

Impact Inside Press Kit

Company

Origins

Impact Inside was created to meet the demanding quality requirements of EP Carbon, its first Certified Partner. For more than a decade, EP Carbon has been developing nature-based projects as an established leader of quality and integrity. Leveraging its extensive experience, the Impact Inside team has sought to develop a cost-effective technology and best practices-driven SaaS platform to help all projects and their stakeholders demonstrate the highest quality in carbon to earn the highest prices.

The company was formed on March 31, 2022 and is headed by Kyle Holland, Ph.D., currently employing 14 full-time employees and 3 consultants.

Description

Impact Inside, a Public Benefit Corporation (PBC) with a public benefit purpose to promote the social and environmental impacts of carbon offsets for society, is a software-as-a-service (SaaS) serving businesses committed to creating a more sustainable world. Its mission is to become the world's indispensable indicator of Nature-based Solution (NbS) project quality, and by doing so, help to deliver meaningful impacts to people and the planet. *Trust in Nature-Based Carbon, Delivered.*™

Milestones

Impact Inside launched to the public in September 2024 during NYC Climate Week with a full cohort of ten projects and project investors participating in its first alpha-testing program.

The beta program will begin in December 2024 and is open to project proponents, project investors, and technical carbon project consultancies.

A production release and full product launch is planned for late 2025.

Product

***Trust in Nature-Based Carbon, Delivered.*™**

Impact Inside's SaaS platform helps carbon project proponents and their stakeholders show and tell the true story of their projects using objective, transparent information.

Impact Inside makes it easy to create quality project plans using the Theory of Change (ToC) framework, and then to incorporate related measurement, reporting, and facilitate industry-leading communications to all stakeholders – from the general public to specific current or potential project investors.

Impact Inside gives carbon project consultancies, project proponents and their investors a unique advantage by using the ToC, Artificial Intelligence (AI), and smart data collection technology to make end to end measurement, reporting, documentation, and storytelling for sustainability ventures as easy as possible.

By providing a smart, technology- and best-practices-driven solution to this market, Impact Insides helps raise the bar of quality for nature-based carbon projects, better signaling to the market which projects are of demonstrably high quality versus those that are less so.

< [Request Product Demo](#) >

Market

Carbon Offset Project Market: Overall Size and Current Dynamics

\$400B growing at 30+% through 2030

According to Coherent Market Insights, the global Carbon Offset market is estimated to be valued at \$414.80 billion in 2023 and is expected to exhibit a CAGR of 23.3% during the forecast period (2022-2030).

Carbon offsets are an important means to combat climate change. Generally, these offsets are generated by projects and activities that either reduce emissions or remove carbon dioxide from the atmosphere. The carbon offset market is witnessing strong growth due to growing environmental concerns.

Growing Quality Concerns and Recent Shifts In Buyer Behavior

Despite their explosive growth potential, only [1.2% of the annual cost-effective potential](#) of Nature-based Solution (NbS) carbon projects has been unlocked by the voluntary carbon market over the past three years.

NbS carbon projects also deliver substantial co-benefits that are economically valuable yet harder to quantify. Such benefits include biodiversity conservation, improved soil health, enhanced water resources, and uplift of local communities through quality job creation and locally-empowered sustainable development.

Premiums Paid for Projects with Proven Co-Benefits

Credits from projects with at least one co-benefit certification had a 78% price premium in 2022 compared to projects without any co-benefit certification. Experts interviewed by Ecosystem Marketplace (EM) emphasized that these certifications are increasingly becoming required by buyers, and many are preferentially seeking them out. Projects working towards the UN Sustainable Development Goals (SDGs) also demonstrated a substantial price premium at 86% higher prices than projects not associated with SDGs – yet another indicator of buyer emphasis on carbon credits that do more for people and the environment.

Within this market, regardless of difficulties in establishing project ratings and comparisons, credits that certified additional robust environmental and social co-benefits “beyond carbon” had a significant price premium.

