

An aerial photograph of a coastal landscape. In the foreground, waves with white foam wash onto a dark sand beach. A dense forest of evergreen trees covers the land, extending to a large body of water in the middle ground. The water is a deep blue, with several small, forested islands scattered throughout. In the background, a range of mountains is visible under a clear sky. The lighting suggests late afternoon or early morning, with a warm, golden glow.

PURE SKY

THE OPEN REGISTRY

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TRUST.



VALUE.



TRANSPARENCY.

These three things drive asset prices.

As things stand today, the carbon credits market is exploding. **It's grown from \$306M to \$1B in the last year alone.***

There's just one problem...

There's no decentralized, trustworthy verification platform.

That ends today with Pure Sky.

Pure Sky is building a modern, community-driven carbon credit registry that will solve the massive problem in this new megatrend.

Pure Sky removes the guess work and does the heavy lifting for carbon credit investors.

*Information provided by www.carboncredits.com

WHAT IS A CARBON CREDIT?

A carbon credit is a permit signifying one ton of CO₂ that's been removed from the atmosphere. (According to the Environmental Defense Fund, that credit would offset what is equivalent to a 2,400-mile drive in terms of carbon dioxide emissions.)

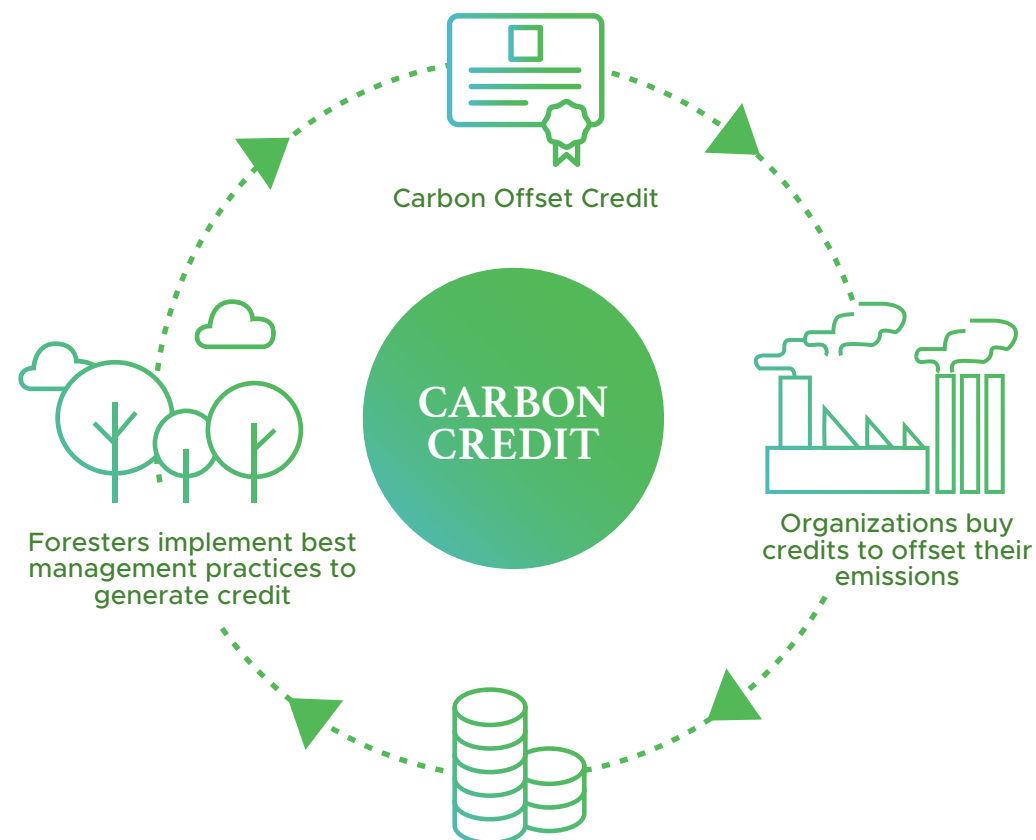
Think of it like this:

A farmer plants a number of trees on their land that removes 10 tons of carbon dioxide from the atmosphere. The farmer now has 10 carbon credits annually. He can sell those carbon credits to a company that emits 10 tons of carbon dioxide per year through their regular operations.

