

Introducing  
**thrust** 

[BTA DEMO]



Our vision is of a world  
where our actions don't  
have to cost the earth.



We're on a mission to make  
travel effortlessly green.



# Why Now?

## Solutions

- Thrust Calculator
- Thrust Shop
- Thrust Widget

## Working with Thrust



“Climate change could force more than **100 million people into extreme poverty by 2030.**”

- The World Bank

“Fighting climate change right now will **create 80 million jobs, bring 1 billion people out of poverty** and **add US\$ 2.3 trillion** in productive growth.”

- Conservation International

The World Bank, <http://www.worldbank.org/en/news/feature/2015/11/08/rapid-climate-informed-development-needed-to-keep-climate-change-from-pushing-more-than-100-million-people-into-poverty-by-2030>)

Conservation International, <https://www.conservation.org/stories/11-climate-change-facts-you-need-to-know>)



**1,400 local governments** in **28 countries** have declared a “climate emergency”.\*

There is **escalating pressure** from every element of society to make travel green, and regulation is only a matter of time.

Not only is change inevitable, the **green revolution has already begun**

\* As of February 2020



The first step to achieving carbon neutrality is **effective measurement.**

Accuracy. Reliability. Assurance. Affordably.





The second step to achieving carbon neutrality is **reducing and removing** your emissions.

Data driven goals, fast cultural action, with elegant, effective, and engaging offsets to incentivise adoption.





We set out to create products that are **easy to integrate**, **incentivise offsets**, and **thrust the travel industry forward**.



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# Solutions: Thrust Calculator



## Introduction

Our Thrust Calculator solution enables any company, department, or team to calculate their complex carbon impact.

Every flight, car hire, hotel, can be rolled up into one clean impact report with multiple offset options to present to your client.

**DEMO**



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# Solutions: Thrust Shop

## Introduction

Created for clients looking for the fastest, least technical solution to offsetting travel at [offset.YourWebsite.com](https://offset.YourWebsite.com).

- 1 hour integration
- 100% white label
- we handle payments

The screenshot displays the ThrustShop website interface. At the top left, the brand name "ThrustShop" is visible in white text on a teal background. The main content area features a background image of a dense forest of tall, thin trees. Centered over this image is the text "Offset any journey - from £1". Below this text is a white search bar containing several input fields: "London Heathrow (LHR)", "John F. Kenned Int. (JFK)", "Economy" with a downward arrow, "1" with a person icon, and "Return" with a downward arrow. At the bottom right of the search bar are two green buttons: "Add flight +" and "Calculate impact →".

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# Solutions: Thrust Widget

## Introduction

Our **IATA award-winning** product, enables travel companies to offer carbon offsetting during their checkout.

- Easy integration
- Compelling offsets
- 100% white label

The screenshot displays a travel booking interface with a purple header and a progress bar at the top. The progress bar includes steps: 1 SELECT, 2 DETAILS, 3 SEATS, 4 EXTRAS, 5 OFFSET (highlighted), and 6 PAY. The main content area is titled '4. EXTRAS - ADD SERVICES' and features two offset options:

- United Kingdom - Devon Reforestation:** Includes an image of a forest and text: 'Trees are the true masters of capturing carbon. Every £1 in this project is put towards planting trees in a Devon based forest that will last centuries.' The price is 'FROM £1.00'.
- United Kingdom - Middlesbrough Solar Schools:** Includes an image of a solar panel and text: 'Capture CO<sup>2</sup>, and at the same time inspire generations of primary school pupils to take an interest in renewable energy generated by the sun.'

On the right side, the 'Your booking' section shows:

- 1 TRAVELLER (1 adult)
- FLIGHTS: £ 93.98
- Thu 19 Mar 2020:** 07:00 Exeter(EXT) to 08:10 London(LCY)
- Total duration 01h10m, DIRECT FLIGHT
- [JUST FLY](#)
- Tue 24 Mar 2020**



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## Strategic partners

Thrust is an **IATA award-winning** green tech company. As climate technologists, we have headlined IATA conferences, including the Airline Industry Retailing Symposium (AIRS), and Wings of Change.

We source remarkable offset projects from around the world, using the highest of standards, to ensure customer satisfaction.



**Gold Standard**<sup>®</sup>

# Working with Thrust Leadership Team



**Mark Corbett**

Founder

Sales Lead



**Kit Brennan**

Founder

Product Lead

# Questions & Answers

Thank you BTA

**Mark Corbett**

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