



TideMRV: Executive Summary

The Problem

Blue carbon ecosystem (mangroves, seagrass, coastal wetlands) sequesters up to 5x more carbon dioxide than terrestrial forests. Unfortunately, at least 70% of blue carbon projects fail due to high costs at \$250,000 and up to 36 months to generate value.

The Solution

TideMRV is a Cyprus-based, climate-tech company, developing an AI-driven SaaS platform, that unlocks the finance for blue carbon projects. We automate carbon certification and project management workflows, reduce costs, and compress timelines by half.

Business Model: SaaS Subscription

1. *Risk Assessor*: \$50/month – Reduces costs.
2. *Project Planner*: \$150/month – Reduces time.
3. *Document Professor*: \$4,000 one-time - Automated investment and audit document preparation and validation.
4. *MRV Service*: \$25,000/year - Full monitoring subscription.

Customers choose the solution subscription that fits the development stage and price point of their project.

Value Proposition

- Full project lifecycle coverage (i.e. planning to implementation stages).
- Eliminating traditional IT hardware/software licence costs through SaaS AI Agents.
- Increasing the inventory of blue carbon credits.
- Scalable across geography and multi-modal data sources.
- Cyprus global leadership in the blue carbon economy.

Traction

- Pilots in development with blue carbon project developers, insurers, and data providers.
- EU ADT4Blue Accelerator.
- Investment from Digital Innovation Hub of Cyprus (DiGiNN) /CYENS.
- Microsoft for Startups grant of Azure cloud hosting credits.
- Technology partnership: Artemis Intelligence.

Why Now

- Blue carbon demand accelerating due to climate urgency and regulation.
- Billions of carbon credit finance trapped due to structural barriers.
- Cloud and AI tech matured for automation at scale.

Team

- Kelly Christodoulou (CEO): 20-year experience in climate and investments.
- Michael Glaros (CTO): 25-year experience in Cloud and AI.
- Valerie Badilla (CINO): 20-year experience in ESG in Asia Pacific.

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