The company buys the farmer's 10 carbon credits, which offsets that 10 tons of carbon dioxide they emit, resulting in a current net-zero company.

Essentially, carbon credits have created a marketplace between companies or individuals emitting CO₂ and companies or individuals removing CO₂ from the atmosphere. These transactions are referred to as the voluntary market.

Up until now, the voluntary market has been unorganized and is a hotbed for misrepresentations in the energy space. So what's needed? [A Credit Ratings Agency.](#)



THE CARBON CREDIT MARKET

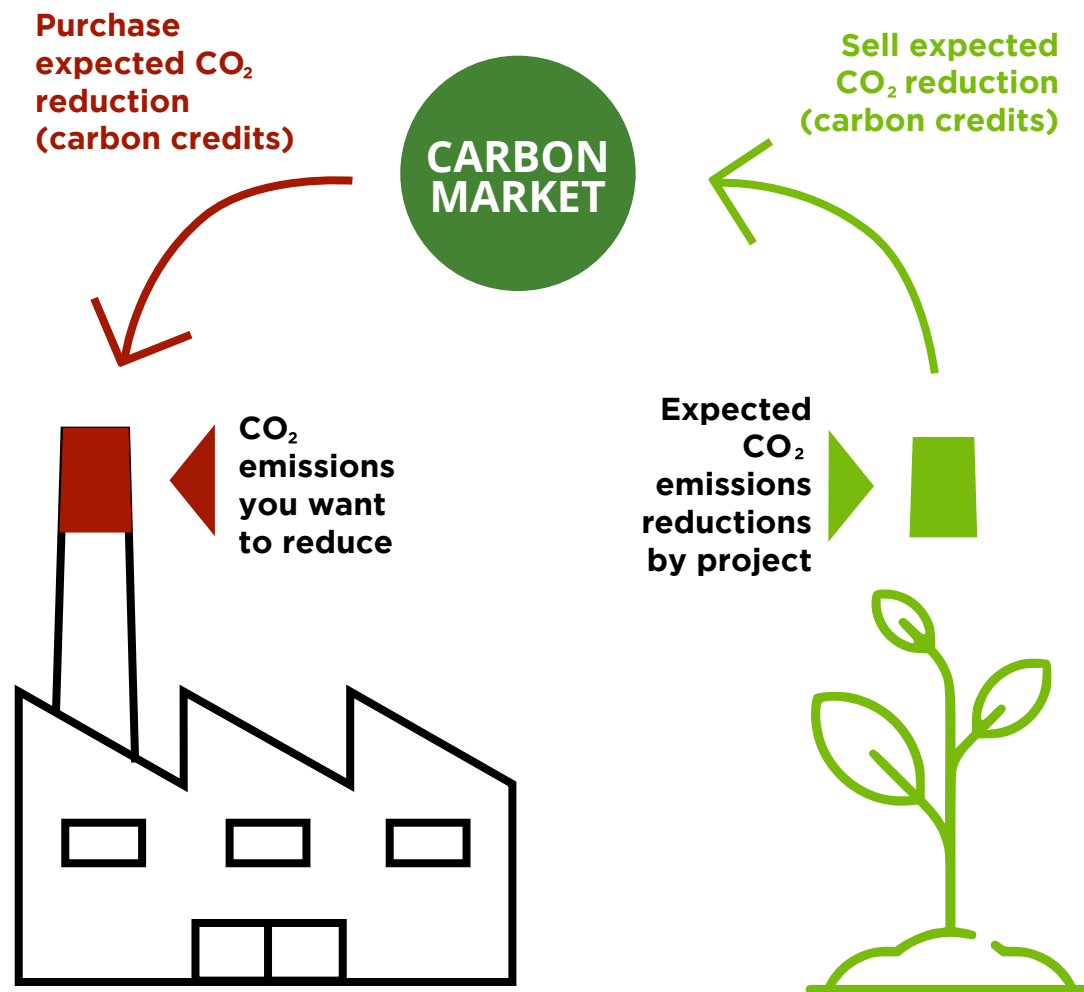
You've heard it before. The latest mega-corporation is committing to greener practices, promising to be net-zero by 2030, 2040, or 2050. As financial markets continue to consider environmental impact, green-focused companies are the frontrunners for new investments.

What does net-zero really mean?

