



CASSAN EARTH

UNLOCKING BLUE CARBON USING AI

NATIONAL AI CHALLENGE

2025

An Ocean of Opportunity for Nature Based Solutions

Net Zero Targets

+

Blue Carbon restoration could generate hundreds of millions of tonnes of CO₂ credits

Blue carbon credits trade at a **40% premium** over forestry

=

A multi-billion market is waiting to be unlocked



Monitoring, Reporting and Verification (MRV) is Broken

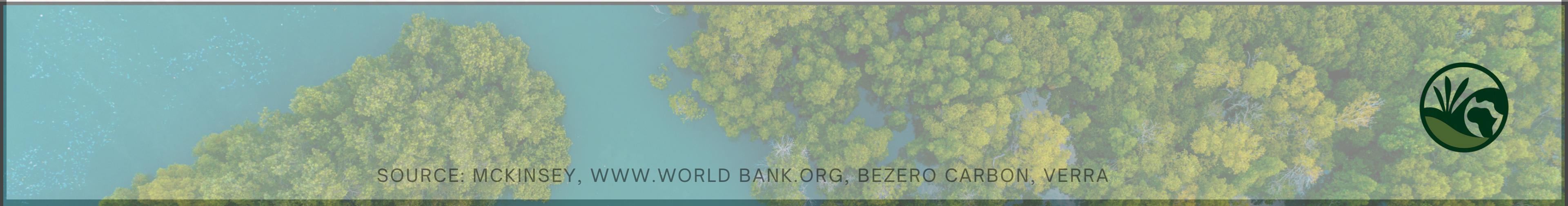
\$3k–\$14k per
hectare in MRV
costs

+

12–18 months
delay in
verification
before credits
can be sold

+

Lack of
transparency
and **trust** for
buyers



SOURCE: MCKINSEY, WWW.WORLD BANK.ORG, BEZERO CARBON, VERRA

Value Proposition

We Help

Who are faced with

By Addressing

They gain

Pain removed

Project Developers

Being locked out of the carbon market because traditional MRV is too expensive, slow, and complex

High MRV costs and inconsistent data for blue carbon baselines

Affordable, fast, and audit-ready baseline reports powered by AI and satellite data — unlocking premium blue carbon credits

The barrier to accessing carbon finance — enabling projects to finally reach global buyers

Net Zero & Compliance

Almost **2/3** of worlds biggest companies and over **140 countries** have net zero targets

Voluntary Carbon Market

\$4 Billion today
→ **\$24 Billion** by 2030, nearly **35% annual growth**

Corporate Demand

Companies like Meta, Goggle, Microsoft are pledging to purchase up to **20 million tons** of high quality **nature based carbon removal credits** by **2030**

Premium Credits

Blue Carbon credits selling at premium price of **40%** due to its co-benefits of **climate, biodiversity and community**

Why now?



