

INNOVO Net Zero, Nil Capex for the Financial Services Industry

Commercial, Financial, and Strategic Impact Analysis
on the Industry, the First Mover and Followers

An Open Strategic Briefing for PR Agencies

Executive Summary

Webpages and short videos:

Smoke2Value technology profitably digests CO₂ in industrial smoke emissions: [Smoke2Value](#)

The technology's high profitability enables Net Zero, Nil Capex for emitters: [Net Zero Nil Capex](#)

INNOVO's PR Briefing for Strategic Advisors: [PR Briefing for Strategic Advisors](#)

PR advisors and their teams have access to INNOVO's full Data Room

The global financial services industry—investment banks, asset managers, sovereign wealth funds, and pension funds—manages over \$120 trillion in assets and is under intensifying pressure to align portfolios with net zero commitments.^{[1][2]} INNOVO's Smoke2Value bio-farm technology creates a transformative new asset class for financial services: industrial decarbonization infrastructure that delivers 58.9% project IRR, a 2.6-year payback, and verifiable physical CO₂ elimination—not offsets or certificates.

INNOVO and its Technology Partner have developed and commercially validated a Smoke2Value bio-farm technology that enables heavy-emitting industries to achieve net zero emissions at nil capital expenditure. This is not a theoretical solution. Five of the world's top 10 oil and gas majors, including Shell, Chevron, and BP, completed two years of independent due diligence on an industrial-scale bio-farm and placed \$16 billion in three multi-year offtake contracts as a result.^[3]

Each \$392 million Smoke2Value bio-farm (205 acres) digests 600,000 tons of CO₂ annually, generates \$612 million in US Section 45Q Production Tax Credits over 12 years, and yields \$330 million in cash after financing.^{[4][5]} With 14 US shovel-ready sites, INNOVO has \$4.62 billion in available capital—creating an immediate, large-scale opportunity for financial services firms to participate as investment bankers, asset managers, tax credit purchasers, sustainability-linked debt arrangers, and Exchange Traded Fund (ETF) sponsors.

INNOVO plans to invite investment banks and asset managers to establish INNOVO ETFs on international exchanges, providing institutional and retail investors with access to the world's first profitable, industrial-scale decarbonization asset class.^[6] A global network of INNOVO ETFs can be established within 12 months on the world's major stock exchanges—years faster than a direct listing—connecting the world's capital to INNOVO's global financial ecosystem for investing billions in Smoke2Value bio-farms and other INNOVO profitable clean technologies.

ESG-oriented assets under management have grown from \$18.4 trillion in 2021 to approximately \$35–40 trillion in 2025–2026, and are projected to reach \$40–45 trillion by 2030, representing over 20% of all global assets under management.^{[7][8]} The Net Zero Asset Managers initiative, which relaunched in early 2026 with over 250 signatories, demonstrates continued institutional demand for credible climate-aligned investment products—even amid political headwinds in certain markets.^[9]

For financial services firms, the commercial and strategic impact is immediate and multi-dimensional. The first investment bank or asset manager to establish an INNOVO ETF franchise gains first-mover access to the fastest-growing segment of clean energy infrastructure investment: a verified, physically genuine, revenue-generating decarbonization asset class with institutional-grade returns. The first mover defines the category. Every follower is reactive.

Key Metrics at a Glance

Metric	Value / Impact
Global ESG AUM (2025–2026)	\$35–40 trillion; projected \$40–45 trillion by 2030
Net Zero Asset Managers initiative	250+ signatories; relaunched February 2026
INNOVO bio-farm capex	\$392M per 205-acre facility; 58.9% project IRR; 2.6-year payback
Annual CO₂ digested per bio-farm	600,000 tons
45Q tax credits per bio-farm	\$51M/year × 12 years = \$612M total per US bio-farm
14 US shovel-ready sites	\$4.62B in available capital across all sites
Technology validation	\$16B in offtake contracts from 5 of the world's top 10 oil & gas majors
INNOVO ETF opportunity	Global network on major exchanges within 12 months
Capital raise trajectory	Rising annual capital requirements as build rate doubles every 6 months
Qualifying first-mover partnership	\$300M of 45Q credits sold for \$200M cash = \$100M immediate profit
ESG debt market	Sustainability-linked bonds, green bonds, and revolving credit facilities
IFRS S2 / SBTi alignment	Physical CO ₂ elimination meets highest verification standards

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1. The Smoke2Value Bio-farm Technology

1.1 How It Works: Smoke2Value Technology Proven at Industrial Scale

Webpage and short video: [Smoke2Value](#)

Algae in the oceans grow by digesting half of the planet's CO₂ using sunlight and photosynthesis. Microalgae have been profitably grown in shallow ponds for decades by hundreds of small companies to produce a range of natural products, including animal feed, fish feed, food supplements, cosmetics and nutraceuticals.

A revolutionary version of this clean technology has now been proven at an industrial scale. Using thousands of 2.4-meter high tanks and a harvester, it produces 127 times more algal biomass than shallow ponds.

Smoke2Value Technology Proven at Industrial Scale

Harvester

**\$800M Capex
500 acres**

Digests 1 million tons CO₂ yearly

Smoke CO₂

Air: CO₂

Algae in seawater digest CO₂ in sunlight (photosynthesis) to grow. The increased algal biomass is regularly harvested.

