



Catalyzing New Economics for Ecosystem Regeneration

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Who we are

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We are a global **impact finance learning & collaboration nonprofit platform** that unites Investors, Philanthropists, and Companies in partnership with Amazon stakeholders.

We aim to advance a forest-positive, regenerative, inclusive sociobioeconomy in the Pan-Amazon region, as a **Nature-based Solution to tackle Climate Change**, regenerate Ecosystems and revert Biodiversity loss.



UK Government

Partnerships for
Forests



Fundación
Avina



Climate and
Land Use Alliance



NEXUS



Earth
Innovation
Institute



certi.

The opportunity

Ecosystem-based innovation opportunities in the Amazon span industries

The Amazon rainforest is a renewable engine of value creation that has the potential to be the world's largest forest-positive and carbon-rich economy — a global hub for impact business development and conscious investment.

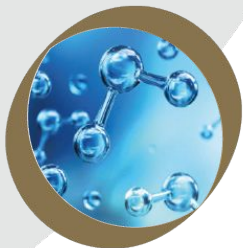
- **Thousands of biological assets and Amazon organisms have the potential** to replicate the global success of Açaí by equitably and sustainably meeting global demand while spurring **regional economic breakthroughs**.
- Restoring 50 million hectares of degraded Amazon soils with **agroforestry could earn farmers \$185 billion/year more** than they do today from cattle and soy monocultures. (AIC)
- Global investors and entrepreneurs are searching for pathways to tap into **booming carbon markets**. By 2030, Amazon forests in Brazil could **generate over \$50 billion** in jurisdictionally-aware carbon credits, with \$10 billion in the next 4 years. (EII)



- Ecotourism
- Food & Beverage



- Textiles
- Materials
- Biomimetics



- Pigments
- Fragrance
- Cosmetics

- Bioactives
- Pharmaceuticals

- Agroforestry
- Soil Recovery
- Artisanal Mining

- Ecosystem Services
- Carbon Sequestration

The problem

Five barriers to mobilizing global investment in service of Amazon forests and people

1	Underdeveloped market infrastructure	Weak pipeline of investment-ready impact businesses; and underdeveloped innovation ecosystem.	Local enterprises lack access to global finance and markets.	Fragile regulatory environment, insecure land rights, poor law enforcement, risks in rule of law.	Systemic barriers for female producers and entrepreneurs.
2	Lack of market data & coordination	Poor market data transparency for investors and offtakers (projects, products, prices, historical).	Global finance players lack understanding of regional context, opportunities, and risk mitigation.	Knowledge silos across countries.	Limited peer-to-peer learning across the capital stack.
3	Insufficient risk capital & catalytic philanthropy	Limited philanthropy and matching political will to combat illegal deforestation by enforcing the rule of law.	Insufficient catalytic capital to de-risk private investment and make early projects bankable.	Incomplete project development funding to scale carbon finance systems from local levels to jurisdictions.	Lack of community wealth reciprocity to ensure that investments foster local prosperity while reducing inequality and thwarting deforestation incentives.
4	Limited connectivity between global investors & regional opportunities	International private sector investors lack access to high-potential deal flow from the Amazon.	Amazon entrepreneurs lack experience with investor communications.	Lack of trust and connective tissue between global investors and Amazon entrepreneurs / producers.	Inefficient matchmaking systems between Amazon incubator/accelerator portfolios, angel investor appetite, and ecosystem requirements.
5	Limited demand for Amazonian products from corporate buyers	Too few long-term purchase contracts that help producers & entrepreneurs to access finance for impact business.	Delayed returns due to delayed profitability of restoration and agroforestry.	Limited research and awareness of the cornucopia of commercially viable Amazonian biodiversity.	Lack of price stability and transparency

The solution

1.

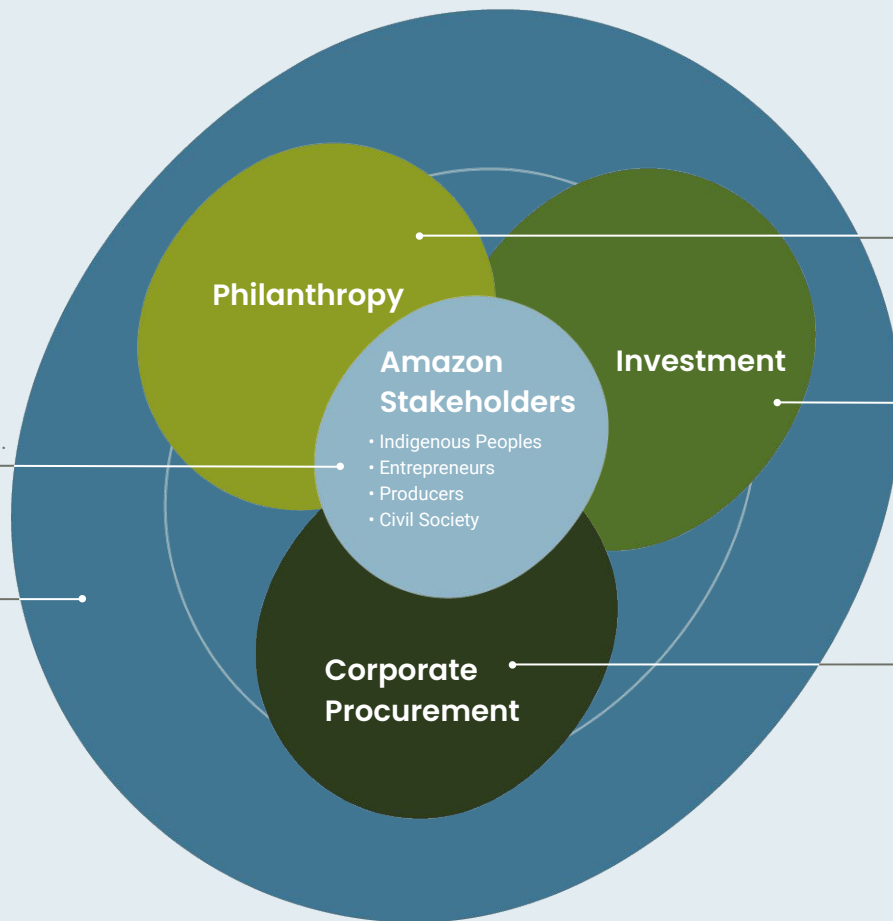
Activate Entrepreneurship and Innovation Ecosystem

- Map and analysis of startup ecosystem.
- Technical and market assistance to startups to increase competitiveness and accelerate entrepreneurial growth
- Incubator and accelerator support (Sinergia).

2.

Build Evidence, Increase Awareness and Integrate Capital

- Market data and industry analyses.
- Annual Global Summit on Investing in the Amazon.
- Weekly Investor Community Podcast.
- "Amazon Investing Journey to Impact" educational programming.
- Global bioeconomy media campaign for investors.



3.

Mobilize Catalytic Philanthropy

- Patient, risk-tolerant capital and blended finance to strengthen market infrastructure and activate the innovation ecosystem.

4.

Increase Impact Investment

- Match for-profit investors with tailored investment opportunities and streamline dealflow.

5.

Scale Corporate Demand

- Connect corporate procurement buyers with sustainable producers, and facilitate long-term purchase agreements.

Thank you

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*"The Amazon
forest is **worth
more alive and
standing**, than
cut and burned!"*

Ph:

Demini River. Yanomami
Indigenous Territory, Serra do
Aracá Park, State of Amazonas.
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