

# CATTLYZE

Grace Dai, Adam Shi, Linda Wu, Ashwin Balaji



# MEET THE TEAM



**Grace Dai**  
CAS 25'



**Adam Shi**  
W 25'



**Linda Wu**  
W & CAS 24'



**Ashwin Balaji**  
SEAS 25'

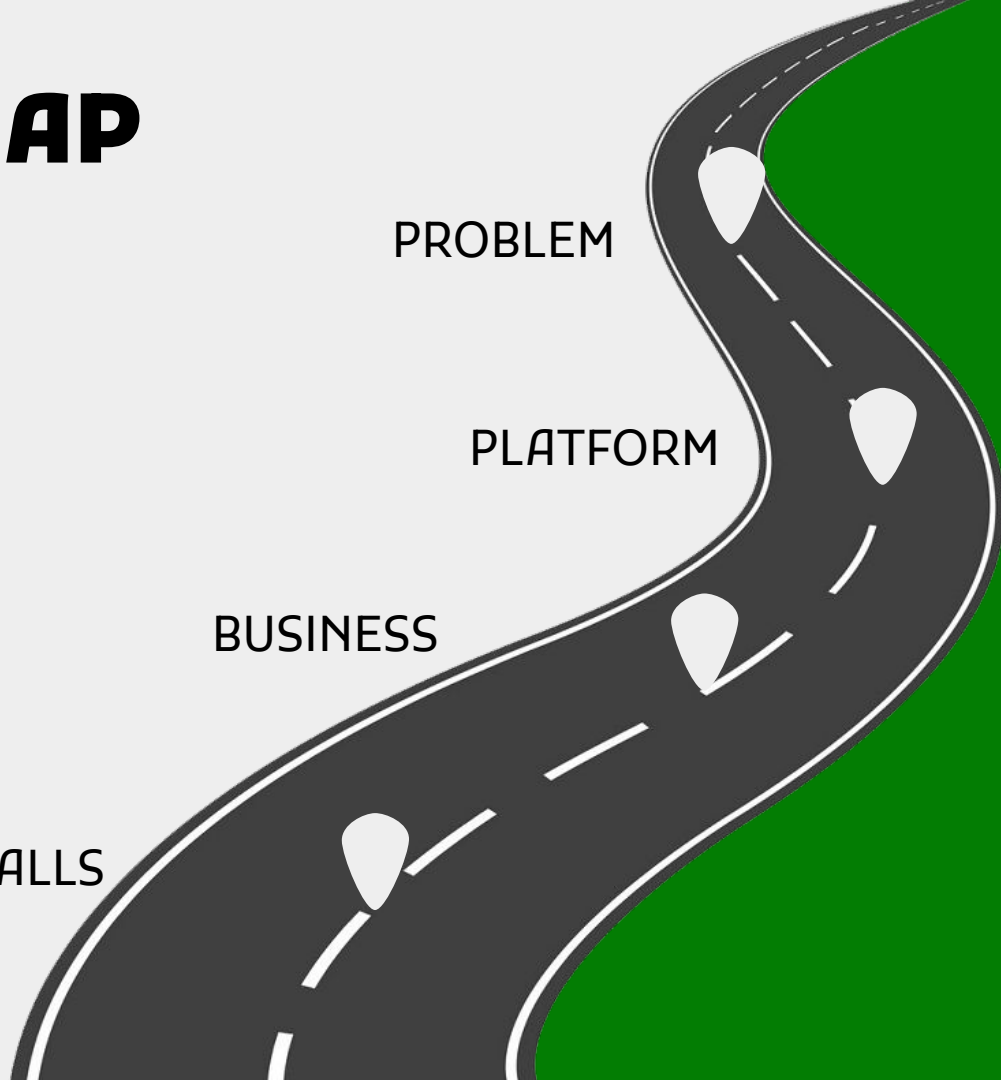
# ROADMAP

PROBLEM

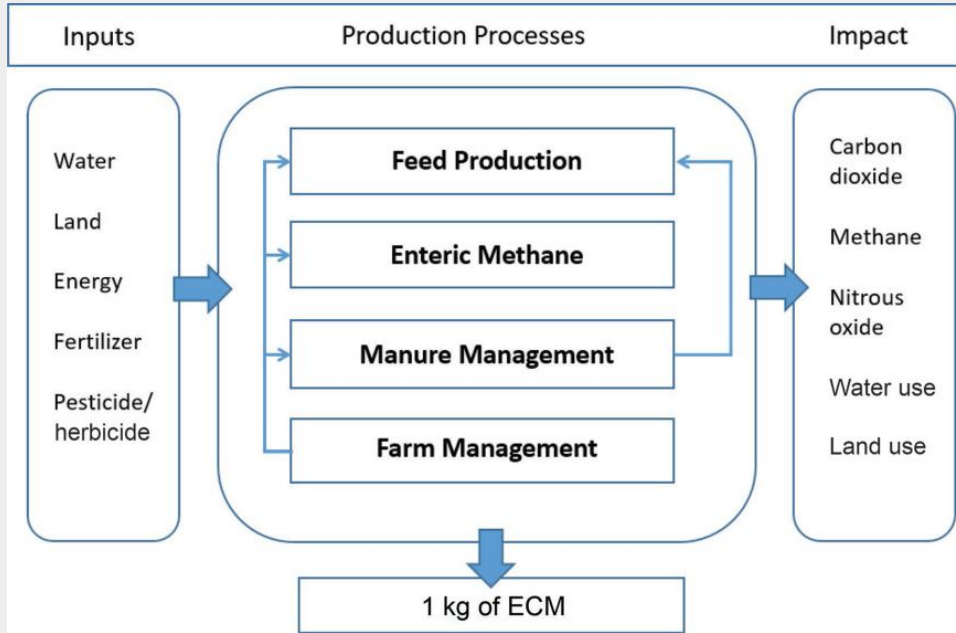
PLATFORM

BUSINESS

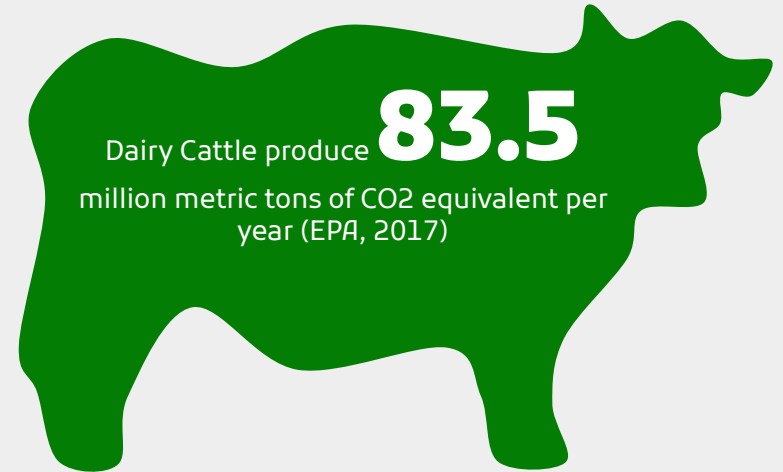
POTENTIAL PITFALLS



# THE PROBLEM



Global dairy herd management market is **projected to reach USD \$5.4 billion by 2026 from USD \$3.7 billion in 2021**



**PROBLEM**

Platform

Business Side

Potential Pitfalls

# THE PLATFORM

A platform that empowers and enables growers to implement carbon-offsetting feed management practices and generate revenue through blockchain.

