



NatureHub

Demystifying NBS entrepreneurship in Brazil

# Exec summary: Five key takeaways



Brazil is the NBS goliath, there has never been a more exciting time

A new cohort of entrepreneurs are pioneering restoration at scale

The shift from: planting trees > high-integrity carbon removal

Digital innovation is strengthening the NBS value chain

Supply & demand must align on barriers to success

# Reflecting on the last ~3 months in Brazil



# The challenge = vastly inadequate NBS supply



70m de hectares (Ha)  
de terras degradadas no Brasil



~30 NBS businesses on our radar restoring at scale

**10.000 ha**

Is the size of the  
largest amount of  
land that has been  
restored

125x

**117.000 ha**

Needs to be restored  
annually per project  
over the next 20  
years.

# The solution = A new type of partnership



**COURAGEOUS LAND**

**CARBONEXT**  
NATURE & FUTURE

**re.green**

**Francisco de Blanco**  
Co-founder & CEO

**Felipe Morbi**  
Co-Founder & Agroforestry Vice President

in in



PHILIP KAUDERS  
CEO & CO-FOUNDER

GILBERTO TERRA  
HEAD OF AGROFORESTRY & CO-FOUNDER



**Bernardo Strassburg**

**Thiago Pico**



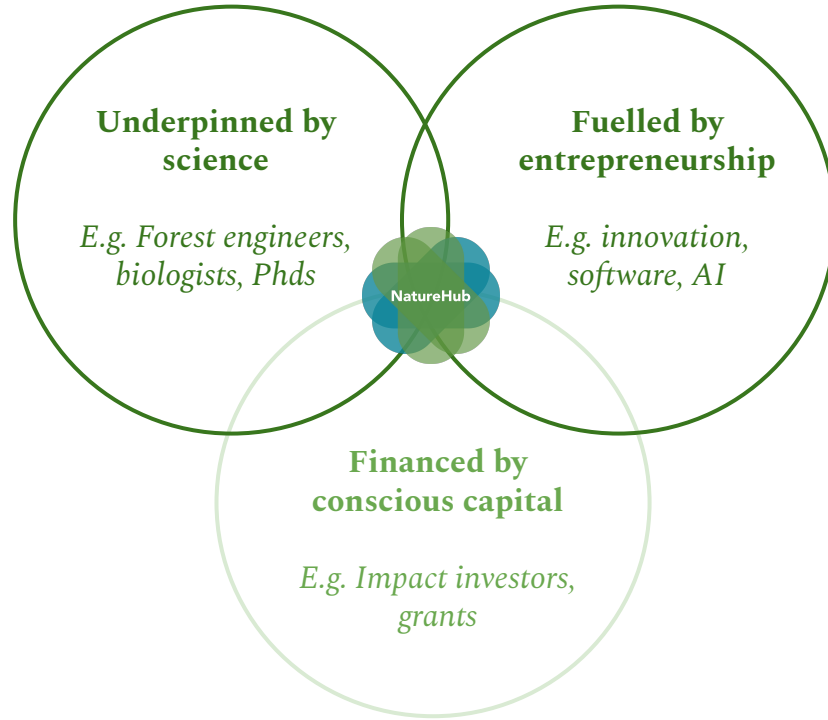
Entrepreneurship x Science

# NatureHub mission = help NBS entrepreneurs grow faster

## a) More agroforestry



## b) More forest restoration



## a) Operational efficiency



## b) Nature fintech



## c) Carbon credit economy



## d) Biodiversity data management



## e) Rock weathering

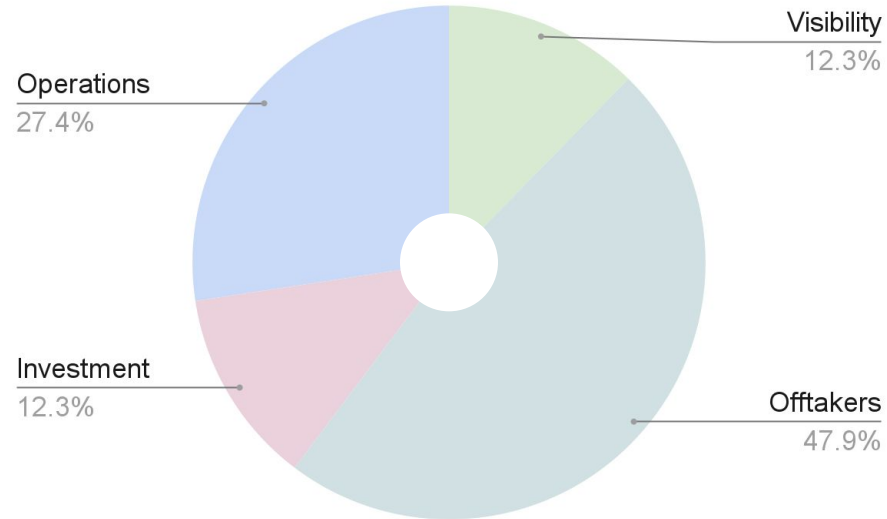


# Developing feedback loops on near-term needs



NatureHub research with 18 NBS entrepreneurs in June '24.

% split based on number of mentions of specific needs



# Near-term needs double click: Operations



## Labour

### DISTRIBUTION OF ENVIRONMENTAL RESTORATION WORK ACROSS BRAZIL

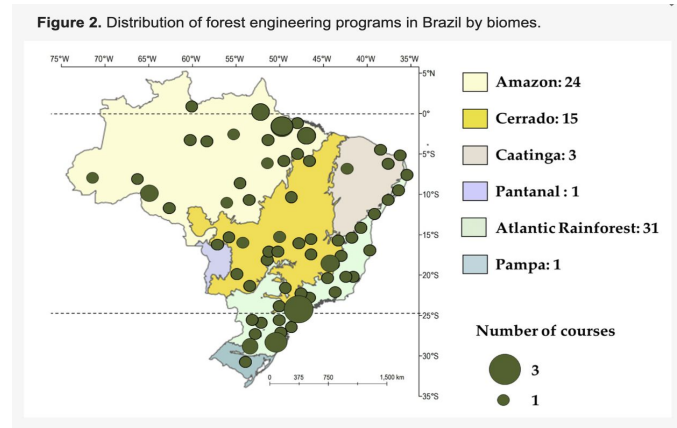


SOURCE BRANCALION, P. H. S. ET AL. PEOPLE AND NATURE. 2022

“With close to 8k workers today, Brazil will need to create up to 1m by 2030”

## Training

### Trends in Brazil's Forestry Education: Overview of the Forest Engineering Programs



“The 70+ forest programs are not preparing the students for the demands of society”



# Call to action: Reach out if you are..



Investing in carbon credits, real assets, agroforestry

Partnering with project developers

Executing a corporate NBS strategy

Investing in nature tech startups



Obrigado