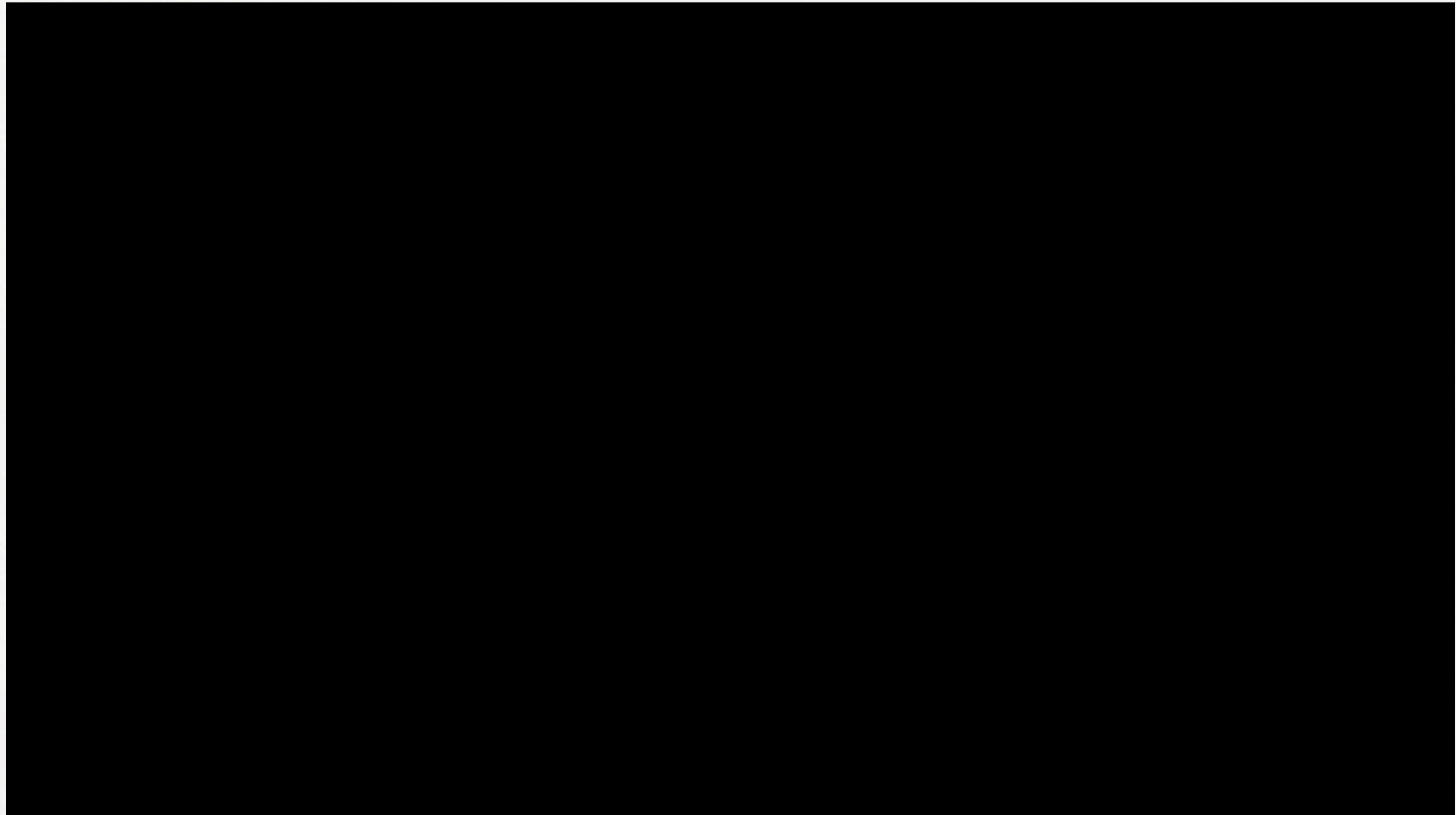
Technology

AI and Satellites making MRV possible at scale



DEMO





Manual

Marine

Tech & AI

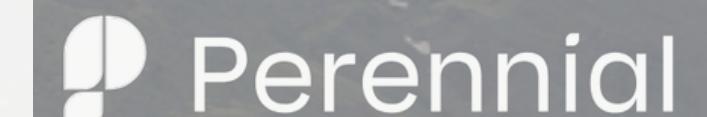
Terrestrial



kanop



Pachama



CassanEarth



Business Model

Subscription Fees:

Clients pay monthly or annual fee to access MRV platform, which includes advanced monitoring, reporting and data visualisation features.

We offer different pricing tiers depending in the scale and complexity of project.

Percentage of carbon credits received:

Clients will pay percentage of the carbon credits they receive as result of using our platform.

API & Data Access:

API subscriptions.

Datasets curated packages (historical trends, baselines, impact metrics) for users that need deep analysis.



Meet Our Team



Emer Shovlin

Master's in Marine Conservation Science and postgraduate degree in Data Science. She is an Early Career Ocean Professional (ECOP) contributing to ocean policy dialogues in Europe.

With prior management and business experience, Emer brings a cross-disciplinary perspective and sees the potential of combining AI technology with ocean science to transform how we monitor and protect marine ecosystems and that is why she founded Cassan Earth.

She is also a TEDx speaker, advocating for ocean literacy and inspiring collective action to safeguard our shared seas.



Meet Our Team



Jose Dominguez

With 20+ years of experience building software systems across start-ups, corporates, and universities, Jose is a seasoned full-stack developer, architect, and manager.

His career spans roles at MIT (CSAIL, Media Lab), Trinity College Dublin, NUIM, Red Hat, FeedHenry, Thunkable, and now the App Inventor Foundation.

At Thunkable, he scaled and led a fully remote, distributed team of 20+ engineers across the Americas and Europe at a YC-backed start-up that raised over \$35M.



Meet Our Team



Aidan Wallace

Data Scientist specialising in Earth Observation and AI, with a focus on sustainability and environmental monitoring.

He has led national-scale AI platform development, designing and deploying deep learning models for satellite imagery analysis.

He holds an MSc in Artificial Intelligence from the University of Galway, where his research explored self-supervised learning and Vision Transformers for spatio-temporal satellite data.

Passionate about applying AI to climate resilience and ecosystem monitoring, Aidan brings end-to-end expertise across the machine learning lifecycle to help build the next generation of blue carbon monitoring platforms.



Meet Our Team



Amber Cher

MSc Sustainable Development candidate at UCD with 5+ years' experience in sustainability, entrepreneurship, and venture strategy, and is a Terra.do Climate Fellow.

She co-founded ventures in sustainable mobility and health access, reaching the finals of the Irish National Hult Prize 2025 and the Una Europa Student Incubator 2025.

Amber drives scalable climate innovation, leveraging her expertise in sustainability and business strategy to advance AI-powered blue carbon solutions.



THANK YOU

