



www.GoDriveZero.com

DRIVE ZERO

VISION: Carbon Free Mobility

MISSION: Be a Bridge To A Lower Carbon Future

VALUES: Locally Driven, Committed To Long Term Impact

The Problem

32%

*US Carbon
Emissions from Cars*

**All cars have
a carbon
footprint**

*Gasoline, hybrid,
or electric*

Consumers are increasingly looking for ways to reduce their carbon pollution and make a difference **LOCALLY!**

Carbon Offsets are a strategy commonly used by companies.

For Consumers:

- Burdensome to purchase
- Costs not tied to behavior
- Low confidence in the results



DRIVE ZERO enables you to transform your tailpipe into a climate change fighting machine.

Easily and conveniently mitigate the impact of your car on the environment, mile per mile.

Leaving trees in your rearview mirror.





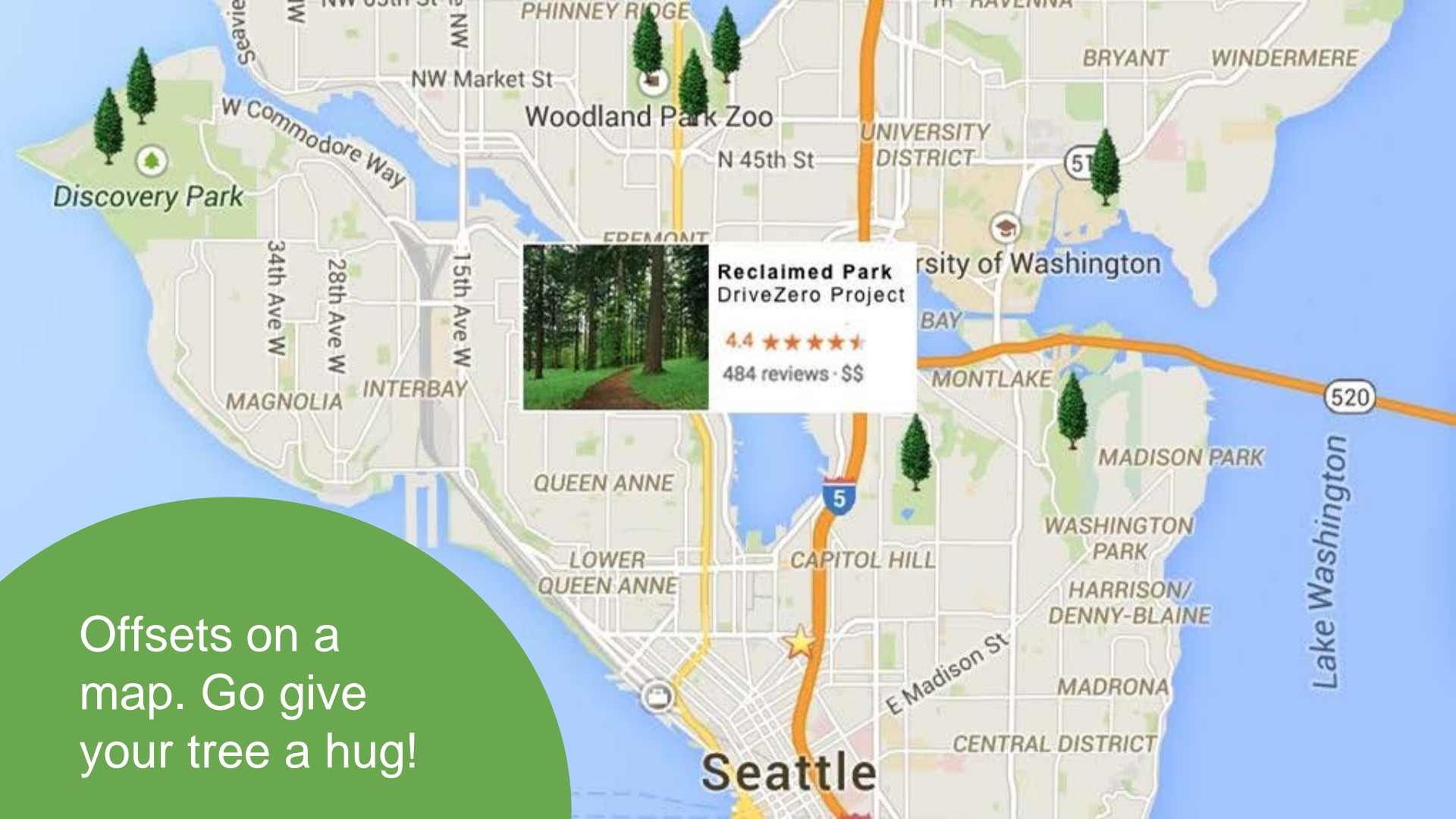
Use the App or plug and play device to securely count the miles you drive

For as little as 2¢ per/mile you are able to offset your car's emissions

How it Works

1. Download the app
2. Automatically count the miles you drive
3. We invest in certified projects and bill your credit card
4. You track your carbon offsets in the app
5. Tweet your glory!





Reclaimed Park
DriveZero Project

4.4 ★★★★★

484 reviews · \$\$

Offsets on a map. Go give your tree a hug!

Customers

Who buys Carbon Credits?

Driving

- 43%** have bought a more fuel-efficient car
- 16%** drive a hybrid (compared to 2.4% of new cars sold in the US in 2007)²



- 50/50** male/female
- Over half** are between 25 and 40 years old
- 75%** have annual household incomes over \$50,000
- 87%** hold a 4-year college degree
- 44%** hold an advanced degree (Master's or higher)

Committed to the Cause

- 89%** have been concerned about climate change at least 3 years
- 55%** say climate change is their most important environmental issue



CARBON CREDIT BROKERS

- Partner with Puget Sound businesses, organizations, & residents wanting to make a difference
- Measure project CO₂/e Reductions
- Connect projects to funding (voluntary & compliance)
- Make it easy! Use technology and per-mile charge.

CARBON REDUCTION ECONOMICS

- Some projects return financial value
- Some projects have compelling co-benefits
- Some projects have emotional value
- [Understanding Marginal Cost Abatement Curves](#)
- Social Cost of Carbon

METHODOLOGIES

- Sequestration is tricky!
- Full lifecycle accounting (permanence?)
- Governor Inslee Clean Air Rule does **not** recognize Sequestration
- But co-benefits and emotional value is HUGE
- Encourage development of urban forestry standard



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Tom.Burgess@GoDriveZero.com