

Decarbonising AgriFood value chains with Earth Observation & AI



31% of global emissions come from AgriFood sector

11%



Scope 1

Direct emissions from owned sources



Scope 2

Indirect energy emissions

20%

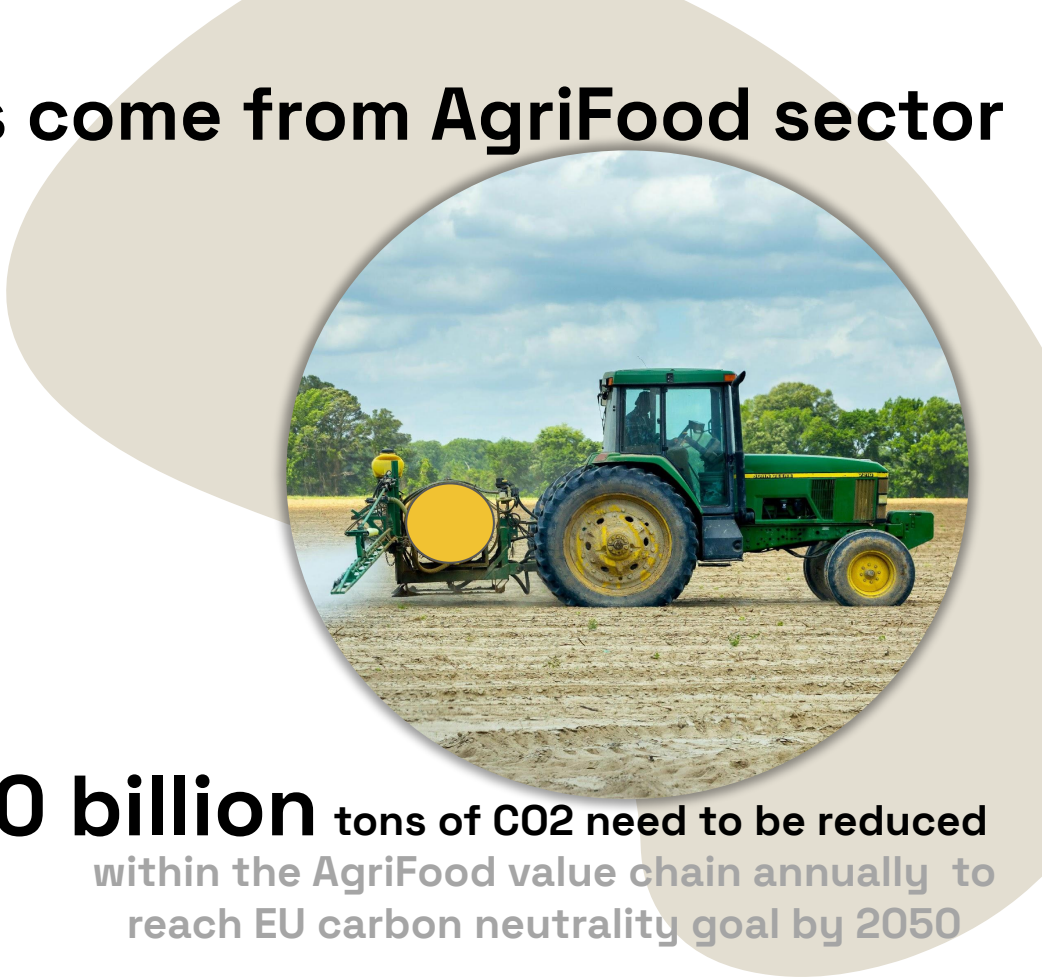


Scope 3

Other indirect emissions from the value chain

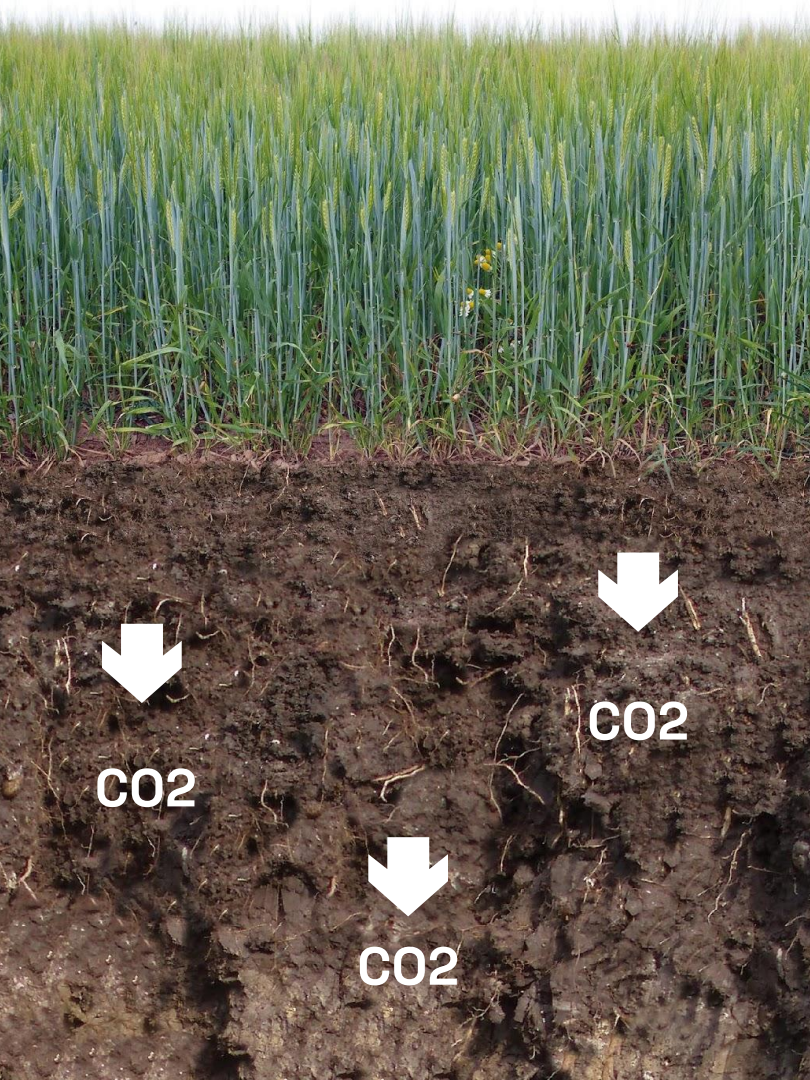


10 billion tons of CO2 need to be reduced within the AgriFood value chain annually to reach EU carbon neutrality goal by 2050



Source: Scope 3 action agenda for the agrifood sector – Tackling land-based emissions and removals (WBCSD, 2024)

Soil carbon sequestration for insetting scope 3 emissions



- Soil is the **largest terrestrial carbon sink**
- Agricultural land could absorb **8 billion tons of CO2** annually
- **Regenerative agriculture** can enhance carbon sequestration ('**Carbon Farming**')



Bottleneck: soil carbon monitoring

“We are **bleeding cash**...carbon farming like this is simply not feasible”.

“We would welcome a tool that decreases the **monitoring costs**”.

“Soil analysis costs really are a **bottleneck for carbon farming** project developers”.

