

CANOPY

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Trust in Sustainability II

Startup Profiles



Initiativ

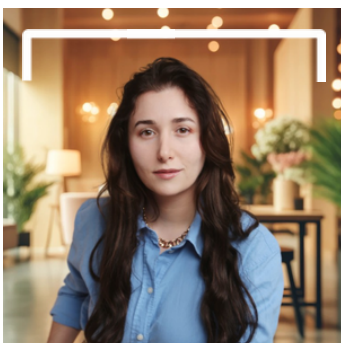


<https://takeinitiativ.com/>

Initiativ makes it easy for companies to access environmental commodities and achieve their decarbonization goals.

Our digital trading platform streamlines emissions calculations, carbon taxation, quota trading, and transaction certification. As the first trading facility designed for small and medium businesses, we focus on simplifying carbon reporting while promoting financial literacy.

By empowering businesses to participate in larger commodity markets, we demonstrate how smart decarbonization strategies can drive real financial impact. At Initiativ, we believe educating and equipping the market with the right tools is key to advancing both compliant and voluntary carbon markets for a sustainable future.



Isaure Courcenet

CEO - Climate Finance Expert

I cofounded Initiativ (ex-OFFSETx) to finance the global environmental transition by simplifying carbon trading, compliance, and reporting. We lift barriers to carbon finance for the underserved 90% of SMEs in regulated markets.



Capture Now



<https://www.capturenow.ai/>

Capture Now is helping organizations manage their emissions liabilities in the face of a trillion dollar carbon removal challenge. We are an asset/liability manager, CaptureNow™, and a carbon removal investment trust, Durability Trust™.

We're partnering with hard-to-abate sectors (e.g., aviation, logistics, steel, cement, and government) to manage emissions liabilities with counterbalancing carbon removals, helping organizations navigate the complexities and costs associated with high-quality, verifiable carbon removal.

We're incentivising significant investment now by providing access to low-cost, high-quality carbon removal, before demand outpaces supply.



Jake Rowan Hamilton

Investment Research & Business Development

Capture is on a mission to establish the infrastructure capacity to remove 10 billion tonnes of GHG (CO₂e) annually by 2050. Our purpose is to create trusted assets, simplifying the purchase and management of durable carbon removals.



KlimateNet

KlimateNet



<https://www.klimatenet.com/>

KlimateNet is the first global community which galvanises professionals to connect, interact and act to reduce CO₂ emissions. A dynamic, decentralized peer-to-peer network of innovators, changemakers, and organisations working to combat climate change.

With over 4,000 members across 45 countries, KlimateNet fosters collaboration on projects that reduce or remove greenhouse gas emissions. Whether you're a large corporation or a small startup, KlimateNet provides the platform to access expertise, share insights, and discover impactful partnerships.

The network empowers members to develop credible projects, contributing to goals such as saving 10 million tonnes of CO₂e by 2030.



Anne-France Kennedy

CEO & Co-Founder

I created KlimateNet in June 2021 along with my co-founder Sandeep Krishnappa to empower more professionals to discover the opportunities of working on projects that remove greenhouse gas emissions. We are the first global hybrid decentralised network that galvanises professionals to start or scale projects that are removing CO₂e.



CSX Carbon



<https://csxcarbon.com/>

CSX Carbon is a leading provider of advanced biodiversity and carbon offset solutions, helping landowners, businesses, and developers achieve environmental responsibility.

We specialize in Biodiversity Net Gain (BNG) and carbon offset verification through cutting-edge technology, including drone-based surveys and machine learning.

The CSX platform enables clients to track, verify, and trade BNG units and carbon credits with transparency and accuracy. CSX supports sustainable land management and assists clients in meeting carbon neutrality and biodiversity improvement goals. By offering tools for precise monitoring, CSX Carbon ensures cost-effective, scalable solutions for reducing environmental impact and fostering climate resilience.



[Andy Howard](#)

Chief Executive Officer

Andy has a background in insurance and packaging, managing key accounts like Coca-Cola and Nestlé. In 2011, he co-founded Pennine Biomass Ltd and related companies, leading in afforestation and advising DEFRA. As CEO of CSX Carbon, Andy improves carbon measurement infrastructure, helping businesses and landowners take confident steps toward a greener economy.



Plastic-i

Plastic-i



<https://www.plastic-i.com/>

At Plastic-i, we harness advanced satellite technology and AI to provide actionable intelligence on the health of the world's oceans. Our solutions monitor marine pollution, coastal ecosystems, and blue carbon sequestration areas like seagrass and mangroves.

By offering real-time, data-driven insights, we support NGOs, coastal developers, aquaculture farmers, and corporations in making informed decisions that protect marine environments and foster sustainable economic growth.

Our technology is 10x cheaper than traditional surveys, offering frequent monitoring at scale, and helping projects maximise their impact. We are committed to safeguarding the ocean while unlocking the potential of the blue economy.



