



ForeStation

**Connecting native forests
with companies that provide capital for their conservation**

Context:

This is happening

42 Millions of trees are cut down every day around the world.

20% 20% of the world's forests have been deforested in the last 50 years.



Problem



Forest owners do not receive money from the private or public sector to prioritize conservation.
This increases the incentives for them to want to deforest.



Companies WANT to contribute to forest conservation but have NO better alternatives than carbon credits.



Carbon credits are important! but they affect less than 1% of forests.
For the remaining 99%, there are no alternatives to promote forest conservation.

Terminology Review:



Carbon Credits

- Instrument that verifies carbon capture through a standardized model.
- Traded in:
 - **Mandatory market** → Companies legally required to offset.
 - **Voluntary market** → Companies not legally required to offset.

Green Conservation Certificates



- Document that validates an environmental action or impact through non-standardized models.
- Can also be purchased by companies to offset their carbon footprint.

Solution

A **marketplace** that connects native forests with companies willing to provide funds for their conservation.

In exchange, companies receive a **Green Conservation Certificate**, issued by ForeStation, to mitigate their carbon footprint and communicate the sustainable actions they are financing.



What do ForeStation's Green Certificates validate?

- Existence and ownership of the forest.
- Forest type, hectares conserved, ecosystem benefits, CO2 stored and captured.
- Early warning alerts in case of deforestation.

How do we validate it?

- Direct connection with the forest owner.
- Support from satellite platforms such as Orbify and Satellites On Fire → They transform earth observation images into real-time information.

Why do less than 1% of the world's forests have coverage through carbon credits?

Because their measurement and verification process is bureaucratic, slow, and expensive.

-This creates frustration and discourages forest owners from choosing this alternative.

-Still, they are a valid tool, but not enough. That's why we need more solutions.-

Why would a company invest in our certificates in addition to carbon credits?

- Faster and less bureaucratic processes.
- We can protect a greater number of forests in less time.
- Simple, secure, and cost-effective alternative.
- Companies can quantify the amount of carbon stored and captured.
- They become part of the project they are conserving.
- They can carry out joint actions with the forest owner.

Business Model

Fee Transaccional

15% on each transaction



Companies



ForeStation



NGOs
+
Legal
entities

Status



Supply: 10 native forests with more than 10,000 hectares on the platform.

Demand: Validating interest from companies in contributing to conservation projects.

In conversations with several companies (mainly banking and automotive sectors) interested in alternative investments to carbon credits to generate positive environmental impact.-

Parallel Example:

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- Measuring efficient water use → Water Footprint Certificate.
- Equivalent to a Green Conservation Certificate, but with water instead of forests.

How do they do it?

- Using satellite data, AI, and validated methodologies.
- Verifying sustainable practices in water use.

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Team



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Previously: Co-founder &
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Call-to-Action



We are looking for companies that want to invest in forest conservation.



With an accessible, secure, and cost-effective alternative that generates a powerful impact on the environment.



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Thank you!