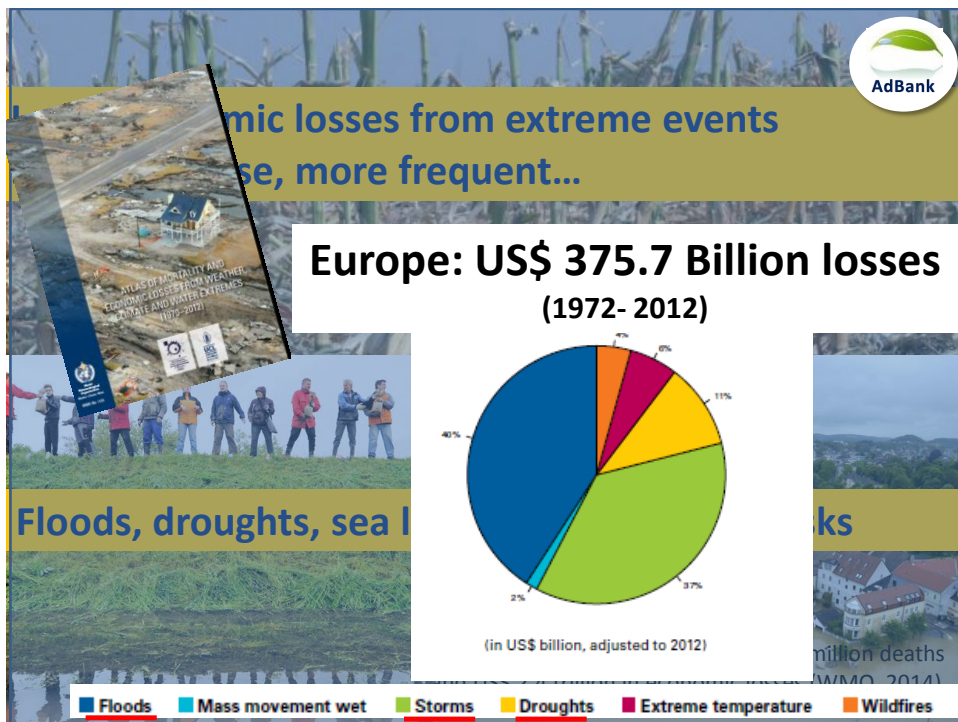


AdBank:

Banking on Adaptation through water credits



Water is to adaptation what CO₂ is to mitigation





*In every crisis
lies the seed
of opportunity*

Reducing water risks
=
adapting to climate change



Natural Water Assurance

**Service to Product Roadmap
all-in-one (Bundled services)**

Step 1
(yr 1-2)

- **SERVICE 1: Diagnostic Module**
- Beta Testing Rianza irrigation district



Step 2
(yr 3-4)

- **SERVICES 1-2-3: Diagnostic + metrification+ mediation**
- Payments for Adaptation Services - catchment



Step 3
(yr 5+)

- **SERVICE TO PRODUCT: Digital Market place- water credits**
- Europe and Global



Service Product Roadmap STEP 1 (Yr 1-2)



SERVICE 1: Water Risk Diagnosis BETA TESTING



Riaza irrigation sub-basin (Duero basin)

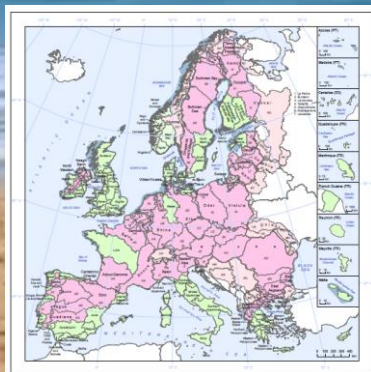


BEACHHEAD MARKETS: *Our target customers*



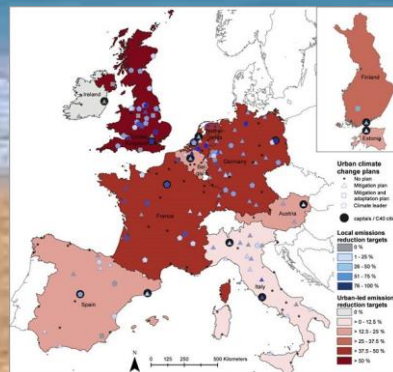
CATCHMENTS

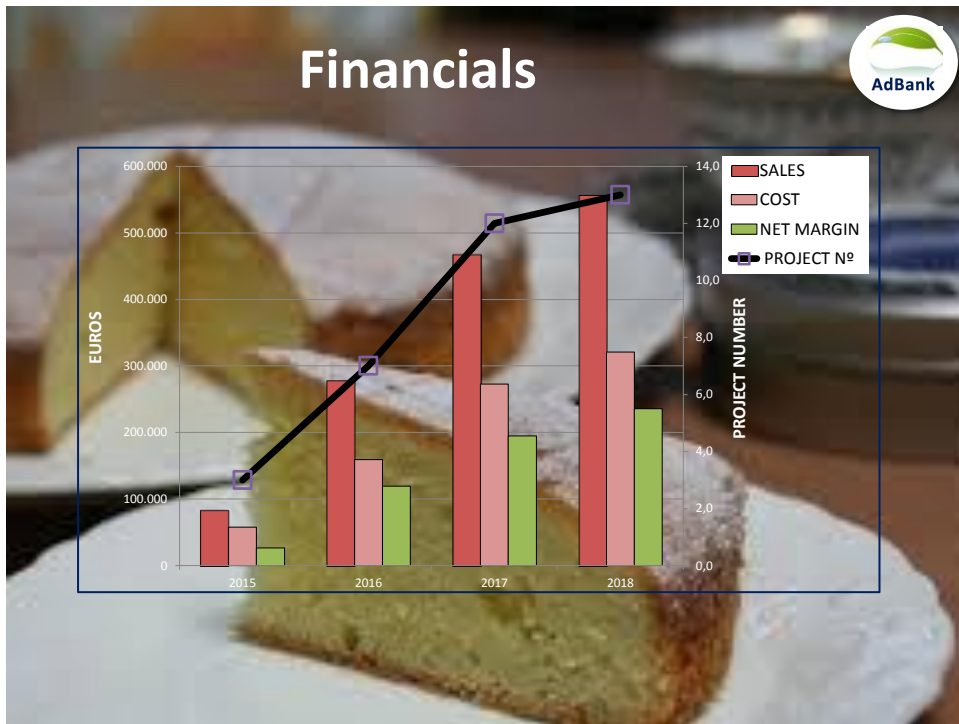
→ EU Water Framework Directive



CITIES

→ Mayors Adapt





Our competitive advantage: Right team. Right time. Right Knowledge




Connect with us  <http://icatalist.wix.com/icatalist>

Elena López–Gunn
(PhD, King's College, London)
Director



Expert in water governance, mediation and collective management

Manuel Bea
(PhD, Autonoma University Madrid)
Technical Director



Expert in GIS Remote Sensing, MCA, DSS and Water Accounting

Lara Lázaro
(PhD, London School of Economics)
Business Development



Expert in Environmental valuation, assessment and environmental finance

Gema Huelva
(MSc, EOI Industrial Business School)
Project Manager



Expert in Risk Assessment, EIA and project




AdBank: Inspired by nature...

Banking on Adaptation through water credits

NEXT STEPS?



Thank You



REDUCING WATER RISKS

=

ADAPTING TO CLIMATE CHANGE