Potentiacta · Sustainable Venture Capital

Pitch deck

Prepared for an investment of

$6,731,327

The full ask · a SAFE capped at US$35M that converts at the next round, in Q3 2027

Platform demo · 1:55

The plan of 23 Oct 2026 · today's figures: Updated · 7 Nov 2026

Generated for this amount by potentiacta.com/dashboard

How Potentiacta works

Verified outcome units: one unit is US$1 of verified Δx. Each unit is sold with the verified impact results behind it — Wellbeing, Social, Environmental, Employment, Income and Value-added — on the next page.

Potentiacta generates verified outcome units from users' consumption baskets and the operations that serve them, measures them with the Leontief input–output model, has them verified by the Oracle and offers them to arrangers and issuers of social bonds at US$1 per unit.

01 Generate
outcome units from users' consumption expenditure baskets

→

02 Measure
Δx with the Leontief input–output model

→

03 Verify
by the Oracle

→

04 Bid
to arrangers and issuers of social bonds

Revenue = Price = Δx

$$\Delta x = (I - A)^{-1} \Delta f$$

the Leontief input–output model

Δx is the output the economy produces from Potentiacta's spending, Δf — the users' baskets and the operations that serve them — once that spending is run through the input–output model, along the links between industries. That is where the multiplier m, the effect of Δf on Δx, comes from. One verified outcome unit is US$1 of Δx.

- **Δx includes Δf:** Δf itself plus the output that Δf causes along supply chains. Buyers pay US$1 per verified outcome unit.
- **RIL (Reinvestable Impact Liquidity) = Δx − Δf.** Potentiacta takes all of its own value added, its team, taxes and margin included, at a norm of 30% of RIL, and invests the other 70% in growing Δf.
- **The users.** Engaged in sustainable programs, they work with Potentiacta's SI productivity services; their influence on the metrics is rewarded with sustainable goods already paid for, and the data streams to the Oracle in real time.

Today

Updated · 7 Nov 2026

Input · Δf

$684,313.26

the baskets and the operations that serve them

×1.81

m: the effect of Δf on Δx

Output · Δx

$1,236,628.38

Verified outcome units

Verified Impact Results

Wellbeing

2 people

Social result

4 users

Environmental result

142.28 tCO_2e

= 142.28 t created – 0 t compensated

Employment result

14 jobs

Income result

$400,249

Value-added result

—

Source: Potentiacta platform · Updated · 7 Nov 2026: the Project Overview's figures on that date.

The market: social bonds

Snapshot · 21 Oct 2026

Potentiacta offers its verified outcome units to arrangers and issuers of social bonds: where measured social outcomes meet the market's hardest problem, the quality of impact reporting.

Demand for social bonds runs well ahead of supply: IFC's US$2B social bond of January 2026 drew US$5.4B of orders, 2.7 times the issue. Supply is limited by the capital on the sustainable and ESG market — US$3.73T in global sustainable funds on 30 June 2026; US$7.87T of labeled sustainable bonds have been issued to date, US$30.4B of them social bonds in Q3 2026 alone. That demand can only be met by supply whose results are measured not once a year but in real time, as Potentiacta measures them. The social challenges call for far more investment than reaches them today.

IFC, press release, 15 Jan 2026 · Morningstar, Global Sustainable Fund Flows: Q2 2026, 29 Jul 2026 · World Bank Group Treasury, Labeled Sustainable Bonds Quarterly Market Update Q3 2026, 22 Oct 2026.

Social bonds issued in 2025

$141.2B

down 19% from $175.2B in 2024; 191 issuers, down 12%

Climate Bonds Initiative, Mar 2026

Social bonds issued since 2006

$1,257.9B

19% of all GSS+ debt

Climate Bonds Initiative, Mar 2026

All GSS+ debt issued in 2025

$1,026B

aligned; $6.8T cumulative

Climate Bonds Initiative, Mar 2026

Social bonds issued in Q1 2026

$47.6B

the strongest quarter in nearly two years

Moody's, via ESG Today, May 2026

GSS+ covers green, social, sustainability and sustainability-linked debt. Volumes are Climate Bonds Initiative aligned volumes unless stated otherwise.