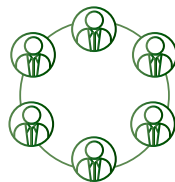
Simply put, a company reaches "net-zero" when the amount of greenhouse gases it emits is matched by the amount it removes - also referred to as **carbon neutral**.

The way the vast majority of companies are reaching net-zero is through purchasing carbon credits.

But who is actually following through and not simply "**greenwashing**?" In other words, buying their way to "**green publicity**."



PURE SKY STRUCTURE, GOVERNANCE, & CERTIFICATION



A Decentralized Process

This decentralized process is governed by the Ethereum blockchain, which stores all of Pure Sky's financial records and program rules. Blockchains provide transparency so that each investor can see every detail of the company's history. It's a record that promotes accountability and verification.



Smart Contracts

A smart contract is a software program that executes various objectives once certain criteria or catalysts are met. The beauty of this structure is that investors don't have to place blind trust in the executive team.

This means that potential investors only have to believe in the established, publicly-available smart contracts rather than the decisions of the executive team.

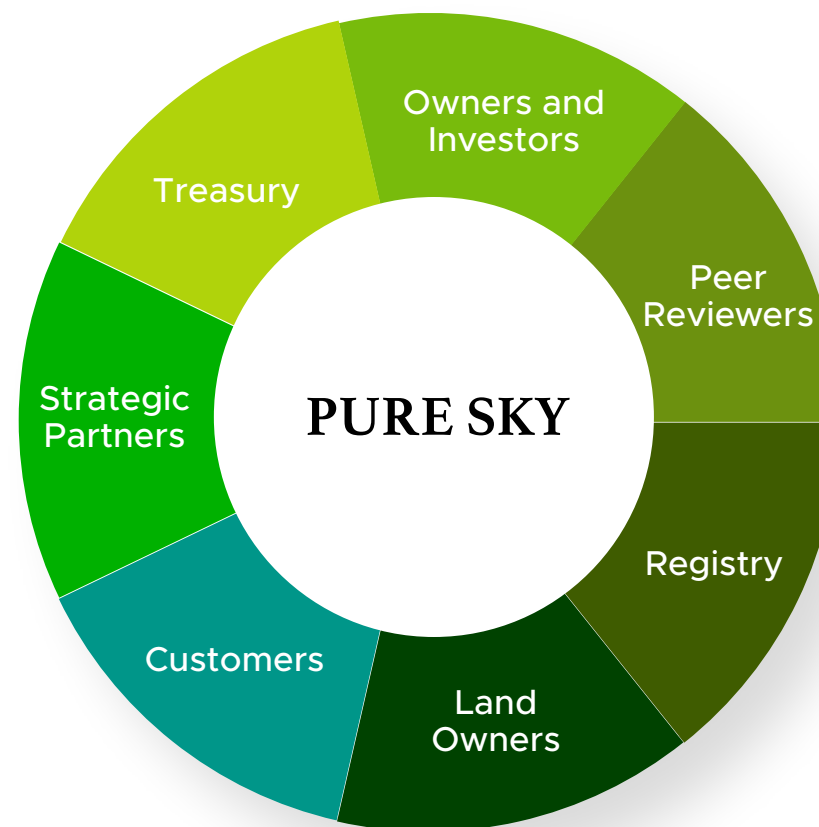


Certification

Each carbon credit project proposed and considered by Pure Sky is peer-reviewed and thus certified by an open committee of well-qualified individuals in the industry. This means that every carbon credit project in the Pure Sky realm is in the upper echelon of the industry.

PURE SKY STRUCTURE, GOVERNANCE, & CERTIFICATION

Pure Sky is controlled by holders of their Pure Sky Tokens (“VTs”). VT holders are incentivized via a profit sharing that keeps member interests in focus. Each VT holder will formally vote on various decisions for the organization, split into various subcommittees.



Every potential company move is categorized and subsequently decided on via the assigned DAO stakeholders.



First Stage of Decentralization



Pure Sky registry will be released in stages, with the **first stage** being a web 2.0 application with web 3.0 governance.

Carbon credits will be issued as ERC20 digital bearer certificates on the blockchain. Proposals and votes on project and protocol approvals, modifications, and deletions will be conducted through member voting. To pass, a vote must receive consensus from 66% and 2/3 of voters, with a minimum quorum of 5% of members participating.

