

**Every product on the shelf  
has a biodiversity footprint.  
None of them fund it.**

**BioSquares is the infrastructure that changes that.**



**BioSquares**

Every Square Funds BioDiversity  
[BioSquares.com](https://www.BioSquares.com)

# The Foundation: The Micro-Transaction



**You collect points. You earn miles.**

Every purchase triggers a micro-transaction – the brand pays a small fee, you earn a reward.

The customer loyalty program is one of the most proven models in commerce.

**⚠ Until now, not one of those micro-transactions has done anything for the Earth.**

**BioSquares changes what the micro-transaction does.**

# The Proprietary Engine

## Biodiversity Fractalized Funding | BFF



BioSquares' proprietary Biodiversity Fractalized Funding method mirrors how nature itself is organized. A single hectare of habitat contains 10,000 individual square meters. BFF maps each one – GPS-referenced, individually tracked, and fundable through a single consumer scan.

Conservation funding that once required a large grant or a major donor campaign now accumulates one square meter at a time, through commerce that is already happening.

This is a new model for conservation finance. Traditional funding flows top-down – large grants distributed through institutional channels. BFF augments that funding with a continuous micro-contribution stream tied directly to consumer commerce.

Every collected BioSquare funds one verified square meter. The consumer receives a Digital Medallion – an immutable Proof of Participation linked to a specific, measurable ecological outcome. The project funds itself through the products already on shelves.

### A New Conservation Finance Model

Traditional grant funding is competitive, cyclical, and dependent on institutional timelines. BFF augments it with a continuous funding stream generated by consumer commerce – independent of donation cycles and accessible to any verified conservation project.

### Proprietary and Purpose-Built

BFF is unique to BioSquares. No other platform fractionalizes conservation projects into individually funded, GPS-mapped units triggered by a consumer product scan. The architecture does not exist anywhere else.

### Built for Global Scale

One BFF deployment can support any biome. BFF is designed to help fund 30x30 commitments, UN SDG conservation targets, and landscape-scale restoration projects – one square meter, one consumer, one scan at a time.

The micro-transaction has always existed. **BFF is the first time it has funded something real.**

# How BioSquares Works

01

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## Brand Commits

A financial contribution is linked to a product SKU number and the product's production run. E.g., \$100,000 ÷ 100,000 units = \$1.00 per BioSquare. Transparent. Pre-established before a single unit ships.

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## Brand Pays on Delivery

Proof of Participation. The brand pays (\$1.00) only when the consumer scans and collects their BioSquare. Zero cost until engagement happens.

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## Consumer Scans

The micropage address is embedded in the product's existing QR code. One scan. Free. Instant. No new app required.

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## Funds to the NPO

85% goes directly to the verified NPO conservation project.  
15% supports the BioSquares platform.

# One Scan. Three Outputs.

BioSquares' proprietary **Biodiversity Fractalized Funding (BFF)** system transforms a single scan into three verified, simultaneous outputs.



## Conservation Funded

85% routes in real-time to a verified NPO at a geo-referenced restoration site. Not a pledge — a ledger entry.



## Compliance Receipt

A pre-substantiated environmental claim automatically generated for the brand. A receipt, not a report.



## First-Party Data

SKU-linked product to consumer, conservation site coordinates and post-purchase behavioural data recorded at the moment of engagement. Earned, not extracted.

The consumer receives a **Digital Medallion** — a geo-referenced proof digital token linking their purchase to a specific, identified conservation site.

# Two Revenue Channels. Three Converging Markets.

**\$13.6B**

## Consumer Loyalty

Global market (2025). Projected \$31B by 2033. BioSquares is pay-per-performance loyalty infrastructure.

**\$9.7B**

## First-Party Data

Global CDP market (2025). Projected \$37B by 2030 at 30%+ CAGR. BioSquares produces the most valuable segment.

**\$3.45T**

## Global CPG Commerce

In 2025 → \$4.23T by 2030. ~4.2 trillion units sold yearly. BioSquares is the rail beneath all of them.

### Channel One: Platform Revenue

15% transaction fee on every BFF micro-transaction. Starts with the first scan.

### Channel Two: First-Party Data Asset

Brands subscribe to SKU-level consumer engagement data cross-referenced with conservation impact. Value grows with every scan – it never decreases.

