



MYC event 11 April

Business Proposition **MiMiCarbon**

Nowadays, when you buy a flight ticket online, or when you want to donate for a better climate, you can buy carbon offsets (carbon credits). These credits go to projects like Reforestation, Sustainable Farming and Eco-friendly Cooking. The detriment with these projects is that you never know where your money is going exactly or what the results are.

Marketplace for Carbon Trading

MiMiCarbon developed a special marketplace for carbon trading to make the investments in any carbon offset project visible.

People who invest in offset projects via MimiCarbon are able to see how their investments are performing over the years, and they are also given periodic updates about their investments.

Solution for Effective Carbon Trading

At this moment, carbon trading options are inaccessible for private users, the results are not clear enough, and it is not clear yet what is being done with the CO2 donations. This makes it not attractive for consumers to join carbon trading.

However the demand is high; a study conducted by Peil.nl in the Netherlands showed that about 60% of the population is willing to contribute to CO2 offset projects, but have not done it yet, because of the lack of transparency in accountability.

Accessible, Accountable and Fun

MiMiCarbon want to involve more private users to invest in climate projects and make investments in climate projects financially interesting and fun to do.

Via creating a transparent and clear accountability of carbon offset projects, far more people will invest in carbon trading.

Co-founders needed for the next steps

MimiCarbon is still in the pre-seed stage and is looking for co-founders who have a better technological (programming) background. MimiCarbon also would like to work with an experienced entrepreneur who has the know-how on climate related business opportunities.

Interested in to be join MimiCarbon?

During the MYC event of 11 April you have the opportunity to meet the people behind [MimiCarbon](#). We organise this event specially for climate inventors and start-ups who are looking for co-founders to accelerate their business proposition.

If you have not registered yet for this event, please do so via the [registration form](#). Visit our [website](#) for more information about this event.

MYC event, 11 April 2017

In co-production with UtrechtInc

Venue:

Climate-KIC/UtrechtInc, Padualaan 8, 3584 CH Utrecht
www.climate-kic.org