These votes will be recorded on the blockchain through smart contracts and will be actioned by an administrator designated by the DAO. The DAO tokens held by members are not tradable securities or evidence of ownership, but rather serve as an internal tool for accounting, governance, and membership management. Members can delegate their votes to third parties. All smart contracts will be upgradeable by a designated administrator.



Second Stage of Decentralization



In the second stage, Pure Sky registry will be fully decentralised as a web3 dAPP, with all methods and data stored on the blockchain. The DAO LLC members, rather than a delegated administrator, will have full governance of the registry. The DAO tokens will continue to serve as an internal tool for accounting, governance, and membership management, and all smart contracts will be upgradeable by the DAO members as a collective.



We anticipate that we will reach this stage in Q3 2023.



Third Stage of Decentralization



Upon reaching at least 500 members who hold a minimum of 200,000 units in the LLC and the successful launch of the second stage, the company will create a second token called the VIRDI. This token will grant the right to vote on project and protocol approvals, modifications, and deletions, but will not confer any other rights within the company or to registry.



After the distribution of VIRDI tokens to LLC members, no new tokens will be minted. LLC members will transfer their voting rights on project and protocol approvals, modifications, and deletions to VIRDI token holders, and they will receive VIRDI tokens in proportion to their units in the LLC. The LLC will retain the right to set all transaction charges and revenue streams associated with the registry, as well as additions, deletions and modifications to the features and functions of the registry. The LLC members will remain the owner and administrator of all smart contracts.



After a period of ten years, the administration account will be transferred to VIRDI token holders, the LLC will relinquish all remaining ownership rights to Pure Sky registry, and the registry will be released as a commons for the benefit of its stakeholders. The LLC will then dissolve. These plans may be modified or discarded by LLC member vote at any time prior to the issuance of VIRDI tokens, as specified in the operating agreement.

VIRDI Token Distribution & Tokenomics

There will not be any additional issuance of VIRDI tokens beyond the initial distribution. The number of VIRDI tokens received by individual LLC members will be based on the number of membership units they hold. **The goal is to issue a further 100,000,000 units in the LLC**, to investors, with a greater focus on those in the agricultural and natural resources sector who are motivated by the opportunity to receive carbon credits for their land versus crypto investors. **There shall be less than 250,000,000 VIRDI tokens in existence.**

Unlike the LLC tokens, VIRDI tokens are actual bearer certificates and can be freely traded by holders.



REVENUE GENERATION

Pure Sky benefits from a multi-facted revenue stream that consists of **four channels**.



Registration Fees

Each time a carbon credit project requests registration with Pure Sky, the company receives a registration fee.



Issuance Fees

Pure Sky receives a fee each time a carbon credit is issued from a registered project. So when a carbon credit project registers and then issues to Pure Sky, revenue is generated twice.



Platform Transactions

Each time a carbon credit transaction is executed, Pure Sky receives a transaction fee. Pure Sky is incentivized to bring the best carbon credit projects to the platform because they drive more transactions.

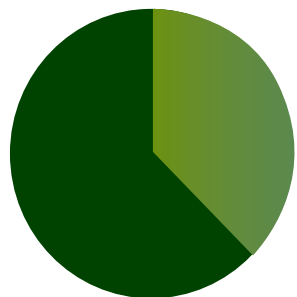


Retirement Fees

When a business purchases a carbon credit through the Pure Sky platform, it's doing so in order to "retire" it - using it to offset carbon emissions. When a company retires a carbon credit purchased in a Pure Sky transaction, Pure Sky receives a retirement fee.

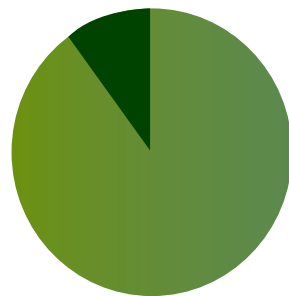
MARKET OUTLOOK

For Pure Sky, this means the target market will continue to expand rapidly over the next decade and on into the future.



