



Building a  
**Green Data**  
Economy



**PlanetWatch**

# **Become the world leader in crowdsourced, science-grade verifiable environmental data**

Data collected in strategic locations using a community-based blitz,  
allied with hyper targeted BtoB initiatives.

# The big picture

Air pollution is a global economic and health challenge



Source: World Bank and WHO

**COVID-19 mortality and infection rates correlate with air quality**



# Problem: air quality monitoring is broken



## Outdoors

**Too few sensors on the ground.**

Local pollution hotspots are not timely detected and mitigated.



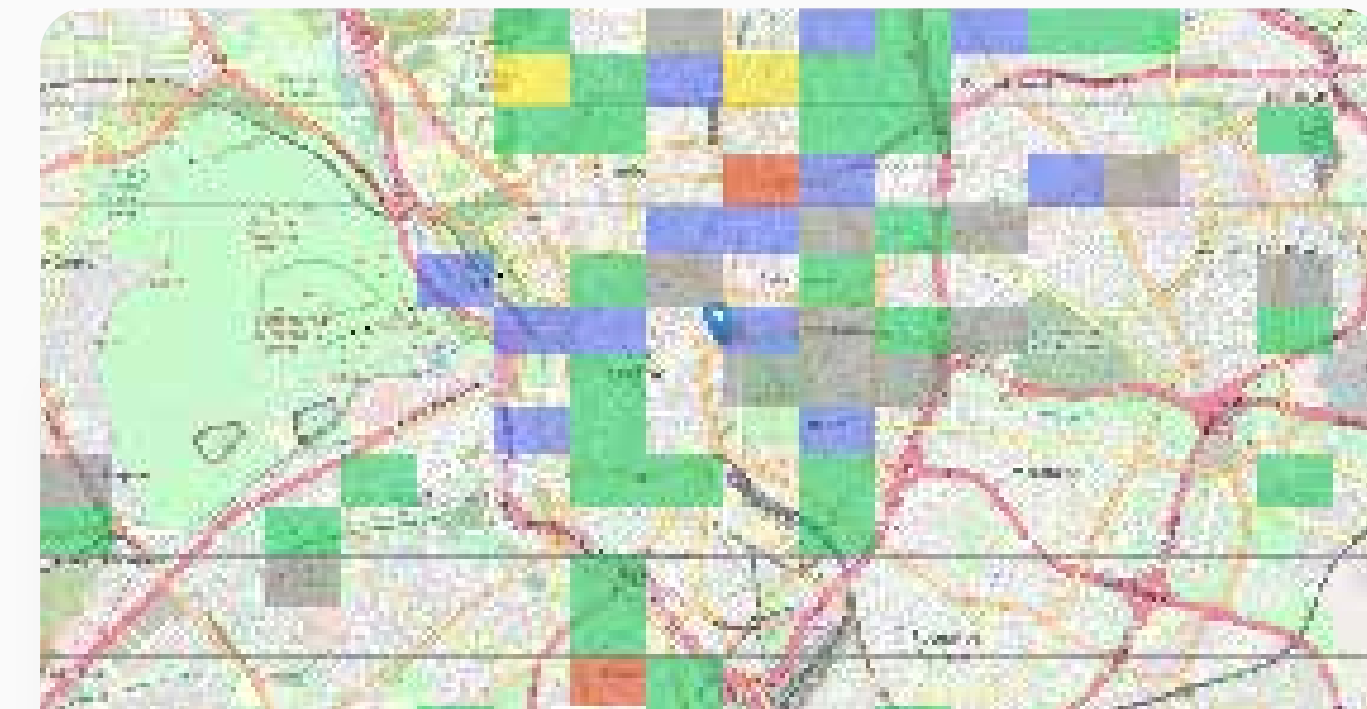
## Indoors

**Most institutions and families do not monitor air quality.**

Significant risks especially for children, elderly and fragile people.