Who the units are for

Issuers

Verified outcome units to size the eligible pool of a social bond and to report on it.

Arrangers

Units for the issues they structure: a ready package, or units ordered for a term.

Bondholders

Read access to allocation and effect, designed for real time.

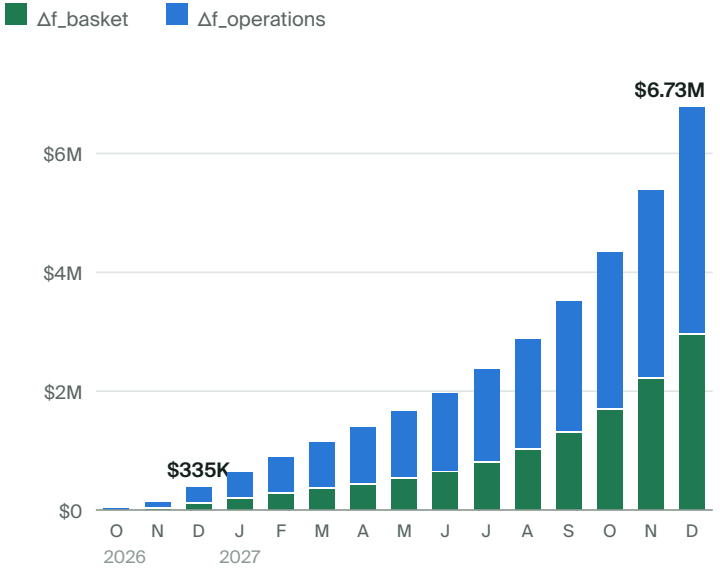
The plan to 1 January 2028

Potentiacta's goal from now till 1 January 2028: the plan starts from 21 users with a $3,600 basket (figures of 20 Oct 2026), steps to 100 users on 1 December 2026 and reaches 1,000 users on 1 January 2028. The charts show the plan month by month, by the rules of The numbers.

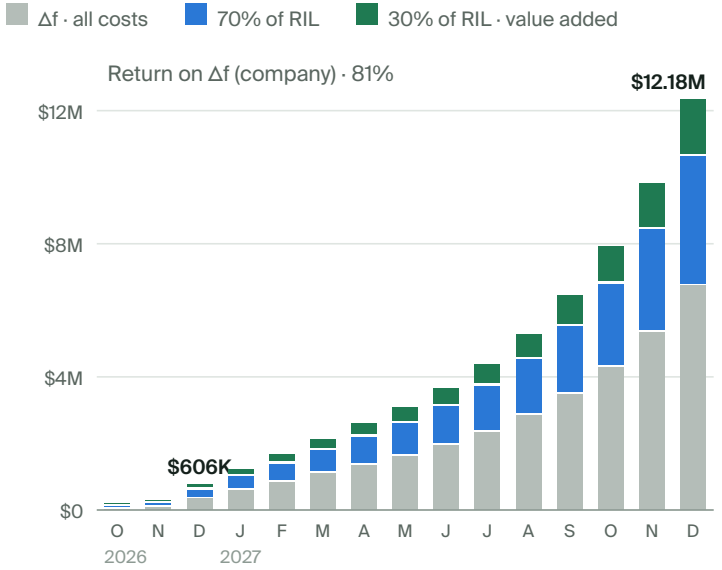
Users with a prepaid basket



Basket use and operations: cumulative Δf



Revenue accumulation



Revenue · Δx, from now till 1 Jan 2028

$12,183,702.75

The verified outcome units the plan generates, at US$1 each

Potentiacta's value added, from now till 1 Jan 2028

$1,635,713

30% of RIL (Reinvestable Impact Liquidity): the team, taxes and margin. The other 70% of RIL goes back into the users' baskets: Potentiacta takes no profit beyond that. Not the Value-added result of the impact measurement.

Investment needed to cover the baskets and operations

$6,731,327

Δf from now till 1 Jan 2028: the baskets $2.93M and the operations $3.80M

Revenue is the plan's Δx at the plan's multiplier ×1.81 (23 Oct 2026): this is how Potentiacta calculates its plan, not the methodology's $\Delta x = (I - A)^{-1}\Delta f$. Return on Δf (company) = RIL ÷ Δf, 81%, before Potentiacta's own team, taxes and margin: the company's return, not the investor's — the SAFE's MOIC and IRR are on page 7.