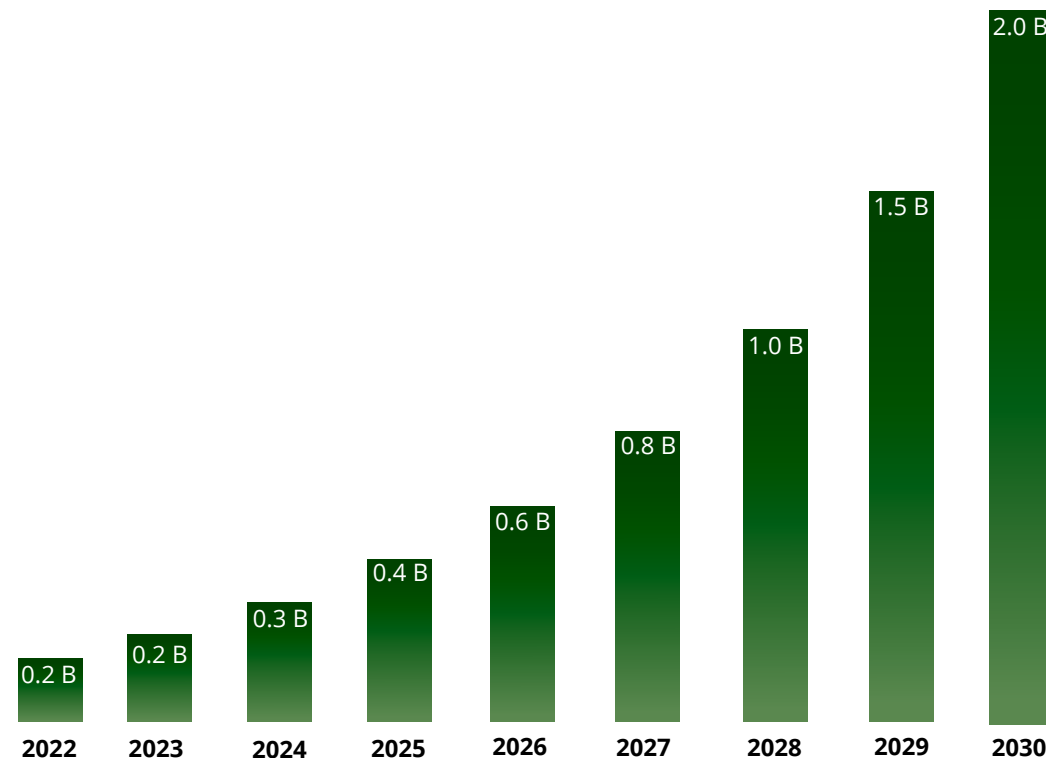
40%

of global voluntary carbon credit inventory is supplied by forestry, agriculture and land-use projects.



90%

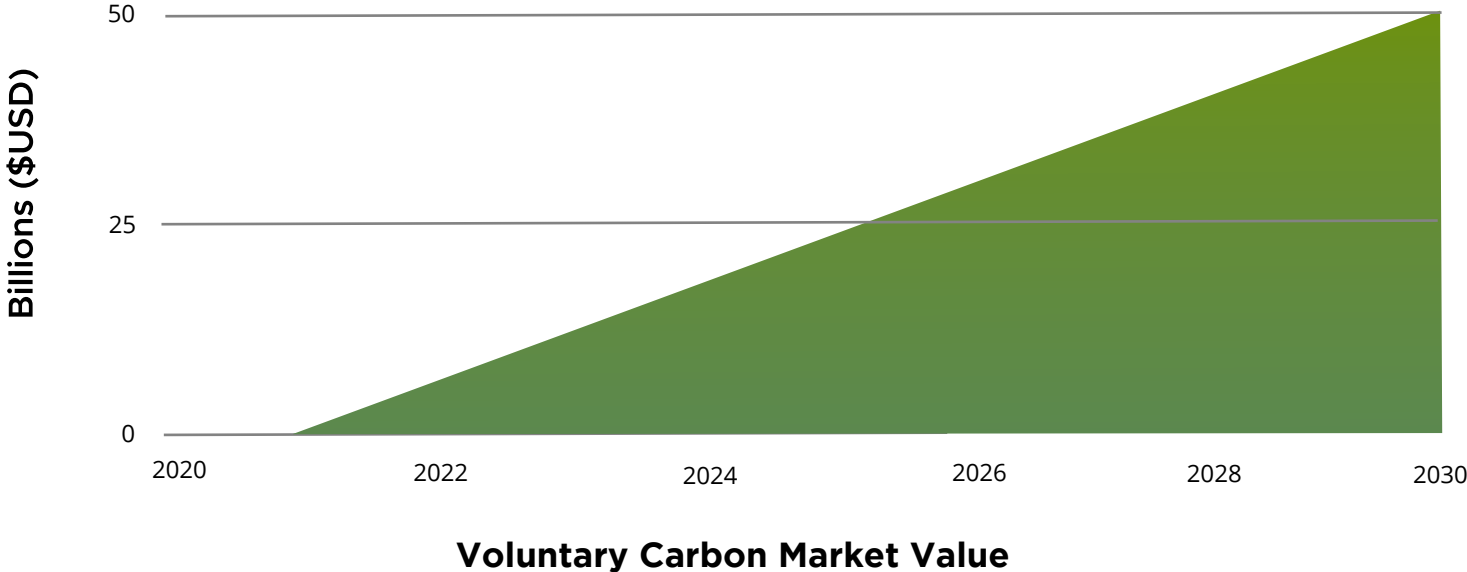
of the largest 500 companies in the world are sustainability aware while 30% have committed to achieve climate goals by 2030.