[James Doherty](#)

Founder & CEO

James has 10+ years as a tech entrepreneur. He holds a PhD in Astronomy and law degrees from Cambridge and Oxford, and previously practised law at Eversheds and John Lewis, combining his legal and scientific expertise to drive marine conservation innovation.

MATERRA®

Materra Tech



<https://www.materra.tech/>

At Materra, we're revolutionising the cotton industry with tech-driven, regenerative farming practices that prioritise sustainability. We provide full traceability from seed to bale, enabling fashion brands to make a measurable environmental impact by reducing carbon and water usage throughout the supply chain.

Our platform integrates over 300 data points, ensuring our practices align with global sustainability standards and helping brands meet their environmental goals. We work with over 4,000 farmers and trusted global brands like H&M and Mango, sourcing cotton that regenerates soil, boosts biodiversity, and improves livelihoods.

Our mission is to transform cotton sourcing, making it both sustainable and transparent, while scaling regenerative agriculture globally by 2030.



[Alyssa Kang](#)

Senior Impact Analyst



[Edward Brial](#)

CEO & Co-Founder



Downforce TECHNOLOGIES

Downforce Technologies



<https://www.downforce.tech/>

Downforce Technologies uses cutting-edge science to help landowners, farmers, and businesses assess and enhance soil health, carbon sequestration, and environmental resilience. Our platform provides accurate data to track soil carbon levels, enabling more sustainable agricultural practices.

With a focus on regenerative agriculture, Downforce supports industries such as food production, fashion, and textiles in their transition to sustainable, nature-positive supply chains. By integrating solutions, businesses can reduce their environmental impact, meet net-zero goals, and contribute to global climate resilience. Our services are critical for organisations looking to optimise land use and drive impactful climate change mitigation.



[Geoff Horrell](#)

Chief Product Officer



[Tom Hunt](#)

Client Advisor

Deep Roots

DeepRoots



<https://www.deeproots.ag/>

DeepRoots connects landowners with backers to fund tree-planting projects, including agroforestry, habitat restoration, and reforestation, with the goal of regenerating British landscapes and combating climate change.

The platform allows backers to fund tree projects and earn points that can be redeemed for various rewards. DeepRoots also supports small-scale local farmers by helping them diversify their incomes through sustainable tree planting initiatives.

The platform ensures ongoing monitoring of projects, guaranteeing that funds are only collected if campaign goals are met by the deadline. By joining DeepRoots, individuals can make a direct, tangible impact on the environment and support sustainable, regenerative agriculture practices.



[Joss Rogers](#)

CEO & Co-Founder



[Marek Chalupnik](#)

CPO & Co-Founder



[Emlyn Whittick](#)

CTO & Co-Founder



GreenPeople.earth



<https://greenpeople.earth/>

GreenPeople.earth is a fast growing UK company creating infrastructure level products for sustainable action at scale. An industry first web3 & cloud powered platform for obtaining, validating, storing and managing eco-system wide data.

Leveraging innovative economics and impactful ICTs, the platform brings efficiency & transparency to ecological accounting & tracking. Located in London, greenpeople.earth is swiftly emerging as a key player in providing effective ecological management and data solutions to the domain.

Decentralised systems, web3 and structured economics are the core of the platform delivered via a cloud based application.

The solution is specially designed to bring value to long duration ecological assets and large initiatives from private institutions, public sector and their supply chains..



[Anuj Kapoor](#)

Founding Director

Anuj is an expert in financial products and ICT applications, with experience at Citigroup EMEA Treasury and EFG Private Bank. He created the ESG platform Himalayan People for Five Benches (IND) and has written on DLTs and Proof of Stake databases. Anuj holds an MSc from the London School of Economics and an MBA from IIM C.



ROCarbon Labs



<https://rocx.rocarbonlabs.com/>

ROCarbon's proprietary technology is a plug & play carbon marketplace, ROCx, backed by our all in one digital measurement and verification platform that makes generating premium carbon credits simple for governments, businesses and their supply chains.

ROCx is the Shopify of the carbon markets; whitelabeling carbon marketplaces for inseting and offsetting. ROCarbon provides digitised measurements creating credible emissions reductions credits for the carbon markets; where the UN's emissions gap report has shown that we are incredibly far behind our goals today.

Currently we focus on emissions reductions throughout buildings and infrastructure where our calculations are reductions from a baseline for predictable technologies like: solar PV, EV charging, geothermal, waste water heat transfer, on-site wind and batteries.



[Megan McCarthy](#)

Co-founder and President

After studying engineering and working in Calgary's energy sector, Megan pursued a degree in Environmental Sustainability at Dalhousie University. She has founded several startups, including one acquired in 2017, and served as Regional Director for the Blockchain Education Network. A Certified Earthship Builder, Megan is passionate about combining sustainable energy solutions with innovative technologies.