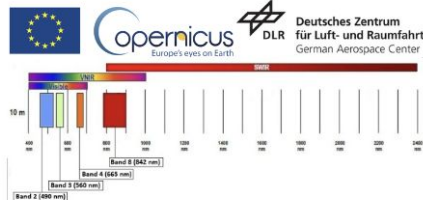


This approach prevents carbon sequestration in soil at scale

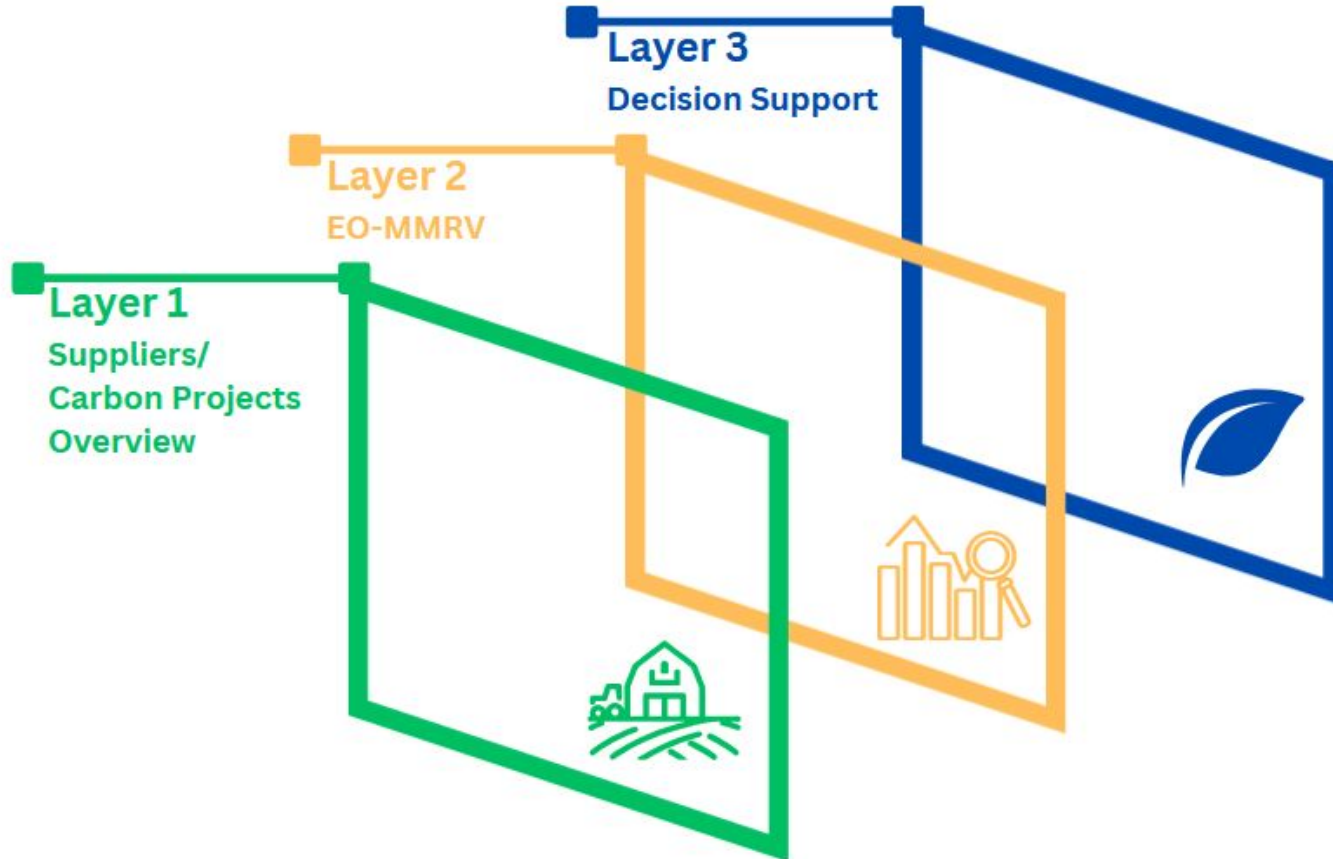
Building a DeepTech product



Ground truthing
(model validation &
baseline definition)



One product, 3 layers



One solution, Multiple use-cases

**Manage soil carbon stocks
through regenerative
agriculture**



Customer Profile I

Medium/Large AgriFood firms*
(Lantmännen, BayWa, Südzucker, etc.)

Benefits

Baseline calculation, compliance management, and cost-efficient execution of insetting projects

Customer Profile II

Carbon farming project developers
(Climate Farmers, Soil Capital, South Pole, etc.)

Benefits

Field scouting, sampling design, monitoring, and verification of credits in offsetting projects

Customer Profile III

Farm input producers
(biochar, biostimulants, slag, etc.)

Benefits

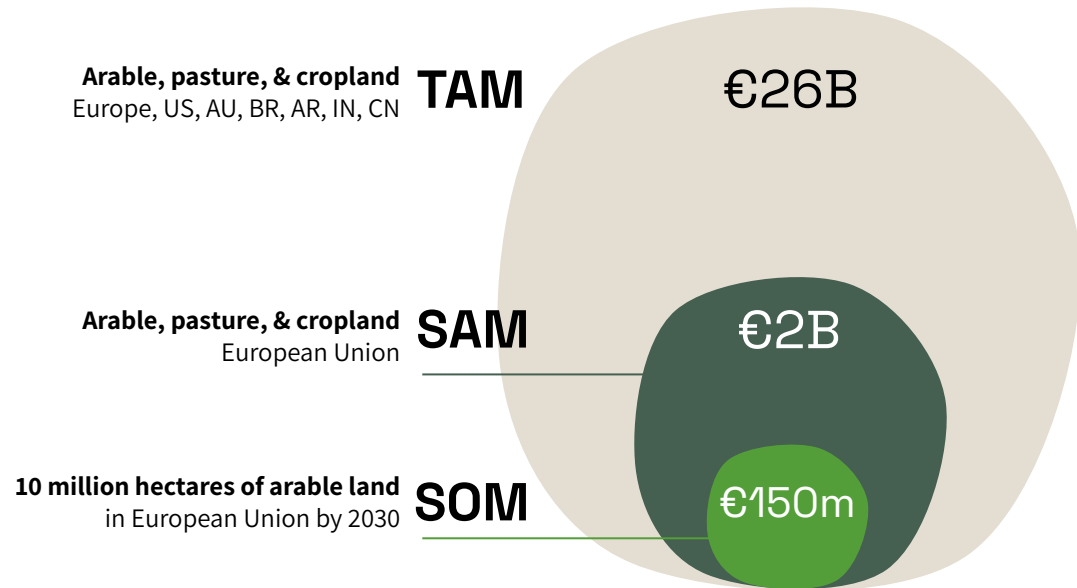
Cost-efficiently and quickly demonstrating the effects of their inputs on soil carbon stocks