The ask and your funds

The ask is one sum from venture investors: it covers the baskets and the operations that serve them, Δf, from now till 1 January 2028, so that Potentiacta reaches its targets.

The ask · Δf from now till 1 Jan 2028

$6,731,327

Your funds · a SAFE

$6,731,327 the full ask

Your $6,731,327 is the full ask: it covers all the baskets and the operations that serve them from now till 1 January 2028.

All the baskets and operations, till

1 Jan 2028

the plan's whole period

Valuation at the end of 2030 · the recommended exit

$73.1B

2.21 × 2031's Δx, if the plan is met

Valuation on 1 January 2036

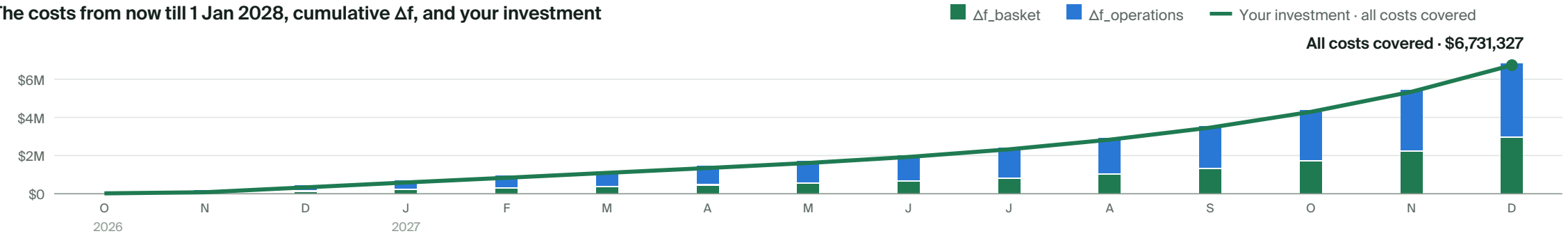
$3.20T

2.21 × 2036's Δx; an exit then is not recommended

Your exit in 2030: $9.9B

your 13.5% of $73.1B at the recommended exit, gross · Targets, not forecasts

The costs from now till 1 Jan 2028, cumulative Δf, and your investment



Your SAFE and the exit

Your SAFE

A post-money SAFE, Y Combinator's standard form, capped at US$35M: no shares today; it converts at the next priced round, in Q3 2027, at the lower of the cap and the round's price.

Now · the SAFE US$35M cap, post-money · your funds ÷ the cap	19.2%
Q3 2027 · the next priced round $114M on the plan · after the round's new money	15.6%
End of 2030 · the recommended exit $73.1B on the plan · after a Series B, at Carta's median dilution	13.5%

Recommended exit for a venture investor — End of 2030

1,471×	468%	$9.9B
MOIC: your proceeds ÷ your $6,731,327	IRR a year, over 4.2 years	your proceeds, gross

Why the end of 2030. About 4.2 years after your money, it comes before the median 5.08 years from a company's first VC round to its acquisition (US, 2025; NVCA 2026 Yearbook), so a year's slip still lands near that median and within a standard ten-year fund (ILPA).

If the plan runs behind

Potentiacta at the end of 2030	Valuation	MOIC · IRR	With more dilution
On plan	$73.1B · 2.21 × 2031's Δx	1,471× · 468%	746× · 384%
1 year behind	$22.7B · 2.21 × 2030's Δx	457× · 330%	232× · 266%
2 years behind	$2.58B · 2.21 × 2029's Δx	51.8× · 156%	26.3× · 118%
3 years behind	$267M · 2.21 × 2028's Δx	5.4× · 49%	2.7× · 27%

MOIC · IRR at Carta's median dilution, Q2 2026: 18.7% and 13.4%, as in the card; with more dilution, a later company raises a Series C too, at about 30% a round with option pools (NVCA's illustrative path, NVCA 2026 Yearbook). One year behind is also the exit valued on 2030's own Δx. Your SAFE converts at the cap or, if the round is priced lower, at the round's price, so a slower plan does not cut your share at the round.

