

# 350PPM><

**Capitalist Solutions to Climate Change**

## INFORMATION MEMORANDUM

THE ENVIRONMENTAL INCUBATOR & BUSINESS ACCELERATOR

**NOW FUNDING**



# SHARE ISSUE DETAILS

COMPANY  
350 PPM

COMPANY STRUCTURE  
Limited company

SECTOR  
Environmental incubator and accelerator

INVESTMENT DOMICILE  
United Kingdom

SECURITY  
Equity

CLASS OF SHARES  
Ordinary full voting shares

VALUE OF FUNDRAISE  
£170K - £500,000

EXIT  
The company is due to list on the JP Jenkins  
exchange in the first half of 2024



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# A MESSAGE FROM OUR CEO



**Nicholas Dimmock**  
CEO  
nickd@350ppm.co.uk

I first became involved in the environmental evolution in 2007 as a Primary Carbon Developer for Tullet Prebon, which was then, the largest interdealer broker in the world.

I founded Carbon 350 in 2008, and two years later we completed our first transaction: selling a 7-year stream of emission reductions to Conoco, the oil major. The market was booming, financed flowed into the sector and we boomed with it. We were £45M up on paper from circa 50 projects, when the Kyoto Protocol fell apart and pretty much everyone; all our peers from EcoSecurities to Climate Change Capital went spectacularly bust.

We survived and founded 350 PPM in 2012, with the ambition to incubate and accelerate young environmental businesses, once a new global treaty came into force, which amazingly didn't happen until The Paris Agreement was ratified in 2016.

The Environmental Sector is an inconvenient truth for many, but my scientific belief is that increasingly nature will start dictating our collective actions and accordingly, at peak, we anticipate \$7-10 trillion USD per year will flow into

the sector, dwarfing the markets of futile Crypto endeavours and AI.

My main concerns are feedback loops and ice melt in the North and South of the globes. Nature increasingly will force the hand of bureaucrats and the private sector will follow as it already has.

Of the last few years, we've expanded our team, to provide perfect incubation and acceleration conditions, services and support to nascent environmental companies. The value creation from these activities for 350 PPM will be extreme.

An investment in 350 PPM, encapsulates exposure to the whole environmental sector and I hope you will make the choice to investigate, analyse and invest.

Please don't hesitate to come back to me directly with any questions.

Yours faithfully

Nicholas Dimmock (BA MBA CASS)  
Chief Executive Officer, 350 PPM LTD

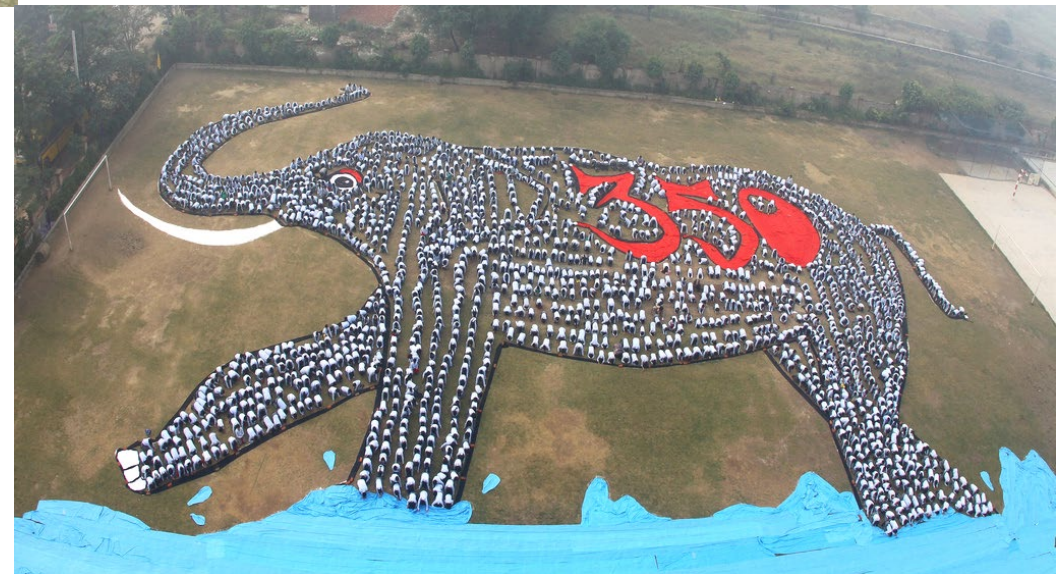


## OUR MISSION

Incubating and Accelerating Topflight Early-Stage Environmental Businesses with a view to attracting institutional funding for them within 24 months of our involvement.