** farm cooperatives, wholesalers, producers, distributors, & retailers with insetting activities*

Market for a scalable solution

Business model & market size

- **Customers:** Agrifood corporates
- **B2B SaaS:** pay per hectare monitored
- **Bottom-up approach:** (relevant land area in relevant regions) x (average service fee (€15/ha p.a.))



Revenue and multiple pilots within first months

INTERESTED

selected



IN DISCUSSION

selected



PILOT PROJECTS

x13 fields in 5 countries



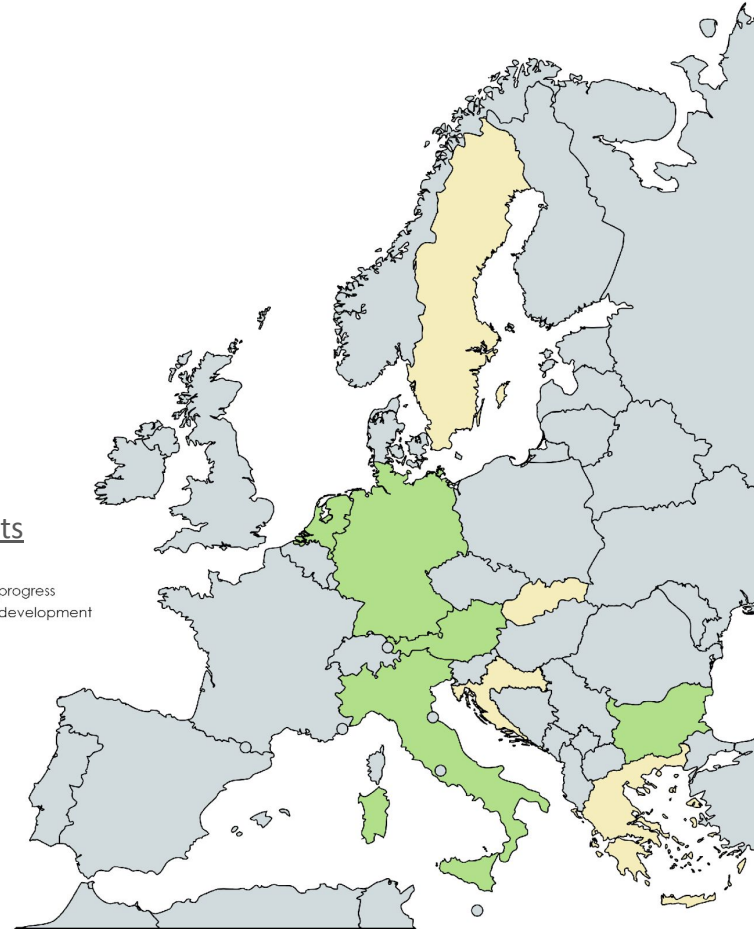
CONTRACTS & LOIs

total value: in €xx,000s



Pilots

- In progress
- In development



Founder-market fit with complementary expertise



Giorgi Shuradze (CEO)

PhD in Economics

Biz Dev, Sales & Marketing, Finances



Antonella Succurro (CTO)

PhD in Physics

Comp. modeling, Algorithms, Product



Tavseef Shah (COO)

PhD in Food Systems

Agroecology, Partnerships, Field ops.



Grants & Prizes



...plus an exceptionally motivated team!



