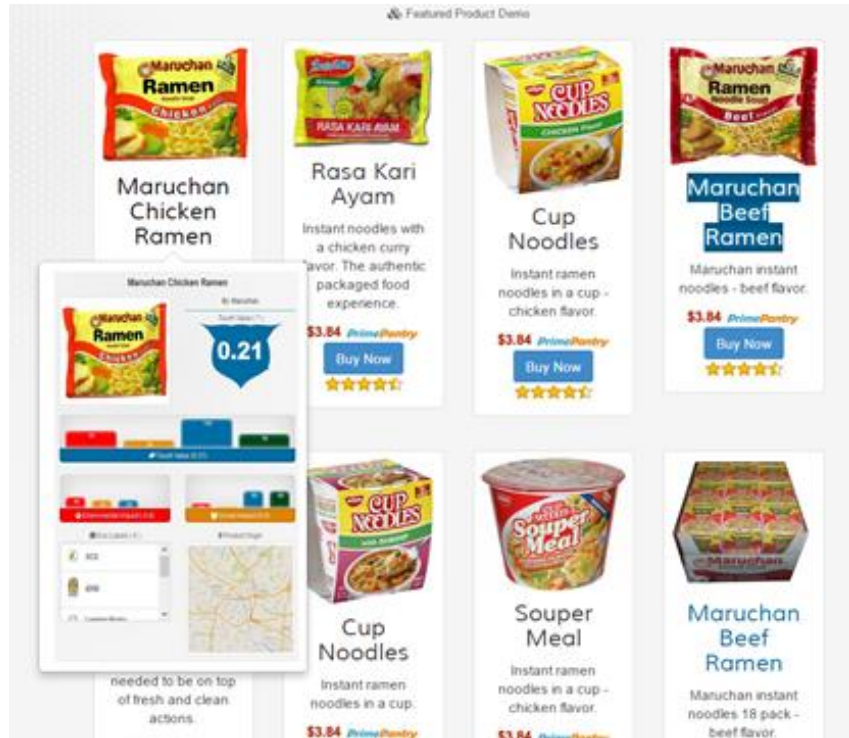
Drivers



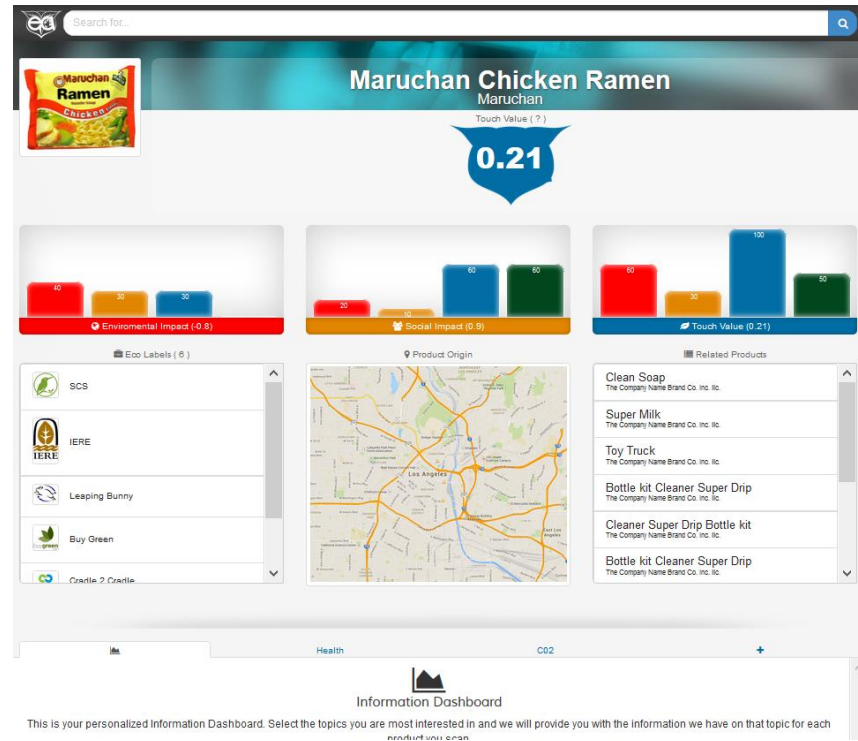
Delivering Information to Consumers

5

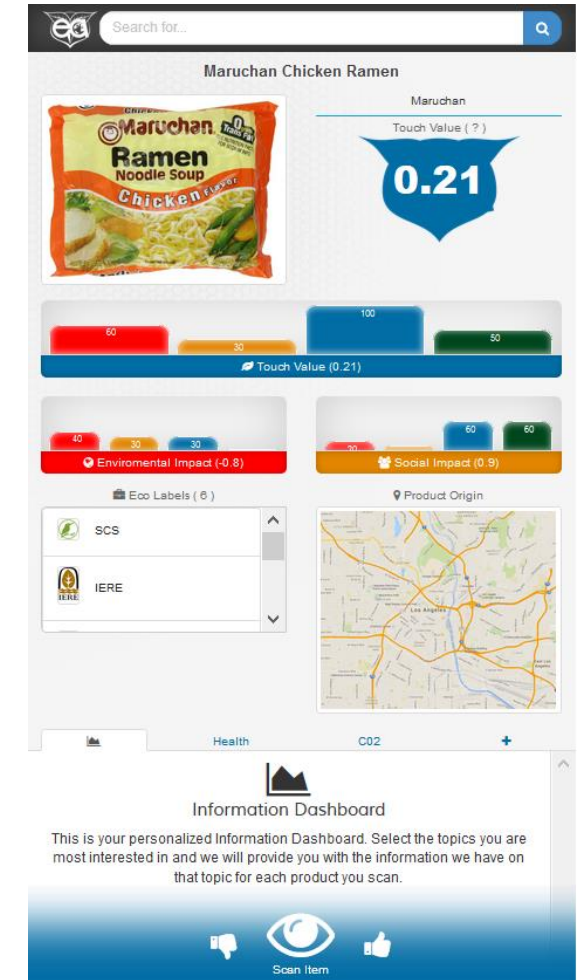
Web Extension



Website



Mobile App



Affiliate Marketing – Product Redirection

1. We direct users to affiliated retailers
2. Retailers compensate us



Database Subscription – Consumer trends, product data, etc.

Freemium Upsell – Charge for additional functionality

Donation – Web extension users: “Pick your own price”