## OUR VISION

To assist, by all capitalist means, in the reduction of CO<sub>2</sub> in the atmosphere to 350 parts per million (350 PPM) and to reduce CO<sub>2</sub>e (carbon dioxide equivalents) to the same levels.



# GREEN INVESTMENT OPPORTUNITY

The green economy drives innovation in clean technologies, renewable energy sources, energy storage solutions, and sustainable materials, fostering technological advancement, job creation and economic growth, as well as climate resilience.

Countries are developing green economies to attract inward investment and foster global partnerships.

Trillions of dollars of investment are expected to flow into the green economy. The green economy is expected to become the single largest industrial sector.

The [London Stock Exchange Group \(LSEG\)](#) confirmed the green economy accounted for around 9.2% of global listed equity markets in the first half of 2023.

Over the last 10 years it has shown compound annual growth rate of 13.3%, significantly outpacing the 6.9% for global equity markets as a whole.

Research suggests 20% of revenues earned by listed companies will be 'green' by 2050.





## THE PROBLEM

In the UK there are 472 accelerators and incubators serving the needs of entrepreneurs. The vast majority are providing hot desks, meeting rooms and events, of those that do provide funding, generally they will take equity and have no operational involvement.

Very few have any focus on business development, business process or the investment needs of entrepreneurs.

A diverse range of talents is needed to accelerate a business's growth and however good the entrepreneurs are, they do not have all of the skillsets to accelerate their business beyond the idea stage.

[Research](#) shows that 60% of new UK businesses fail in the first three years.

Failed talent acquisition/churn is one of the key reasons for business failure in the UK. The operational costs to hire the necessary talent for a start-up are circa £400k a year before founders' drawings are taken into account.

# THE SOLUTION

350 PPM's incubator and accelerator service focuses on the needs of the business in its early stage and accelerates a growth stage. 350 PPM takes start-ups and creates investible businesses. All 10 members of 350 PPM's team join the client company and work within their business, supporting its development, operations and introductions to investors.

Only 20% of our clients have not raised Institutional Investment since 2017. Early investors have realised 233% gains, with our exits and pending exits recording 334%. In terms of 350 PPM itself, our AUM is £9,816,865.

350 PPM has created a business model using this team based approach, with each member of our team providing professional skills and experience, deployed uniquely in each business. We accelerate at no capital cost, in return for equity and success fees, aligning our objectives with the client.

Our business model also provides the scrutiny and oversight investors require throughout their investment journey.







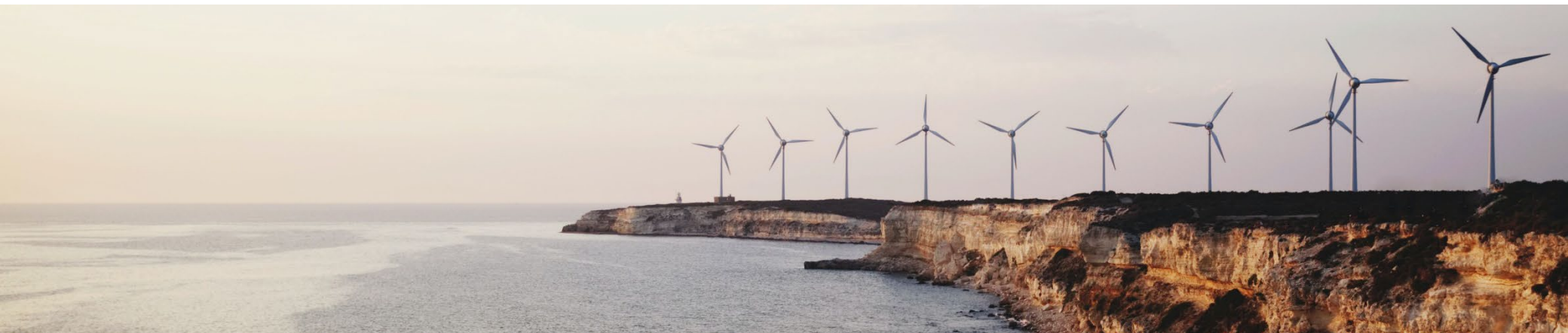
## WHAT WE DO

Working from within our clients' companies we deliver a diverse and extensive range of services to drive their business growth.

