

About Gobi Carbon-Management Solutions Inc.

www.gobinet.com

- **What is Gobi?**

Gobi is a carbon-management service provider based in Vancouver, British Columbia, Canada. Gobi was created to help small and medium-sized companies manage and reduce their carbon footprints easily and affordably. It is committed to supporting the business community in minimizing its impact on climate change.

- **Why Gobi?**

Climate change is increasingly recognized as one of the greatest global challenges today. There is growing scientific consensus that the earth's climate is changing and that most of the observed increase in temperature is very likely due to human-caused greenhouse gas emissions.

Businesses are encountering increasing pressure to reduce their contribution to climate change. Industries will likely experience a greater degree of scrutiny from regulators, customers and other stakeholders over the size of their "carbon footprint" and may need to demonstrate environmentally responsible practices to remain competitive in the marketplace. Responding to climate change will be one of the major issues affecting businesses over the next decade and beyond.

While many businesses want to reduce their impact on climate change, tackling the challenge can be difficult. That's where Gobi can help. Gobi provides comprehensive and affordable carbon software for organizations of all levels to measure, report and manage their carbon footprint, or for GHG consultants to manage their clients' greenhouse gas inventory.

- **Who is Gobi?**

The Gobi team comprises business strategists with extensive carbon-management expertise. Their comprehensive knowledge of the carbon market, combined with their unwavering commitment to understanding their clients' needs, is what drives them in the pursuit of delivering effective and affordable carbon management solutions.

Founding Partners

Dr. Joe Kelly, Director of Business Development

Joe has 15 years experience providing senior-level consulting to businesses, governments and non-profit organizations. He has designed greenhouse gas inventories and management plans for many private and public sector clients. Joe has authored numerous articles on climate change and has presented at conferences around the world. He holds a PhD in Resource and Environmental Management.

Ken Martin, Director of Operations

Ken has over 20 years experience in managing business development, sales and engineering teams, and selling and installing wireless data networks worldwide. He also spent five years in a

wireless e-commerce start-up as VP of Business Development, assisting with raising \$30M in venture financing, managing major Canadian and US bank clients and building a 100+ strong organization. Ken holds an MBA.

Randy Yeung, Director of Software Development

Randy is a software engineer with over 20 years of experience. He has managed the development of numerous wireless e-commerce, hand held device applications and interfaces to Enterprise Resource Planning systems. Randy has developed carbon calculators and engagement tools for over a dozen organizations, making him one of the foremost designers of carbon management applications in North America.

- **Gobi Vision**
A low-carbon economy where businesses have minimized their carbon emissions and successfully mitigated their impact on climate change.
- **Gobi Mission**
To provide low-cost powerful carbon management solutions that empower companies and organizations to do low carbon business.
- **Gobi Tool – GobiSOFT**
GobiSOFT is a comprehensive, web-based system that enables organizations of all levels to easily measure, report and manage their carbon footprints, or enables consultants to efficiently manage their clients' greenhouse gases.

The GobiSOFT platform is based on international standards, thorough research and published data sources, making it one of the most credible and complete carbon-management systems on the market. Simple to use and reasonably priced, GobiSOFT provides a one-stop solution for organizations in Canada and the US that wish to get in front of the climate change challenge.

GobiSOFT is available in three versions, and the price depends on how many business units are to be included in an organization's greenhouse gas inventory. Price ranges from \$319/yr (one business unit (eg: department, facility, etc) to \$1089/year (unlimited number of business units).

Key Features and Benefits

- **Measure your carbon footprint** using GobiSOFT's comprehensive and customized data input system. GobiSOFT uses the accounting guidelines of The Greenhouse Gas Protocol, the international accounting standards most widely used by business leaders.
- **Report your footprint** from multiple angles using GobiSOFT's customized selection of reports, tables and graphs.
- **Set targets** for reducing your footprint and monitor performance over time. GobiSOFT's reporting options allow actual performance to be easily compared to reduction targets in any table or graph.
- **Benchmark your results** against industry and peer group averages based on data from GobiSOFT's network.
- **Reduce your footprint** using our check-list of reduction strategies and customized what-if tool to evaluate the benefits and costs of various reduction scenarios.

- **Purchase carbon offsets** through Pacific Carbon Trust to mitigate greenhouse gases that cannot be feasibly avoided.
- **Showcase your successes** to colleagues, customers and the public by embedding our Performance Widgets in your own public website. These widgets draw from GobiSOFT's database and can be customized to meet your company's needs.
- **Learn** from our extensive online help resources and tutorials, all designed to help you get up and running in no time.

For information and interviews:

Joe Kelly

778-888-4292

media@gobinet.com