1

Suppliers Input  
Dairy Farm Feed  
Data

2

Cattlyze  
Quantifies GHG  
Emissions

3

Cattlyze Provides  
Prescriptions for  
Emission Reduction

4

Buyers Purchase  
Tokenized Carbon  
Offsets

Problem

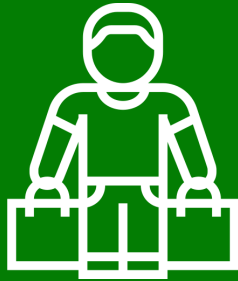
**PLATFORM**

Business Side

Potential Pitfalls

# STAKEHOLDERS

US Dairy Industry has committed to  
**reach net zero carbon emissions by 2050**



## BUYERS

Businesses and individuals looking to offset their carbon footprint



## SUPPLIERS

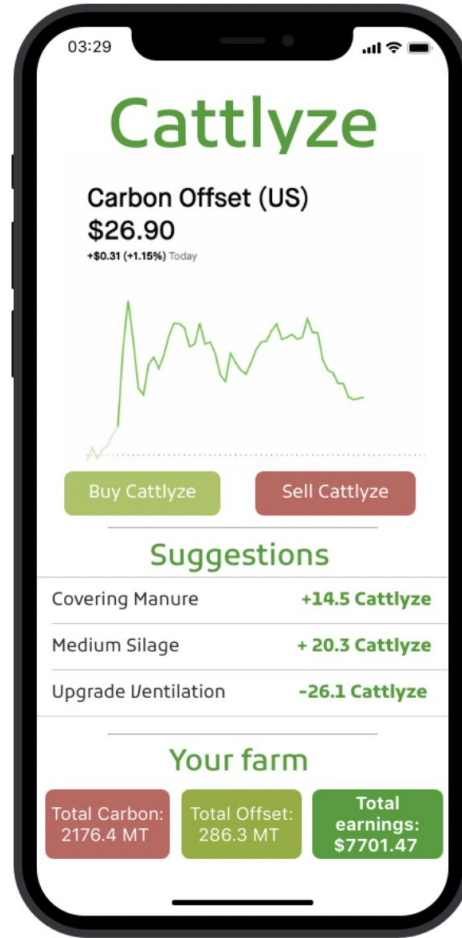
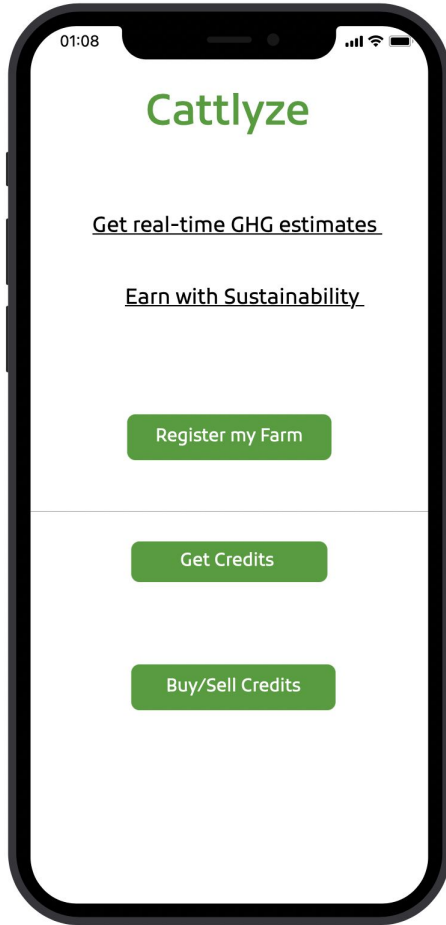
Dairy farms in Pennsylvania and New York