Our team of ten becomes part of their team, often with a Board representative, aligning our objectives to ensure we can provide maximum value and expertise to achieve their business goals.

Our approach increases the bandwidth of our client companies with no additional fixed cost.

Our processes are consistent with each business, adding experience to the entrepreneurial journey.



## OUR CORE SERVICES

- Assist in securing funding from a wide range of investors at key stages; including angel investors, family offices, venture capital funds, and institutional investors.
- Providing input on developing business plans.
- Acting as interim directors on client boards.
- Setting up boards of directors to give direction and provide corporate governance.
- Preparing Information Memoranda and other marketing material to support the fund raising.
- Accountancy and financial management.
- Sales, marketing, and PR campaigns to increase exposure of our clients with key audiences and other stakeholders.
- Utilising our established networks to recommend suitable professional service providers such as accountants and lawyers.
- Supporting clients with commercial contracts and negotiations with potential partners and suppliers.
- Administration of fundraises including; subscription bundles, trade ledgers, shareholder registers, client KYC and transaction settlement.
- General administration and support.

# THE BOARD



**NICHOLAS DIMMOCK**  
CEO

Involved in the environmental sector since 2007, with over 50 environmental projects from municipal solid waste composting in India, to 1500 MW hydroelectric projects in Ecuador and the pre-construction development of over 260MW of solar sites in Mexico.



**DR JACQUI TAYLOR**  
Business Development

#15 Most Influential Woman in UK Technology. She is an Expert Advisor to the UK, EU, G20 and the United Nations on the future of technology and its impact on the sustainability agenda. As a High-level climate leader, recognised by the UN for the delivery Net Zero 2030 plan, she works with Fortune 500 clients to accelerate and implement their climate commitments.



**HELEN PASSFIELD**  
Asset Development

Renewable energy asset management positions within major developers and fund managers from 2010. A founder member in several energy businesses and instrumental in their expansion and financing. Helen's specialisation is wind, solar and BESS construction and asset management, she has worked on projects globally.



**PAUL VOUSDEN**  
Client Development

Experienced and successful senior executive. A seasoned entrepreneur who built his own PR and marketing company from zero to a million-pound fee business; followed by an interim career in large public and private sector organisations. He has worked with many early-stage companies on strategic planning, market positioning and raising investment.

# THE TEAM



**ALEXANDRA ELLISON**  
Head of Client Services

Alex has been involved in the Financial sector since 1993 and brings a wealth of experience and expertise to the company. She started her career at Deloitte and, more recently, Alex spent 10 years with Morgan Stanley's Research Team in Canary Wharf as an Editorial and Production Assistant.



**AMANDA JACK**  
Investor Relations

Amanda worked at CIBC for 17 years, with the Investment Banking team and the Equities desk. She was responsible for their international roadshows and client events. Client relationships has been a main part of her previous roles, and it is something which she enjoys.



**JANE MAHER**  
Public Relations

An experienced, strategic, PR and marketing professional with more than 20 years under her belt. Jane has spent a decade working as a PR specialist, grounding her skills with the media, crisis, internal and corporate communications, print and design, publications, events and senior client management. Latterly, she has held several key senior roles including PR director, regional director and managing director at a fully integrated marketing agency. She has worked across a variety of sectors including energy, renewables, financial, manufacturing and professional services.

# THE TEAM



**ALEEM AFTAB**  
IT

For the past eight years Aleem has been working with major global brands and manufacturers in the Telecommunication Industry. Aleem brings in his experience of working in an Internet Service Provider. Aleem looks after IT and Infrastructure with added responsibilities such as growth hacking.



**AERON JONES**  
Video & Media

Aeron's experience in video and audio production is wide ranging, from cocoa exporters in Ghana to orchestral broadcasts in London. Winner of the Best Video Award with Crowdcube paid homage to the attention to detail that has satisfied clients across Europe. In the past 10 years his varied commissions have increasingly become focused on topics in the environmental sector.



