

TOMORROW'S ECONOMY IS BEING SHAPED TODAY.

WHAT IS PLANET A VENTURES?

We finance companies that the world really needs: Companies that actively contribute to climate mitigation and environmental protection and have a proven track record of sustainability. For start-ups, we offer early-stage financing, science-based impact measurements, and know-how from our broad network. For investors, we create the opportunity to profit financially, and positively shape the future at the same time.

WHO IS BEHIND PLANET A VENTURES?

Planet A Ventures was founded by Fridtjof Detzner in Hamburg. Detzner built up his first company at the age of 16: With the help of his website toolkit Jimdo, more than 25 million people have created their own websites. In 2015, he received the German Founders Award. The idea for Planet A Ventures came to Detzner after a trip to Asia. Confronted with the effects of climate change and the destruction of habitats and species by humans, he decided to focus his entrepreneurial spirit exclusively on sustainable goals. Other partners and co-founders are Lena Thiede (international climate and environmental policy), Christian Schad (serial founder), Tobias Seikel (investor and company builder), and Nick de la Forge (deeptech).

WHAT COMPANIES DOES PLANET A VENTURES INVEST IN?

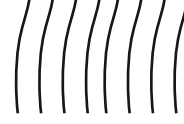
We are an impact investment fund partnering with greentech start-ups that have a measurable positive impact on our planet while building scalable businesses. The geographic focus is Europe.

WHY DOES PLANET A DO THIS?

Tomorrow's economy is based on today's investment decisions. When it comes to making our world a better place, venture capitalists have a lot of power to shape the future of companies and entire industries. We want to drive an economy that serves people and our planet. In doing so, we want to contribute to a fundamental transformation of our economic system - away from the destruction of livelihoods and towards a sustainable economy within planetary boundaries.

HOW DO WE DO THIS?

We combine investment capital, entrepreneurial experience, and scientific expertise to do what? We provide early-stage capital for start-ups, whose sustainable business models convince us to invest in them. We offer these companies access to a selected network of experts and entrepreneurs, who mentor start-up teams. When making investment decisions, we evaluate start-ups not only according to classic business management criteria: We invest exclusively in companies from which we expect a positive and scalable ecological effect. As a scientific approach, we use life cycle assessments (LCA) to evaluate the positive environmental impact of a company.



DON'T OTHERS DO THE SAME?

Unlike other venture capital funds, we have a scientific team on board that enables us to make sound, comprehensible statements about whether a company's innovation is part of the solution or part of greenwashing. There are many approaches to considering environmental, social and governance (ESG) factors in investment decisions - these aim to limit negative impacts and financial risks. We turn the tables and only partner with start-ups that have a positive impact baked into their DNA.

WHAT CRITERIA DOES PLANET A USE TO EVALUATE INVESTMENTS?



In order to deliver on impact as well as financial returns, we screen companies from two angles. First, and in order to understand companies' business potential, we check the market size, the defensibility of the product, trends and consumer demands, regulatory frameworks, and competition. Above all we need to be convinced that the founding team is strong. Second, we assess if the company has a significant positive impact in at least one of the following four areas:

-  **CLIMATE MITIGATION**
-  **WASTE PREVENTION**
-  **RESOURCE SAVINGS**
-  **BIODIVERSITY PROTECTION**

As part of the life cycle analyses, we include all resources, material flows, and emissions that occur during the life cycle of a product or service - from the extraction of raw materials, through transport and use, to the end of life. For this purpose, we draw on data from the companies themselves, as well as globally used databases and scientific studies. We relate the results to reference products or services and can thus accurately determine how much better the start-up's innovation is.

SOUNDS NICE. ARE THERE ANY PRACTICAL EXAMPLES ALREADY?

Yes, Planet A has already made several investments. Here are two portfolio companies:

-  The Hamburg start-up **traceless materials** (<https://www.traceless.eu/>) produces a sustainable alternative to plastic from agricultural waste that has the same qualities as plastic, but is completely biodegradable. We have been able to scientifically prove that traceless material generates up to 87% less CO₂ than conventional plastic.
-  Another investment is **Ineratec** (<https://ineratec.de/en/home/>). The start-up from Karlsruhe offers modular chemical plants for power-to-X and gas-to-liquid applications and supplies sustainable fuels and products. Hydrogen from renewable energy and greenhouse gases like CO₂ are converted into e-kerosene, CO₂-neutral gasoline, clean diesel or synthetic waxes, methanol or SNG. Especially in those areas of the transportation sector that are difficult to decarbonize, such as aviation or shipping, the use of e-fuels will be of great importance to meet international climate targets.

SO WHAT NOW?

We are available for an interview or a portrait. Get in touch with us! hello@planet-a.com