Global Voluntary Carbon Credit Issued per Year

VOLUNTARY CARBON CREDIT MARKET

The voluntary carbon credit market is comprised of companies and individuals exchanging carbon credits between CO₂ removers and emitters. This market exists thanks to governments clamping down on pollution through emission requirements.



The voluntary carbon offsets market size was

\$305.8M
in 2020

The market for carbon credits could be worth upward of

\$50B
by 2030

EXECUTIVE LEADERSHIP



Eddie Soleymani
Founding Member

Soleymani has served the last two decades as a Founding Partner at Lynx Capital Partners, a private software development firm specializing in providing infrastructure for automated trading platforms. His wealth of experience lends itself to Pure Sky through industry-leading technology and a deep-rooted understanding of investment exchanges. His educational background includes a BBA in Finance from George Washington University and an MBA from Hofstra University.

Soleymani co-founded Pure Sky because he spotted a trend before the investment world caught up - much like he did with Lynx Capital. Through his leadership, BlueSphere Carbon demands excellence through all facets of the company, with the focus being advanced technology.



Shidan Gouran
Founding Member

Gouran was one of the earliest investors in blockchain technology, backing several key development companies in their early stages. In the past, he's co-founded several successful ventures across a number of sectors - most notably Nuovotal and Jazinga (telecommunications), Home Jinni (consumer electronics), and Gamesquare (esports). He studied Pure Mathematics and Theoretical Physics at the University of Western Ontario.

Gouran's marked history of successful ventures forecasts significant promise for Pure Sky. By creating a global exchange for a rising trend, Gouran aims to leverage his cohesive background as a catalyst for Pure Sky's revolutionary technology and seamless integration.



Marty Seymour
Founding Member

Marty Seymour has 25 years experience in business development and finance in agriculture and food. In Mr. Seymour's previous role with Farm Credit Canada, he engaged with national industry associations, government officials, and industry influencers to help advance the interests of Canadian agriculture in areas of Carbon Management, Carbon Sequestration and First Nations Agri-Business. Today, he is the Chief Operating Officer of Carbon RX and is actively involved in his family farm.

Mr. Seymour has been involved in multiple trade missions to South East Asia, Australia, and the US to advance the interests of Canadian agriculture. He has held various Board posts over the years including the economic development board seat of a First Nation, Innovation Saskatchewan and currently sits on the University of Saskatchewan's Board of Governors.

Seymour's background provides a catalyst for Pure Sky, connecting his extensive agricultural experience with Pure Sky's revolutionary product for the carbon offsets market.

ADVISORY BOARD



Jonathan Bonchick

Since 2002, Jonathan has held the positions of V.P./ Director of Buying & Merchandising for Duty Free Americas, Vice President for UETA Inc. of Panama, and Executive Vice President for Innovative Liquors LLC. From 1993 until he joined Duty Free Americas/UETA Inc., Jonathan held various positions within Brown-Forman Beverages Worldwide in the USA Domestic Market, Military & Transportation. In Jonathan's last position with Brown-Forman, he managed North America Duty Free and the Caribbean. Jonathan is a founding partner who legalized Lucid Absinthe, the first legal Absinthe in the United States in 95 years. The company successfully sold Lucid to Hood River Distillers, Inc. in March 2013. Jonathan is the 3rd generation of his family in the spirits industry. He earned a B.S. in Finance from the University of Maryland (1991), as well as an MBA in International Business from the University of Miami (1992).