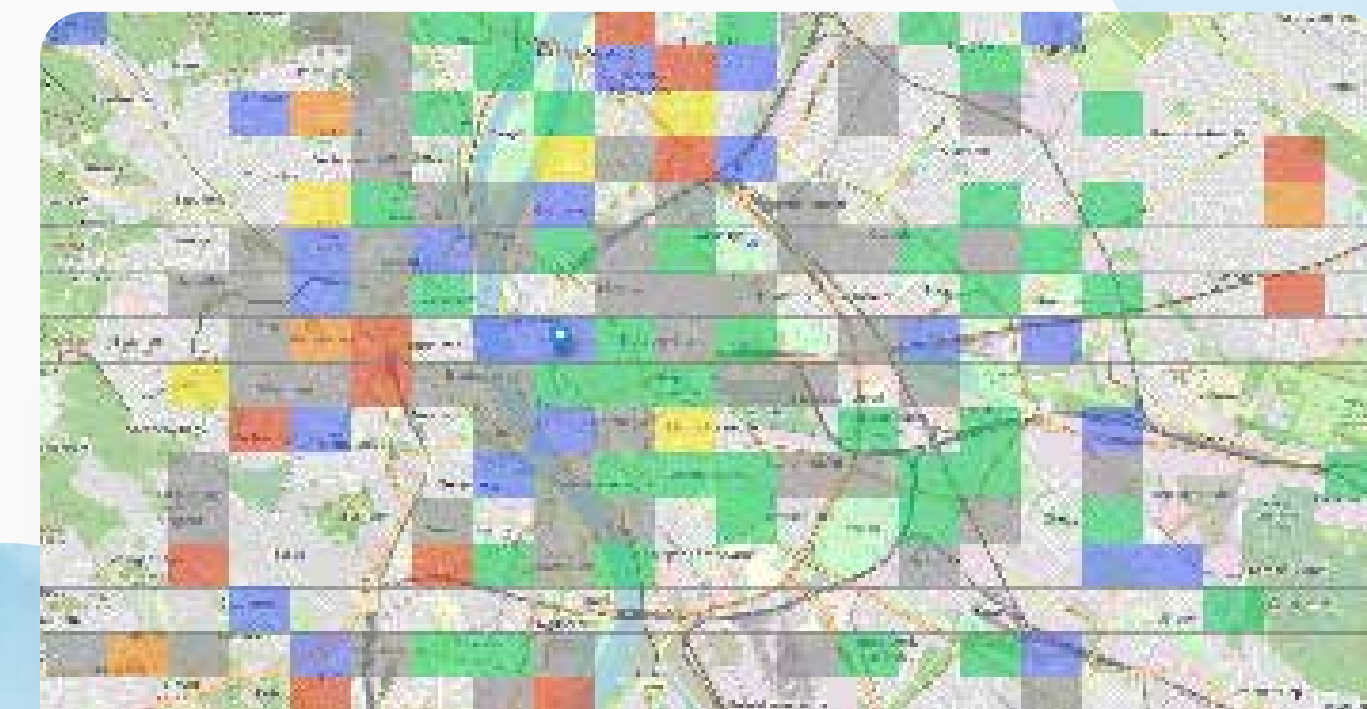
## Solution: a network of sensors and people

- Engage local residents to build a dense sensor network
- Reward sensor data streams with blockchain tokens
- Generate, analyze and monetize hyperlocal, real-time air quality data worldwide