Jana Marjanovic
Agroecology



Maciej Lipski
Geospatial Data Science



Maya Alabtah
Marketing and Comms

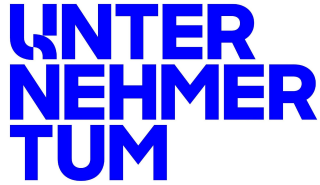


Gavin Spencer
IT & Cloud Systems

made possible by



Our networks and supporters



Food Accelerator
Network



Co-funded by the
European Union

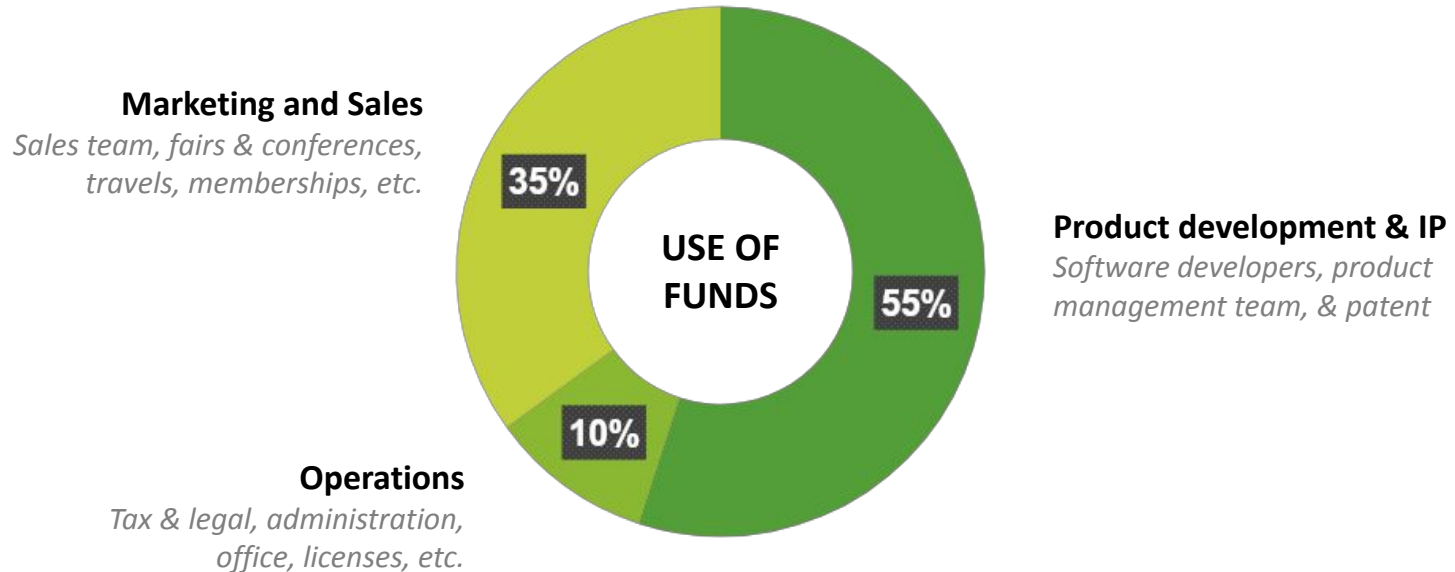


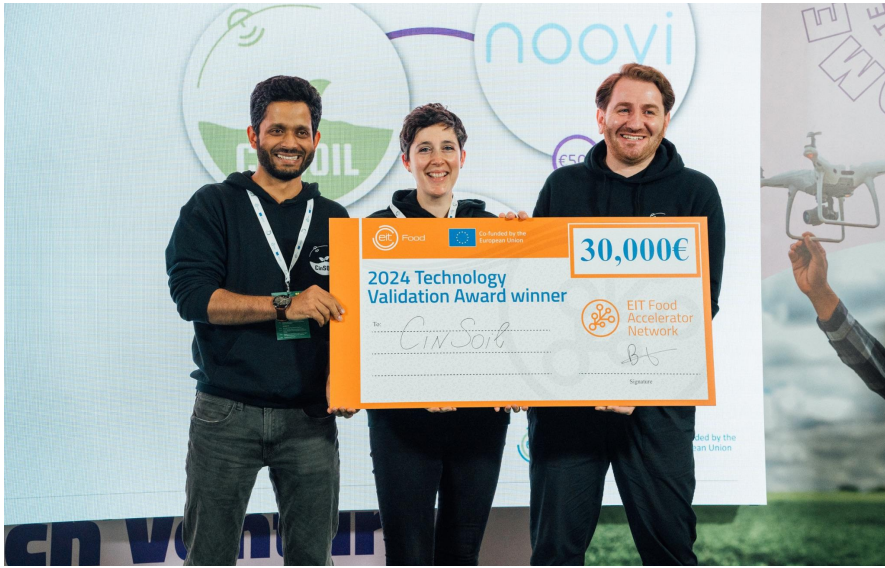
CREDIBLE
EU carbon farming



Join the next phase of our impact journey

We are raising €350,000 for 18 month runway





connect with us



... because carbon
is better #inSoil!

CinSOIL GmbH, Akazienstraße 3a, 10823 Berlin

Dr. Tavseef Mairaj Shah

Co-Founder & COO

tavseef@cinsoil.eu