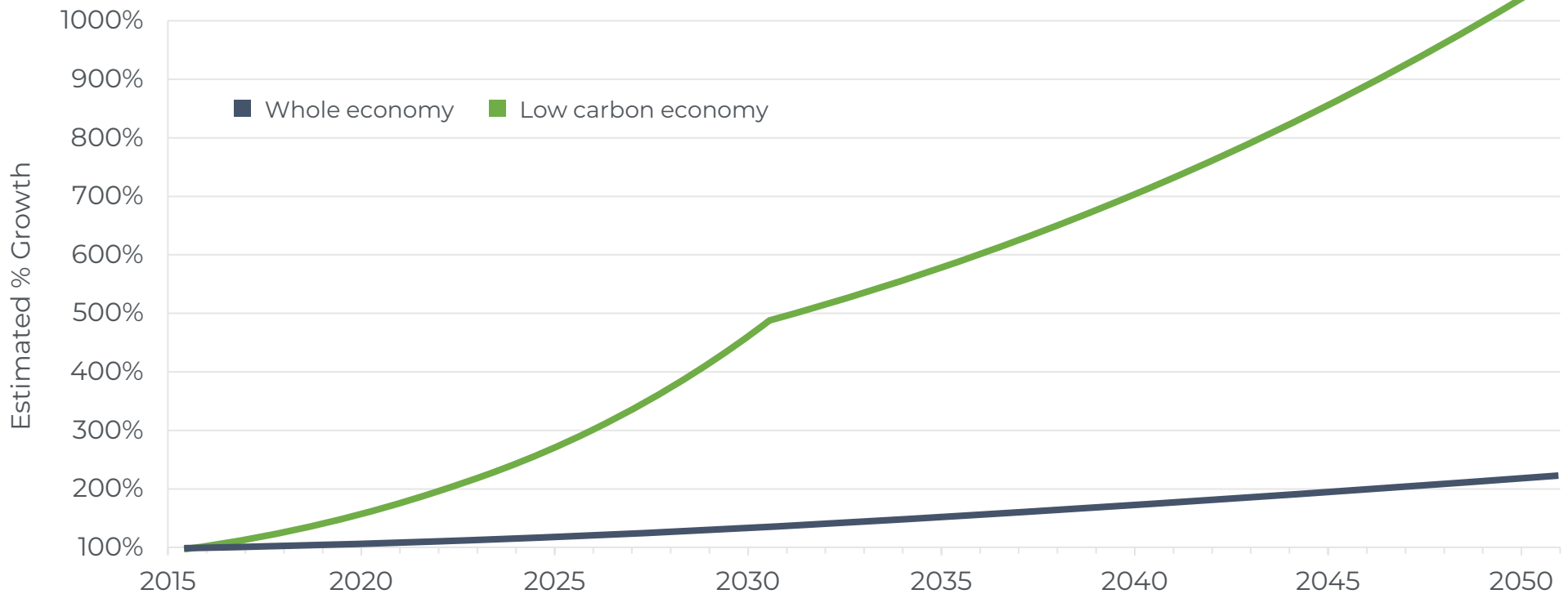
**COLM MACQUEEN**  
Grants, Subsidies & Credits

Colm has extensive experience of green and environmental inventions through his work as a multilingual translation professional, specialising in intellectual property and marketing since 2015. He is a Qualified Member of the Institute of Translation and Interpreting, providing language services both as a freelancer and agency owner.

# FORECASTS AND SUCCESSSES



# ANTICIPATED GROWTH OF THE LOW CARBON ECONOMY



# REPRESENTATIVE FORECASTS

## (NOTES ON FOLLOWING PAGE)

### 350 PPM 10-year projections



Please note the increase in revenue in 2024 represents a full exit from ENG8. The increase in revenue in 2029 represents the second round of top-slicing from clients that we incubated in 2024



# FORECASTS EXPLAINED

1. The four Directors of 350 PPM LTD have approved these forecasts as being representative of 350 PPM's Business Model, how the business works, how development could play out and be possible under the scenario of an environmental evolution of significant scale.
2. 350 PPM generally takes a 30% share of client businesses. In return, 350 PPM team members join the client business.
3. In addition, we benefit from an Introducer Fee of 10% on funds raised by our client companies which is paid on success to 350 PPM which then pays the 350 PPM team members.
4. Generally, our client companies have been developing for circa 5-7 years before we contract to them. Many will have been financed via grants up this point.
  - In the early stages of business development, businesses we work with increase in value very quickly as the market realises the game changing potential of the cleantech they have developed. Our experience allows us to generalise valuation increases across a 10-year horizon. We model these non-company specific assumptions in our forecasts.
5. Partial exits are important for 350 PPM to be able to recycle the gains we have achieved. Accordingly, we model top slice exits of 20% in years 3 and 6. We anticipate investors in client companies will also be able to utilise these exits.