Meeting the Market

Value Proposition

- Design and manage Nature-based Solutions (NbS) projects to promote transparency, demonstrate quality, and command premiums in credit sales
- Minimize project risk and connect activity level variations to impact outcomes
- Maximize investment potential and prove additionality for investor and credit buyer trust
- Built on the Theory of Change framework which makes end to end measurement, reporting, documentation, and storytelling less burdensome and highly credible
- Integrates artificial intelligence and smart data collection technology
- Developed in compliance with leading co-benefits standards such as CCBA Project Standard, which commands preference among credit buyers

Target Audiences

- Project Proponents: Individuals and organizations responsible for developing and managing NbS projects, primarily within the Gold Standard, Verra, CAR, and ACR frameworks
- Technical Consultancies: Specialized firms providing expert services for NbS projects, including planning, design, implementation, and evaluation
- Project Investors: Financial institutions, impact investors, and individuals who fund NbS projects, seeking financial returns and positive environmental and social impact
- Credit Buyers: Companies and individuals purchasing carbon offsets generated by NbS projects to achieve their climate goals or regulatory compliance

Product Versions + Fees

- 30-Day Paid Trial: Evaluation version of the software for use by prospective customers. \$300 (one-time fee)
- Designer: Low-cost functionality facilitates project design and planning, helping projects secure investment. \$500 one-time fee + \$50 monthly subscription
- Optimizer: Designer functionality plus operational measurement, reporting, and verification features, and enhanced documentation and project communications capabilities; designed to ensure project operations satisfy external stakeholders and secure intended certifications. \$10,000 one-time fee + \$500 monthly subscription, plus per-impact measurement fees
- Storyteller: All the above, plus a comprehensive suite of sophisticated communications and reporting capabilities, designed to be used to optimize project crediting potential and secure premium market valuation. Same as Optimizer rates plus: Credit Sale and API Call Tolls apply

The Team



*Kyle Holland, Ph. D.
President and CEO*

Impact Inside founder Dr. Holland has over 15 years of experience working in forest carbon, is a Registered Professional Forester, a Certified Forester, and holds a PhD from the University of California, Berkeley. In his prior capacity at EP Carbon, he contributed to more than 45 carbon projects and authored multiple accounting methodologies under the Verified Carbon Standard. Dr. Holland is a well-recognized expert in forest carbon and serves on multiple working groups.

Learn more: <https://www.linkedin.com/in/kyle-holland-ph-d-65a33294/>



*Chris McLaren, MBA, CSPO
Chief Operations Officer*

Over a 25-year career, Chris has helped businesses of all kinds grow by building high-performing product, sales, and marketing teams and by employing data, technology, and business processes to create superior customer experiences. He has helped many businesses unlock growth, from startups to Fortune 500s. For example, Chris served as Chief Commercialization Officer and Chief Customer Officer at Forest Carbon Works and US Market Development Officer at Forest Stewardship Council. Chris has also led US marketing and sales at Aimia, a leading SaaS and PaaS global loyalty marketing solutions provider; marketing strategy at WPP; and marketing technology strategy and management consulting services at Target Corporation.

Chris holds undergraduate degrees in English and Graphic Design from the University of Wisconsin-Madison and an MBA from the University of Minnesota's Carlson School of Management.

Learn more: <https://www.linkedin.com/in/chrismclaren/>



*Mon Sucher, ASCM, CSPO, Software Engineering Veteran
Chief Technology Officer*

Mon is a passionate web developer with 20 years of experience working with a range of companies, from established corporations to innovative startups. She is a certified Advanced Scrum Master and Certified Scrum Product Owner and has a BS in Multimedia & Web Design. Beyond her technical expertise and experience, Mon is passionate about fostering the next generation of coders and embraces diversity within the tech industry.