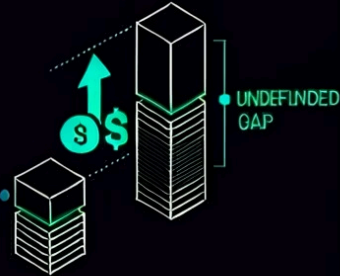
Primary costs: platform development and maintenance, brand onboarding and integration, conservation verification setup, and team operations. NPO disbursements represent 85% of transaction revenue and are a pass-through – not a net cost to the platform. Channel Two data licensing generates recurring subscription revenue independently of transaction volume, providing a second path to operational sustainability.

# The Ocean Funding Gap



FUNDING POOL

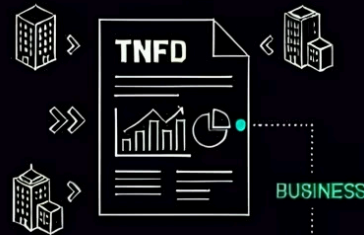
70% PLANET'S SURFACE IS OCEAN. LESS THAN 1% GLOBAL CONSERVATION FUNDING REACHES IT.



\$175B+ ANNUAL SDG-14 FUNDING GAP. THE MOST UNDERFUNDED UN GOAL.



17% OF OCEAN CONSERVATION EFFORTS EFFORTS LACK ADEQUATE FUNDING FINING TO DELIVER MEASURABLE IMPACT.



400+ COMPANIES NOW ADOPTING TNFD WHICH IDENTIFIES OCEAN BIODIVERSITY AS A PRIORITY DISCLOSURE CATEGORY.

That gap is not a charity issue. It is a **market failure** driven by increasing institutional pressure.

Brands that can prove verified ocean conservation impact hold a **Taskforce on Nature-related Financial Disclosures (TNFD)** aligned claim with tangible value in supply chain audits, ESG investor reports, and major retailer sustainability scores.

- i The demand for this claim is outpacing the availability of credible mechanisms to generate it. **BioSquares OCEAN is that mechanism.**

# The MVP: BioSquares OCEAN

The first deployment of the BFF rail – anchored in BC's coastal marine ecosystem, aligned with [UN SDG-14: Life Below Water](#).

## Pilot Partners

4-6 BC-based health, wellness, and personal care brands whose products contain kelp, seaweed, or algae – brands already sourcing from the ocean economy.

## Relationships Built

With brand partners, First Nations communities whose territories encompass target ecosystems, and registered NPOs operating in BC's marine environment.

## Defensible Claim

A direct, traceable link between what the brand takes from the ocean and what it returns – defensible under any regulatory standard.