Targets, not forecasts; illustrative, not an offer of securities. MOIC = your proceeds ÷ your funds, and IRR = MOIC^(1 ÷ years) – 1 over the 4.2 years from 21 Oct 2026, the plan's start, assumed to be the day your money comes in, to 31 December 2030: both gross, before taxes and fees, and the same for every amount.

How the valuations are calculated: How Potentiacta is valued, on the dashboard.

The numbers

Year	Users on 1 Jan next year	Δf_basket per user a year	Δf	Δx	RIL (Δx − Δf)	Reinvestment in Δf	Potentiacta value added	Valuation, 1 Jan next year
Today Updated · 7 Nov 2026	4	$3.6K	$684K	$1.2M	$552K	$387K	$166K	$35.0M
2026 · 8 Nov – 31 Dec Plan	100	$10K	$300K	$543K	$243K	$170K	$73K	$35.0M
2027	1K	$10K	$6.4M	$11.6M	$5.2M	$3.6M	$1.6M	$267M
2028	10K	$10K	$66.7M	$121M	$54.0M	$37.8M	$16.2M	$2.58B
2029	53K	$18.7K	$644M	$1.17B	$522M	$365M	$156M	$22.7B *
2030	286K	$35K	$5.68B	$10.3B	$4.60B	$3.22B	$1.38B	$73.1B *
2031	549K	$39.3K	$18.3B	$33.1B	$14.8B	$10.4B	$4.44B	$159B *
2032	1.1M	$44.1K	$39.7B	$71.9B	$32.2B	$22.5B	$9.66B	$334B *
2033	2.0M	$49.5K	$83.6B	$151B	$67.7B	$47.4B	$20.3B	$701B *
2034	3.9M	$55.6K	$175B	$317B	$142B	$99.4B	$42.6B	$1.55T *
2035	7.5M	$64.2K	$386B	$699B	$313B	$219B	$93.9B	$3.20T *
2036	14.3M	$70K	$801B	$1.45T	$649B	$454B	$195B	—

2026 is shown in two parts: to 7 Nov 2026, the Today row (Updated · 7 Nov 2026), and the rest of the year (plan); each row adds up. Today's valuation is post-money, the seed price; each later one is 2.21 × the next twelve months' planned Δx if the plan is met, not brought back to today. * From 2029: more than ten times the median US Series D+ pre-money valuation ($1,723.7M in 2026 to 30 September; PitchBook-NVCA Venture Monitor, Q3 2026), so the market cannot check it. 2036 has no next year in the plan to value.

How the numbers are calculated: Sustainable Venture Capital, the full page, on the dashboard.

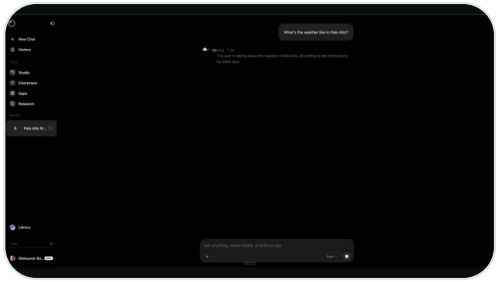
Thank you

for your interest

The Potentiacta team thanks you.

To reach the team, save your ask on Sustainable Venture Capital.

Demo video · request → impact → registry · 1:55



Platform demo · 1:55

Recorded in the test environment, October 2026: test data, not the current package.

Potentiacta Dashboard → potentiacta.com/dashboard

Your one-pager for this amount → potentiacta.com/dashboard/docs/vc/one-pager-6731327.pdf

Targets, not forecasts; illustrative, not an offer of securities. The plan: Potentiacta · Verified Outcome Units Target · 23 Oct 2026; today's figures: Updated · 7 Nov 2026. A SAFE gives no shares today: it converts at the next priced round at the lower of its US$35M cap and the round's price. MOIC and IRR are gross, before taxes and fees.



The Potentiacta team

Leonid Q'ocharyan — Founder, CEO
Kristina Ashkenazi — Co-Founder
Timur Kharlim — Co-Founder, Co-CEO
Oleksandr Bondar — Co-Founder, Chief Technology and Operations Officer
Alex Radchenya — Co-Founder, Chief Marketing Research