Advertising – In-app advertisements



Market Size

Consumption = 60%
Global Economy

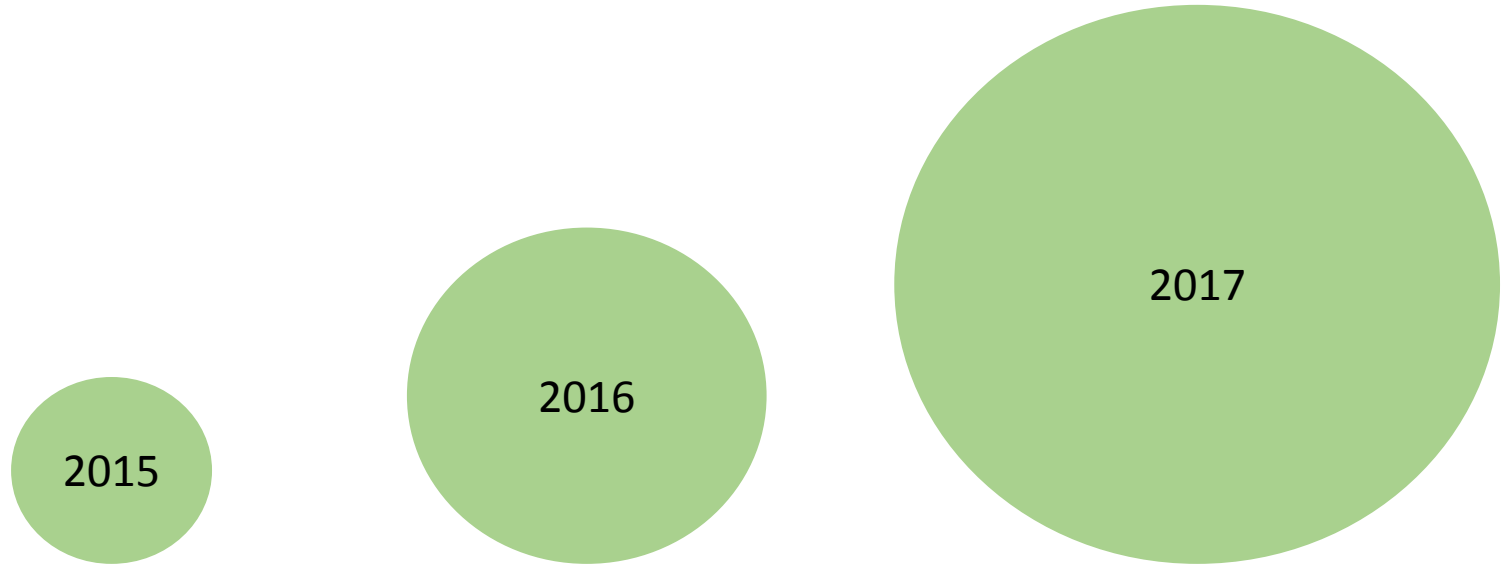
\$45 T

Initial Product
Category

\$700 B
US

10,000 Users
=
\$20 M

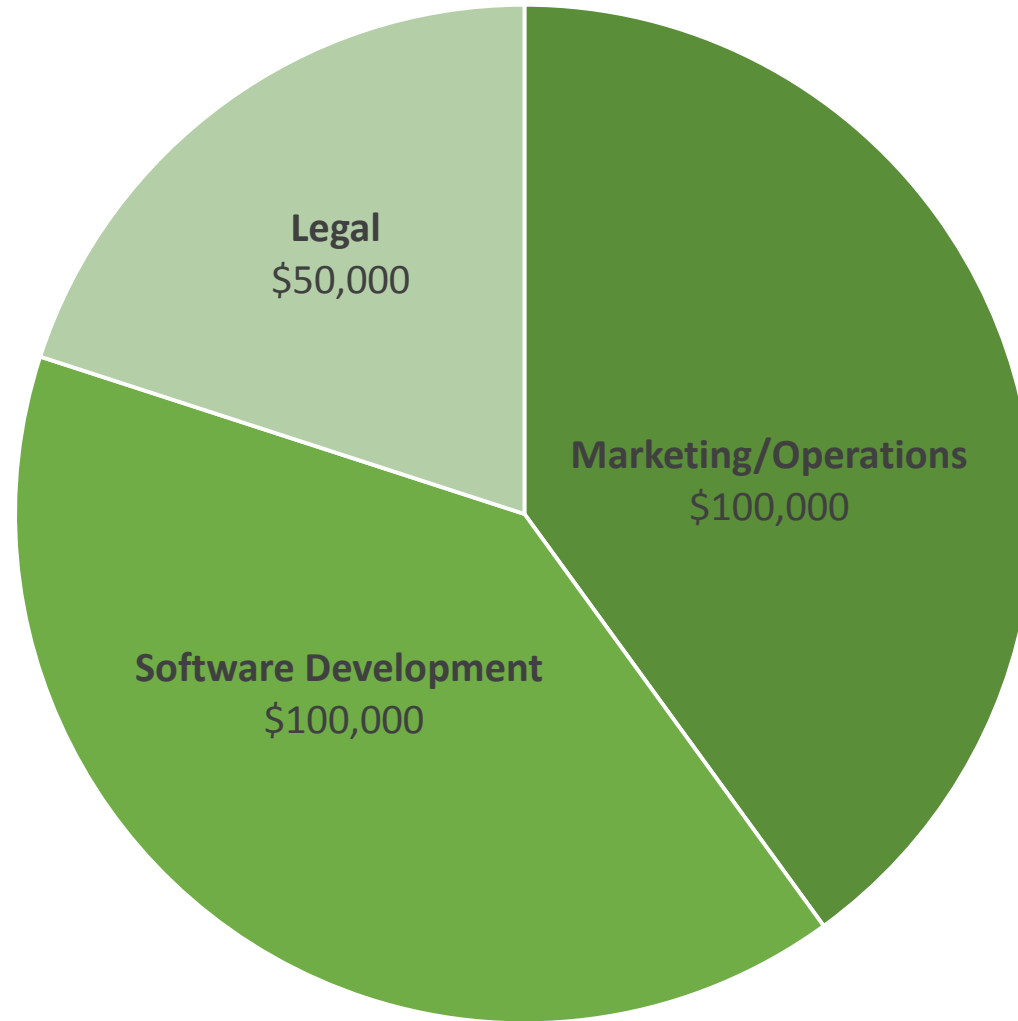




Users	10,000	100,000	1,000,000
Revenue		500,000	3,000,000
Net Income	-500,000	-1,000,000	1,000,000
Capital Needed	500,000	1,000,000	



Investment Needed To Launch



Total: \$250,000



Alberto Saavedra

CEO and Co-Founder – Al is a computer industry professional and entrepreneur with 30 years of experience, participating in all phases of a start-up. He has worked with Dr. Hector for over 4 years to plan the implementation of this technology.

David Evans

COO – David is a GIS and digital marketing specialist with a background in environmental studies. He volunteered his time when first discovering Earth Accounting in 2014 and has since joined the team full time.



Thank you for your time

Earth Accounting - Sustainable Shopping Made Easy



Together, we can save the planet.

Contact: Alberto Saavedra - (818) 730-1785 - AlSaavedra@earthaccounting.com