# FORECASTS EXPLAINED (continued)

6. Our revenues for 2024 are significant, as we have signed term sheets to fully exit from ENG8, a company we worked with in 2022 and 2023. Again, in 2025 we anticipate higher profits than 2026, 2027 and 2028 due to a partial exit from GreenMine in year 4 of the company's development. In 2029, profits jump significantly again, as we top slice again from more developed businesses
7. We value the shares we hold at 50% of their forecast value and use a discount rate of 56% per annum in 2024, decreasing to circa 50% in Year 10 (2034). The discount rate is used as a risk mitigation factor, and discounts

the value of projected cashflows in each year back to the present day. The Net Present Value function then adds up these discounted projected future cashflow, giving us a value today. This is then divided by the number of shares issued, which provides a value per share. In future years, the businesses funding requirements, are divided by the current share price and the resultant number of shares is added to the float. You will have identified that this causes dilution, yet if the market cap is increasing at a higher rate than the number of issued shares, then the share price increases, which is ultimately, all that matters.

8. We have priced Corporation Tax and Team Bonus of Pre-tax Free Cash Flow. Corporation Tax is 25% over £250,000 PA, thus the bonus pool is 10%.
9. The model values the business in 2034 at circa £500,000,000 and our plan at this point is to exit fully.



# USE OF FUNDS

We anticipate use of funds in the following ways:

**1**

Working capital

**2**

Subsidising growth of client companies

**3**

Listing on JP Jenkins Exchange

**4**

Financial Conduct Authority authorisation

**5**

Creation of 350 PPM's IMPACT Fund with an AUM of 50-100M

# OUR RECENT SUCCESS STORIES



350 PPM is an incubator and accelerator, identifying and assisting the most promising environmental companies in the development of their businesses.



ENG8 has developed the EnergiCell. A low energy catalysed fusion process that produces excess energy using only water or air as fuel.



GreenMine's WCPs (Waste Carbonisation Plants) process unsorted waste, emissions free, into marketable offtakes.



Megawatt Mosaic has been formed to supercharge BESS (Battery Energy Storage Systems) and Solar deployment throughout Southern Europe.



O-Hx is the home of EnergiVault®, capable of storing and delivering vast amounts of thermal energy on demand to drive down the cost of cooling and provide infinitely scalable energy storage.



# DISCLAIMERS

Document updated on 11-04-2024.

The investment opportunities in this Information Memorandum are only available to persons who would be categorised as High Net Worth, Sophisticated or Professional Clients as set out in COBS 3.5 of the FCA Handbook<sup>1</sup>.

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Prospective investors should take appropriate independent investment advice and inform themselves as to applicable legal requirements, exchange control regulations and taxes in the countries of their citizenship, residence or domicile.

## Risk Warning

There are risks associated with the investments that are outlined in this document. Past performance is not a guarantee of future performance. The price of assets can go down as well as up and may be affected by many variables such as changes in rates of exchange and interest rates. An investor may not get back the amount invested. An investor may not receive any income distributions such as dividends. The investment opportunities may be illiquid and may involve long term investment horizons. Your capital is at risk if you invest.

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## Section 21 Disclaimer and Waiver

The content of this Information Memorandum by 350 PPM Ltd (the "Company") and the documents, comments and information contained within it (together the "Pitch") are the responsibility of the Company.

Investment in the Company may expose the individual concerned to a significant risk of losing all the money or other assets invested.

## Exemption

The Pitch is exempt from the general restriction (in section 21 of the Act) on the communication of invitations or inducements to engage in investment activity on the grounds that it is made to persons who are exempt from the general restriction, by virtue of Articles 43, 48 or 50A of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, or who are otherwise exempt. Any recipient of the Pitch who does not qualify under the terms of the above exemptions must not view the Pitch, must return the Pitch documents to the Company immediately and should not read or act upon any of the information contained within it.

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## Enterprise Investment Scheme (EIS)

No representation or warranty is given as to the availability of EIS relief/reliefs. Since the requirements to fall within the EIS must be monitored all the time it is possible that if the requirements are met today, they might not be tomorrow. The management believe the company qualifies today and will use all reasonable endeavours to ensure the company qualifies in the future for the three years necessary for EIS investors to attain and sustain their EIS reliefs, but this cannot be guaranteed. Investors should be aware that their capital is at risk and that tax treatment may vary.

Subscription documents are available on request. Minimum subscription £10,000.



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