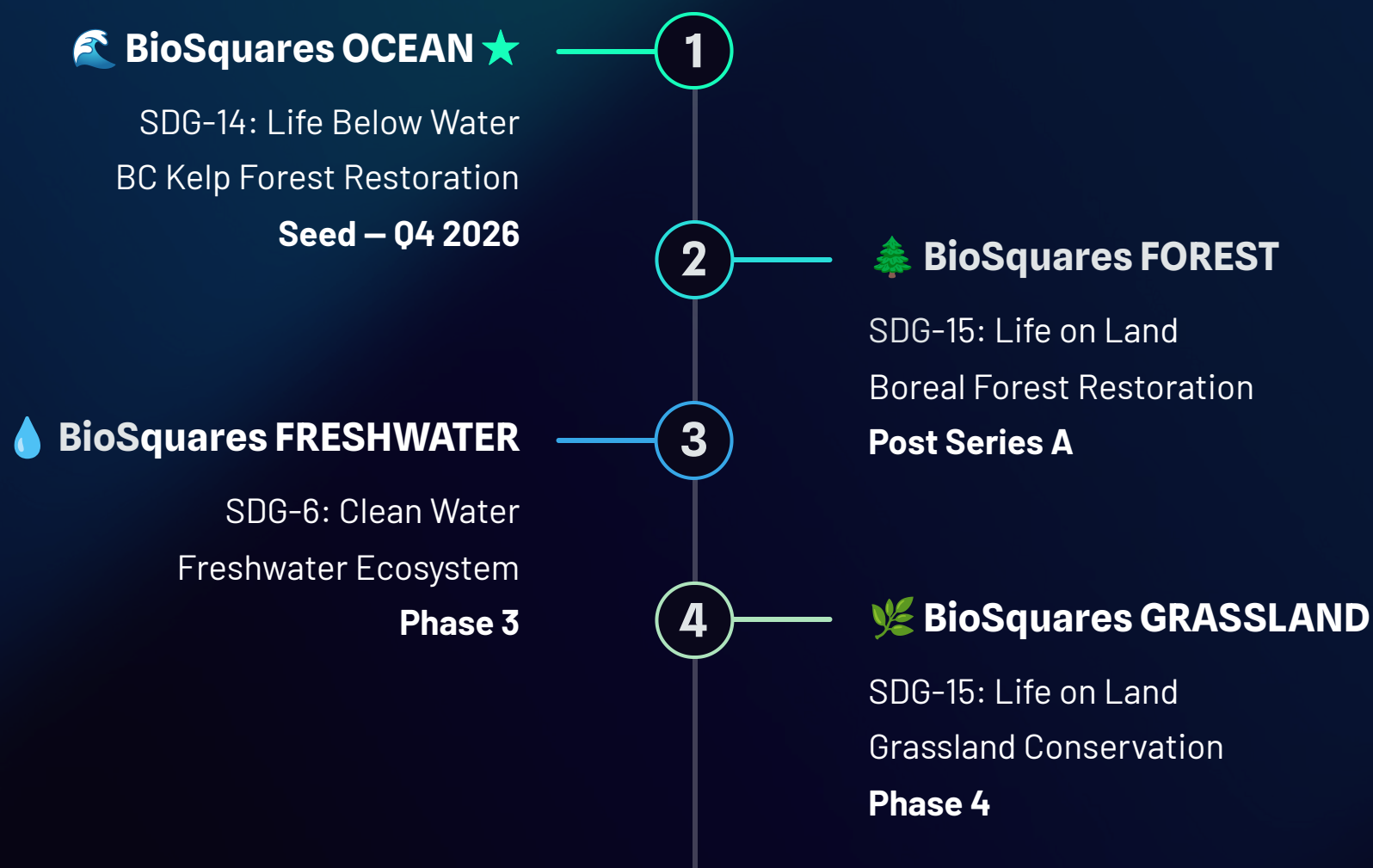
For the pilot, BioSquares underwrites the inaugural conservation unit. The hectare is geo-referenced and pre-established before the first BioSquare is collected. Conservation is real before the first scan happens. 1 BioSquare = 1 square meter = \$1.00 Each BioSquare collection individually allocates one specific, named, geo-referenced square meter of ocean conservation – registered to the consumer. Not pooled. Not shared. The consumer's Digital Medallion records exactly which square meter their scan protected. The brand's compliance receipt references the same geo-located unit.



**BioSquares**  
**OCEAN**

# Biome Expansion Roadmap

BioSquares OCEAN is the first biome. Once the BFF rail is validated, it deploys to additional SDG-aligned conservation categories. The rail remains unchanged – the conservation categories evolve.



## Sales Strategy

BioSquares acquires brand partners through direct outreach to sustainability and compliance teams, using active enforcement under Bill C-59 and the EU Empowering Consumers Directive as the entry point. The pay-per-performance model removes the primary commercial objection – zero upfront cost means no procurement approval required for a pilot.

Phase 1: BC-based DTC brands in health, wellness, and personal care.

Phase 2: National and international brands with QR-enabled product lines and active sustainability compliance obligations.

## Risks and Mitigations

Consumer scan adoption: QR scanning is established behaviour post-COVID. No new consumer action required beyond an existing product scan.

Brand sales cycle: Zero upfront cost eliminates the procurement barrier. Brands pilot before they commit.

Competitive entrants: The BFF proprietary method and first-mover data asset create a compounding moat. The behavioral data cannot be replicated without equivalent transaction volume.

# The Window Is Now

## Regulatory Pressure

Regulators in Canada, the EU, and the UK now require brands to substantiate environmental claims with verifiable evidence – or face penalties of **up to 10% of global annual turnover**.

- Canadian "Greenwashing" enforcement under Bill C-59 active since June 2024
- EU ESG and CSR enforcement begins **September 27, 2026**. Brands are paralyzed – unable to defend claims they've made for years

## BioSquares Transforms Liabilities Into Receipts

Automatically generates verified, substantiated environmental claims at a fraction of a dollar – precisely when consumers engage.

With only four months before EU enforcement, brands are making decisions now.

# The Team



## Stewart Irvine — Founder & CEO

Technology founder with 30+ years of experience building consumer engagement, transaction technology, loyalty mechanics, digital activation, and commerce-layer platforms. Built MerchUX with EarthToday and the Union of Nature Foundation, the direct predecessor to BioSquares' Digital Medallion, proving the core consumer activation mechanic in a live environment. Founder of MSquared Foundation, established in partnership with the Union of Nature Foundation to provide BioSquares with a conservation NPO partnership layer. Studied at Columbia University and previously founded XMediaPOP, Imogo, XBetr, KrowdX, and LifeWell360, spanning digital media, mobile commerce, engagement technology, and consumer platform development.



