

# Pitch Deck for a Climate Tech Brain Trust

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**INTRODUCTION** - This is a \$5 Million Joint Venture proposal payable over 2 years to build a web-based information service for the emerging Climate Tech Industry. This will mix interested subscribers together for economic development of a multi new Climate industries in America by causing the formation of hundreds of business ventures to attack the crisis. America is in danger of becoming a toxic wasteland. Scientist are panicking and the new data showing faster collapse.

**WHAT IS THE PROBLEM IN INDUSTRY** – The new fear among scientist is Climate Collapse. America needs to accelerate innovation to fight the Climate Crisis with infrastructure. This will grow into one of the largest industries in 25 years. The problem is the long time it takes to connect capital ideas and talent to accelerate investment in prototype stages of Climate Tech.

**SOLUTIONS THE MARKET NEEDS** - America needs better organization of the combat through a collective consciousness that focuses on creating new knowledge This will support company formation around ideas faster and earlier in the innovation process. Digital audiences are the future of civilization and the most valuable information about our future will be in creation of new knowledge. The Climate Tech Brain Trust proposes to tap this huge potential by operating a digital service focused help this emerging development market with funding for Research, Development Models, Consortia, hubs and National demonstration routes. We are launching the research Brain Trust to begin growing our digital audience. Our goal in 7 years is one million subscribers paying \$100 p/m. The company will be working on plans for a new conference center with multiple studios to serve as our hub within 3 years and as anchor tenant in some new Technology Park. About 50% of the revenues will go to capturing the new knowledge

## Brain Trust Services

Membership at \$100/pm grows to One Million Subscribers in 7 years



- Home
- About Us
- News
- Contact Us
- Press
- Search
- Chat
- Calendar
- Operator
- Feeds
- Mobile

Sharing the **CLIMATE** Knowledge Explosion  
Among inventors, lawyers, CPAs, engineers  
bankers, utilities, universities, Gov. agencies  
and venture capital. About 40% of monthly  
revenues is used for R&D



**Idea Bank** **Conferences** **Library** **Education** **Members** **Capital** **Companies**

created all over America and packaging it into media products that can be distributed in detail to our digital audience by Operators. This is our secret sauce that pushes the information to the subscribers by reaching out online to engage subscribers in participation. The remaining revenue can be used to grow the business until dividends are possible.

**MISSION** - Grow an online service company that creates subscribers collaborating on new business ventures for a potential \$3 trillion market for Climate Tech.

**THE INVESTOR** - Our company investor will own 50% of the startup project. The company expects to need additional capital after the first three years and expects to raise from 5 to 10 times the original amount based on proven revenues by then. We prefer an active funder that will coach in establishing the best practice for operating the company and raising more capital.

**TRACTION** -We have built a small team and documented a critical idea in an exploding industry. We have built a web site and published an essay about a [\\$3 trillion market potential for Climate Tech](#). We are currently setting up an email marketing program for 3000 email addresses. We have made some contacts in the Climate Tech research industry for electrolyzing water into gas to run a hydrogen motor. Our partner Deptowicz has a prototype of the hydrogen motor already built. We also have a plan for carbon removal and its many utilization techniques. We are discussing a \$40 to \$50 Million Conference Center with others to host the Brain Trust, when it gets enough subscribers. Our long mission is to grow a \$250 million Development Consortium.

**MARKET SIZE** - Two centuries of CO2 have toxified the atmosphere. Estimates for solving the climate crisis in America go up to \$10 Trillion over 30 years. Our ten-year potential is to create hundreds of new companies. We see a \$3 Trillion Marketplace for Climate Tech that stimulate a \$20 trillion ripple effect over 30 years. Exxon sees the Carbon Capture market alone [\\$4 Trillion by 2050](#). Some Wall St companies pledge trillions.

**CUSTOMERS** -Some customers are vendors who think they can make money from R&D company formation. And businesses who are faced with reducing their carbon footprint such as the millions of public companies in America who will soon be trying to lower their carbon footprint and will need an easy-to-use source of information. If a company wanted to spend \$1 million to reduce their footprint, where would they start? Who would they hire? Exactly how could they compare costs, talent, opportunities? Many industries have these services like the Real Estate Multilist web sites or LexisNexis in law. The Brain Trust will also serve many other markets like inventors, engineers, news, capital, CPA, lawyers, utilities, consultants, feds, States, and the public.

**BUSINESS REVENUE MODEL** -Subscriber fees for the digital audiences is the biggest source of revenue and then there are advertising revenues in: Ideas, Capital, Projects, Vendors and Conferences. Later, the company can consult on information requested by specific customers for additional revenues. We expect the subscription rates to grow, as the crisis intensifies. Scalability is a big factor because it does not cost much to copy data and provide it to a new customer.

**FINANCIAL PROJECTIONS**-Phase I- A Free Public Conversation will sell advertising for support, but numbers have not been calculated. Phase II- A Climate Tech Brain Trust is

projected to accumulate 25,000 subscribers who will pay \$75 per month by the middle of year 3. Potential revenue is over \$20 mil p/y within 3 years. After 7 years the Climate Crisis will reach a critical mass of destruction, and this should cause interest to grow to 1 million subscribers.

**MARKETING PLAN** -A social media marketing campaign will begin first, then pod casts and then email marketing for specific companies to *participate* in our free public conversation. As our services develop, Brain Trust subscriptions will be offered to those that participate in the Public Conversation and then offered by an email campaign to selected industries. This will use existing email marketing companies and should cover 10,000 to 25,000 emailing per week.

**PARTNERS and MANAGEMENT** -There are currently three partners now. Lloyd Goff with 54 years' experience in packaging real estate ventures is the business manager. Daren Dozier a professional IT manager with 20 years' experience will set up the digital architecture. Don Deptowicz is a technology professional with 43 years managing military and automotive innovation. Some of the staff will be offered ownership in the company.

**COMPETITION** -1000s of web sites and 100s convention facilities around the country, but no special place to exhibit, meet with owners and collaborate on climate tech in air capture: water, energy, carbon, transport. As the climate crisis worsens, this field is likely to become crowded, but the early bird gets the biggest market share for the least invested.

**PAYMENTS** -To start, the company needs \$1 Mil down and then \$1 mil every six months for 2 years to get to a critical mass of 25,000 subscribers within 3 years. These contributions go into a Joint Venture for the Climate Tech Brain Trust LLC.

**[Review the Investment Opportunity](#)**

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