

*Encendia Biochar upcycles organic waste into biochar (a new soil product category) which replenishes carbon in soils and increases the productivity of soils, while reducing greenhouse gas emissions.*

## **Marketing challenges**

- The Company needed to develop a marketing strategy and plan to successfully commercialize their products

## **Environmental problem company addresses**

- Earth's soils contain 3.0-4.5 times as much carbon as do plants/trees and 2.0 times as much as is currently in the atmosphere
- Conventional agriculture's use of plowing and synthetic chemicals on land is decreasing long-term soil fertility, resulting in the loss of carbon normally stored in soils
- In the U.S., agriculture accounts for 20% of CO<sub>2</sub> emissions
- Biochar can sequester significant amounts of CO<sub>2</sub> for hundreds of years
- Biochar occurs naturally, but can be manufactured by burning organic biomass in a low oxygen environment into what is more than 80% carbon
- Biochar improves the productivity of soils
  - replenishes carbon content
  - protects soils microbes
  - helps soil retain water and nutrients

## **Carbon Leaf Solution**

- Appointed to Advisory Board of this cleantech company committed to enriching soils by upcycling organic waste into valuable products
- Provide guidance and direction to the management team as they develop a strategy to commercialize biochar-based soil products in the U.S.