## Shake Dewan — CTO

A highly accomplished technical executive and founder of AI Forward, Shake has engineered enterprise data architectures and production-grade AI systems for a vast portfolio of organizations. His extensive track record includes serving as the National Lead for Deloitte's NLP Center of Excellence and acting as Fractional CAIO for numerous high-growth startups—such as architecting the core data platforms for a \$10M ARR company. His advanced AI platform designs have earned endorsements from Google's Director of Research, Peter Norvig. He holds dual degrees in Computer Science/Mathematics and Cognitive Science from Mount Allison University and is a certified Lean Six Sigma Black Belt.

- ✔ The BioSquares MVP is purpose-built as proprietary transaction infrastructure for consumer activation, reward-based incentivization, brand integration, and verified biodiversity funding. The founding team brings direct experience building enterprise B2B customer engagement platforms and diagnostic tools across sports, entertainment, and health. That experience maps directly to BioSquares' core requirements: QR-based activation, user verification, reward mechanics, transaction-level data capture, commerce-layer integration, partner reporting, and scalable data architecture. The MVP is designed to validate the commercial model through a focused feature set while establishing the technical foundation required for broader platform deployment.

BioSquares has also assembled an experienced development team and is building an advisory and corporate relationship network across biodiversity science, marine conservation, DTC brand commercialization, sustainability compliance, and conservation finance. This gives the company the operating capability to move beyond concept and into execution. The platform is defined, the founding experience is directly relevant, and the advisor network is being built around the specific technical, commercial, and conservation requirements BioSquares must solve.

# Traction & Partnerships

## Traction

BioSquares has been founder self-funded to date – a deliberate decision to validate the architecture before taking dilution.

Prior to BioSquares, the founding team built MerchUX: a QR-authenticated product-to-conservation platform for the sports and entertainment merchandising sector developed with EarthToday and the Union of Nature Foundation.

Federal and provincial grant applications in progress.

BioSquares has signed a joint venture agreement with Glasshouse Group Inc., a UK-based company, for use of BioSquares as a loyalty reward for sports teams. This is the first executed commercial partnership and confirms the BFF model works across brand categories beyond health and wellness.

## Target Customers

Beta pilot: health, wellness, and personal care brands whose products contain kelp, seaweed, algae, or ocean-derived ingredients.

Decision makers: sustainability managers, compliance officers, and CMOs navigating Bill C-59 and the EU Empowering Consumers Directive.

Initial pipeline: 4 to 6 pilot brand integrations. Post-Series A: health, wellness, personal care, and cosmetics brands with QR-enabled product lines across Canada and the EU.

Advisory network in development: biodiversity science, marine conservation, DTC brand strategy, sustainability compliance, and conservation finance.

# The Opportunity

BioSquares has been founder self-funded to date. We are raising \$250,000 CAD on a convertible note to fund the BioSquares OCEAN MVP build and first brand integrations. The round carries a \$1.5M valuation cap and a 25% conversion discount. The capital delivers a functional platform, NPO stewardship agreements, and brand LOIs – the commercial validation the Phase 2 raise is built on. We are also pursuing federal and provincial grants to supplement investor capital and extend runway without additional dilution.

## Seed Round

Amount: \$250,000 CAD

Runway 6 months to MVP + signed brands & NPOs

Proof of BFF logistics and process

Output Live dataset + compliance reports

Unlocks valuation for phase 2 raise at month 6

## Roadmap

**Month 1–2: MVP build complete.** Platform functional and ready for brand and stewardship partner onboarding.

**Month 3–4: Partner agreements.** 2–3 NPO organizations. 3–4 brand LOIs from health & wellness, personal care, and cosmetics.

**Month 6–7 Phase 2.** Commercial validation materials complete. Major brands trials. Follow-on raise launch.

# BioSquares. Built for This.

For generations, commerce has extracted value from natural ecosystems without returning it. Not because brands were unwilling, but because the infrastructure to do it did not exist.

BioSquares is that infrastructure. Built in BC and designed to scale with the commerce already in motion, BioSquares makes biodiversity restoration the natural output of the loyalty mechanics brands already use and consumers already love. Not a pledge programme. Not an offset market.

Transaction infrastructure for a world where every product scan is a small, verified act of restoration, compounding across brands, across biomes, and across the 4.2 trillion consumer products already on shelves.

This is the intersection BioSquares was built for. The team is here. The work has started.

## CONTACT

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