Learn more: <https://www.linkedin.com/in/monsucher/>



Jeff Kirkley
Chief Financial Officer

Jeff is a serial entrepreneur and passionate about technology. He has over 20 years of experience in financial and executive management, having built companies from the ground up, taken companies public, raised over \$500 million in funding, and managed multiple M&A transactions on both the buy and sell side. Born and raised in Silicon Valley, Jeff has worked for a range of companies, from unicorn Unity Technologies (U) to Striva (now INFA), Sunrise Test Systems (now SNPS), Fusion Medical (IPO: FSON, now BAX), and led the IPO practice for RoseRyan, a finance and accounting consulting company. Jeff also supports public education and created Cornerstone Academy, a charter school in San Jose, CA, to give back to the community where he was publicly educated.

Learn more: <https://www.linkedin.com/in/jeffkirkley/>

News & Events

Press Releases

19 September 2024: Impact Inside Launches to Drive Quality in Nature-Based Carbon
< [LinkedIn](#) > < [BusinessWire](#) >

Blogs

“Beyond Carbon: Measuring & Verifying Co-Benefits in Nature-Based Solutions” <[link](#)>

“The Path Not Traveled: Doing the Hard Work to Guide Quality” <[link](#)>

“Why Focusing on Maximizing Project Crediting Potential and Minimizing Risk is Critical to NbS Industry Growth” <[link](#)>

Company Boilerplate

About Impact Inside

Impact Inside, a Public Benefit Corporation (PBC) with a public benefit purpose to promote the social and environmental impacts of carbon offsets for society, is a software-as-a-service (SaaS) serving businesses committed to creating a more sustainable world. Its mission is to become the world’s indispensable indicator of NbS project quality, and by doing so, help to deliver meaningful impacts to people and the planet. Trust in Nature-Based Carbon, Delivered.™

Photos & Promotional Assets

Please refer to the *Impact Inside Branding Guide* before using the assets below.

[Link to all Impact Inside Branding Elements](#)

Company Logo + Photos

[Link to Logos](#)


Social Accounts & Language


Website: <https://impactinside.earth/>


LinkedIn: <https://www.linkedin.com/company/impact-inside-pbc>


Hashtags: #ImpactInside #CarbonOffsets #NatureBasedSolutions #SaaS
#CarbonMarkets


Template Posts


 Introducing Impact Inside! A #SaaS platform empowering carbon project leaders to showcase their true impact with transparency and quality using AI and smart data technology. impactinside.earth #ClimateAction #Sustainability


 Elevate your carbon projects with Impact Inside! Harness the Theory of Change framework and cutting-edge technology for top-tier storytelling and reporting. impactinside.earth
#CarbonOffsets #InnovateForGood


 Impact Inside is reshaping the future of carbon project reporting! The software integrates AI for seamless measurement and storytelling to drive transparency and value. impactinside.earth
#NatureBasedSolutions #GreenInnovation

 Better projects, clearer stories. With Impact Inside, elevate a carbon project's credibility and impact. Set the bar for high quality and earn higher credit value. impactinside.earth
#ClimateLeadership #CarbonNeutral

 Simplify end-to-end project management with Impact Inside! From planning to reporting, it provides the tools to spotlight a project's quality and impact. impactinside.earth
#ProjectManagement #TechForGood

 Impact Inside is here to raise the bar of quality in nature-based carbon projects. Discover the power of AI and ToC for exceptional project storytelling and transparency. impactinside.earth
#GlobalGoals #GreenTech

 Ready to stand out in the carbon market? Impact Inside gives you the advantage with superior reporting and storytelling tools. Let's build a sustainable future together! impactinside.earth #ImpactDriven #ClimateSolutions

 Impact Inside goes beyond the numbers to tell the true story of a carbon project's impact. Join and help set new standards in the voluntary carbon market. impactinside.earth
#BeyondCarbon #ForThePlanet

For additional information, interview requests, or product demonstrations, please contact info@impactinside.earth or Fred Lunt | Phone: 415-634-4650 ext: 210 | Email: fred@impactinside.earth