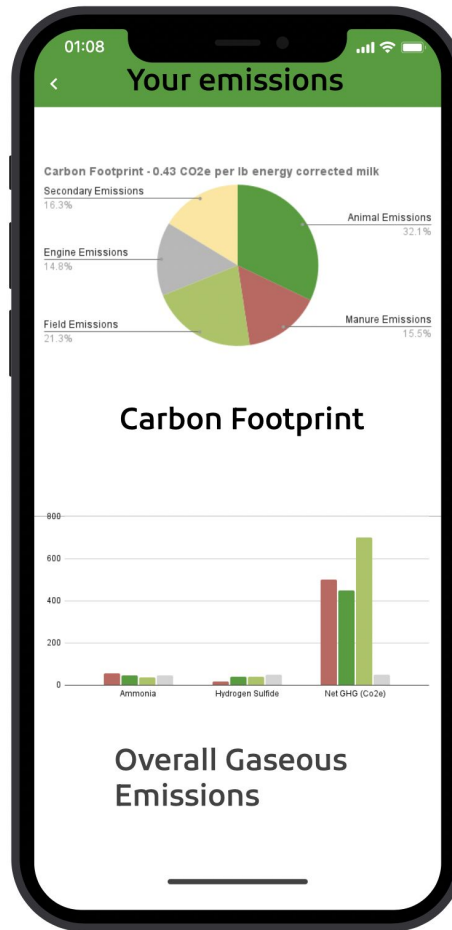
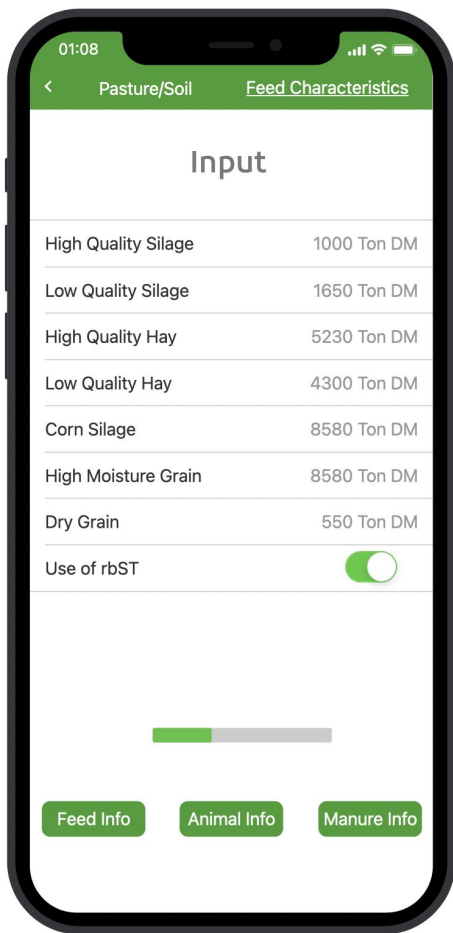
Problem

**PLATFORM**

Business Side

Potential Pitfalls







# IMPACT

- **Action items** for dairy feed management best practices → **decrease waste, nutrient loss, and GHG emissions**
- Incentivise and financially **empower farmers** to capture carbon

**YEAR 1**

**YEAR 10**

- **12% annual offset**
- **125,000 tons CO<sub>2</sub>e** reduced in first year
- **15% annual offset**
- **3 million tons CO<sub>2</sub>e** reduced/year

Problem

**PLATFORM**

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# COMPETITIVE LANDSCAPE

Exciting New Vertical: **Carbon Offsets with blockchain**



Carbon offsets  
**NO blockchain**

Carbon Offset  
blockchain + NFT

Problem

Platform

**BUSINESS SIDE**

Potential Pitfalls

# TOKEN ECONOMICS

TOKEN ALLOCATION	%	TOKENS
SAFT (Class B)	20%	20,000,000
Public Sale (Class A)	60%	60,000,000
Insurance Reserve	20%	20,000,000
Total		100,000,000

Problem

Platform

**BUSINESS SIDE**

Potential Pitfalls

# SCALING

## YEAR TEN

- **10,000** Farms
- **3,000,000** Tokens
- **\$60** Per Token



## YEAR ONE

- **500** Farms
- **125,000** Tokens
- **\$6** Per Token

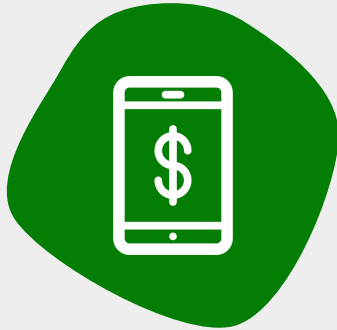
Problem

Platform

**BUSINESS SIDE**

Potential Pitfalls

# POTENTIAL PITFALLS



Creating the *App*



Verifying Offsets



Dynamic Data

Problem

Platform

Business Side

**POTENTIAL PITFALLS**

**THANKS FOR LISTENING**