Peter BoockVar

Peter is the Chief Investment Officer at Bleakley Financial Group, a NJ based wealth management firm. He is also the Editor of The Boock Report, a macro market newsletter. Prior to joining Bleakley, he was the Chief Market Analyst at The Lindsey Group, a macro economic and market research firm founded by former Federal Reserve Governor Larry Lindsey. Before this, Peter worked as a macro analyst and portfolio manager for a brief time at Omega Advisors and had previously been a partner at Miller Tabak + Company where he was the equity strategist and a portfolio manager. He graduated magna cum laude from The George Washington University with a BBA in finance.

ADVISORY BOARD



Natasha Ingram

Natasha is the Founder of Transparency, a Vancouver-based marketing agency founded in 2013. She is a seasoned consultant on launch, brand development, marketing strategies, acquisition, fundraising and growth. Industry experience includes tech, cannabis, mining and financial services. Natasha is also the Founder of BIA Skin, a D2C e-commerce brand doing 7 figures annually with distribution across North America.



Jorge A. Simmonds

Founder of Analytics Band, Jorge leads a team of analysts, developers, and data scientists offering business intelligence and full stack engineering solutions to clients spanning industries from digital advertising to space tourism. Having worked with industry leaders such as ESPN, Turner Broadcasting and Home Depot, he has developed a wide array of knowledge and experience in business strategy and analysis.

ADVISORY BOARD



Johnny Din

Din is the CEO of Cycamore Capital, a real estate investment and development platform based in New York City. He received a Bachelor of Arts in Business Economics from the University of California Los Angeles, graduating with Honors, and was a Riordan MBA Fellow from the UCLA Anderson School of Management. He holds a Certificate in Hotel Operations from New York University and a Master of Science in Real Estate Development from Columbia University, where he was the President of the MSRED Student Council and a recipient of the Scholastic Performance Award given to the top 3 graduates. Din is also an adjunct assistant professor at Columbia University and is currently pursuing a Global Executive Doctor of Education from University of Southern California.



Armita Jalooli

Ms. Jalooli is experienced in technical research and data analysis in the cryptocurrency, blockchain and theoretical partial physics fields. She is now a CEO of a tech start-up and mentoring at the Entrepreneurship Hatchery at the University of Toronto.



Devon Soni

Mr. Soni is an experienced executive and investor in the digital assets space. He spent several years as a technology-focused investor at Goldman Sachs and Highland Capital Partners where he helped fund several top technology firms.

ADVISORY BOARD



Lionel Kambeitz

Lionel Kambeitz is the Chair of our Advisory Board and a recognized Business Development and International Business Relations Professional. Mr. Kambeitz is the original founder of Carbon RX and currently serves as the Executive Chairman of the Board,. Throughout his four-decade career as an entrepreneur, Mr. Kambeitz played a founding role in many other Canadian and United States companies.

Mr. Kambeitz has over 17-years' experience in carbon capture and CO2 management, focusing on providing technical and organizational solutions for the Environmental, Social & Governance (ESG).



Chief Reginald Bellerose

A compassionate and experienced elected leader, Reginald Bellerose served for 17 years as the Chief of Muskowekwan First Nation, Treaty 4 Territory in Saskatchewan, Canada. Reginald currently serves as the Chairperson of the Council of Advisors for Carbon RX where his wisdom and extensive knowledge is an integral part of the vision and mission of Carbon RX.

As a longtime Chief of Muskowekwan First Nation, Bellerose has led initiatives that positively impacted First Nations, including several high-profile issues of both regional and national significance. Bellerose has demonstrated successful advocacy of First Nation jurisdiction and property rights, environmental sovereignty, and an enduring commitment to expanding economic self-sufficiency. Bellerose continues to be driven by supporting entrepreneurs and influencing national procurement processes.

Bellerose is an ambitious and forward-thinking leader who believes that the First Nations economy must be included in the carbon economy by using its competitive advantages of rights, lands, and jurisdiction to secure access to new markets, both nationally and internationally.

Welcome to the world's **first trusted decentralized carbon registry.**
Welcome to the **clear, transparent carbon platform of the future.**

Welcome to
PURE SKY 
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