**Madrid, Spain**

226 sensors



**Budapest, Hungary**

237 sensors

# Key figures

**65K**

Connected sensors worldwide

**10+**

Large cities with fastgrowing presence

**230M**

Blockchain transactions since August 2020

**5B**

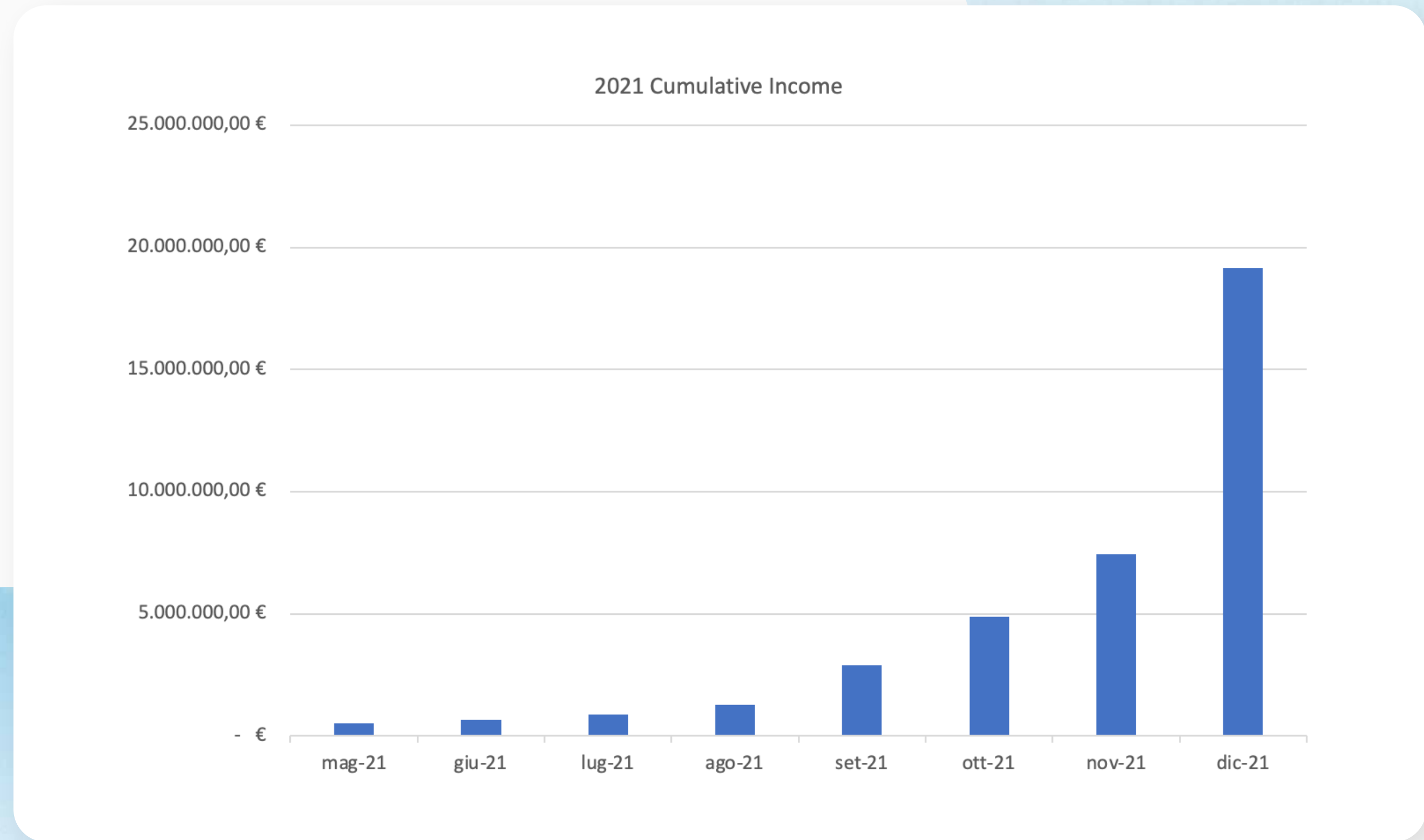
Data streams processed



# 2021: a stellar year!

**19M€** Income

**78K** Licenses sold



# Revenue model

Change of paradigm in 2022: moving towards a 100% gross margin, frictionless revenue model.

Stream	Recurrent	2021	2022	2023
Connection licenses	Yes	\$\$\$	\$\$\$	\$\$\$
Data licenses	Yes	\$	\$\$	\$\$\$
Token rewards	Yes	\$	\$\$	\$\$\$
HW sales	No	\$\$\$	\$	
HW royalties	No		\$	\$\$\$



## Road map

**2020**

Company creation  
and MVP

**2021**

Network bootstrapping  
33K connected sensors

**2022**

Network growth, new  
revenue model, initial data  
sales - 120k sensors

**2023**

Global network and data  
monetization - 500k sensors

# Team



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CEO & Founder



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CTO & Founder



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Chief Strategy Officer



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# PlanetWatch®

Your planet needs you

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