Algal Biomass is Refined to Yield High-Value Products

**The technology is highly profitable:
58% IRR 2.6 year-payback**

High profits enable Net Zero, Nil Capex

Sustainable Aviation Fuel (SAF)

Animal Feed Fish Feed

Food supplements

Food colorants

Cosmetics Nutraceuticals

Algae in seawater digest CO₂

There are 250,000 tanks on a 500-acre bio-farm. The algae grow in bright sunlight through photosynthesis, just like they do in the sea. The algal biomass is harvested by the yellow overhead harvester and then sent for fractionation and refining to yield numerous products for different markets. Half of the crude algal oil output is destined for sustainable aviation fuel feedstock.

1.2 \$16B Offtake Contracts from 5 Oil & Gas Majors Including Shell, Chevron & BP

Five of the world's top 10 oil & gas companies, including BP, Chevron, and Shell each performed 2 years' due diligence on the technology. Between them, they then placed \$16 billion in three offtake contracts for the crude algal oil feedstock for sustainable aviation fuel. An INNOVO Smoke2Value bio-farm is to be collocated on a net zero, nil capex basis adjacent to the oil refinery of an oil & gas major to profitably digest all its emissions.

Crucially, removing the CO₂ from the generator's smoke enables that generator to produce electricity with zero net emissions. The generator itself is unchanged: it is the adjacent bio-farm that transforms its output from a climate liability into a source of clean energy.

1.3 Financial Performance Summary

Parameter	Value
Capital expenditure per bio-farm	\$392M (205 acres)
Annual CO ₂ digested	600,000 tons
Project IRR (10-year)	58.9%
Equity IRR (10-year)	42.3%
Payback period	2.6 years
45Q tax credits (12 years)	\$612M total (\$51M/year)
Revenue (Year 5)	\$1.4B–\$1.55B at full capacity
EBITDA (Year 5)	\$423M–\$458M
MOIC (8-year)	34.6×
Financing structure	80% debt (\$314M) / 20% equity (\$78M)

2. Commercial and Strategic Impact on the Financial Services Industry

2.1 The Scale of the Opportunity

The global financial services industry manages over \$120 trillion in assets, and the ESG-oriented segment has grown to approximately \$35–40 trillion in 2025–2026.^{[7][8]} Yet the industry faces a structural challenge: the vast majority of ESG investment products are based on negative screening, relative benchmarking, or offset-based approaches that do not deliver physically verified emissions reductions. Institutional investors, pension funds, and sovereign wealth funds are increasingly demanding investment products that deliver genuine, measurable, physical decarbonization—not paper-based claims.^[12]

INNOVO's Smoke2Value bio-farm technology creates a fundamentally new asset class that resolves this gap: high-IRR industrial infrastructure that physically digests CO₂, generates verifiable carbon reductions under SBTi and IFRS S2 standards, and produces commercial revenues from sustainable aviation fuel, animal feed, omega-3 oils, and fish feed. Each bio-farm is a bankable, revenue-generating project with a 58.9% IRR and a 2.6-year payback—institutional-grade returns that exceed virtually every other clean energy asset class.

2.2 The Rising Annual Capital Raise

INNOVO's deployment strategy calls for the build rate to double every six months.^[13] Starting with one bio-farm at \$392 million, the capital requirement trajectory escalates rapidly: two bio-farms in the second half-year (\$784 million), four in the third (\$1.57 billion), eight in the fourth (\$3.14 billion), and so on. Within 36 months of the first deployment, INNOVO's annual capital requirement will exceed \$10 billion, rising to \$50 billion and beyond as global deployment scales across multiple continents and target industries.

This rising capital requirement creates an enormous, recurring opportunity for financial services firms across every function: project finance, structured finance, tax credit monetization, equity underwriting, debt arrangement, and ETF sponsorship. The capital raise is not a one-time event—it is an accelerating, multi-decade pipeline of institutional-scale transactions.

2.3 INNOVO Exchange Traded Funds

INNOVO plans to invite investment banks and asset managers to set up INNOVO Exchange Traded Funds (ETFs) on international exchanges.^[6] An INNOVO ETF would be a 'single strategy' investment fund, investing only in INNOVO Net Zero or directly in INNOVO National Ventures or INNOVO Ventures. Each ETF would be an umbrella fund to accommodate investment in different INNOVO companies. The investment bank or asset management fund would run it at arms-length from INNOVO.

Ideally, each INNOVO National Venture would have a matching INNOVO ETF listed on the national stock exchange. For example, an Indian ETF listed on the Mumbai stock exchange by an investment bank would provide access to capital and liquidity for the INNOVO National Venture for India. A US-listed ETF on the NYSE or NASDAQ would channel American institutional and retail capital into US-based Smoke2Value bio-farms.

Advantages of INNOVO ETFs

- **Speed to market:** An investment bank can list a fund in months. INNOVO Net Zero or any of its Ventures would require several years of trading before they could list directly on a stock exchange.
- **Liquidity:** Each INNOVO ETF would provide guaranteed two-way pricing and a deep pool of liquidity, with continuous bid-offer prices throughout the trading day. Price and trading data would be disseminated to professional terminals worldwide.
- **Integration:** INNOVO's share trading platform has been designed to integrate with ETFs. INNOVO's Articles of Association are modelled on a listed company, enabling share trading without the need to consult shareholders for each transaction.
- **Global reach:** A global network of INNOVO ETFs can be set up within 12 months on the world's major stock exchanges, connecting the world's capital to the INNOVO global financial ecosystem for investing billions in Smoke2Value bio-farms and other INNOVO profitable clean technologies.

2.4 Revenue Streams for Financial Services Firms

INNOVO's commercial model creates multiple, simultaneous revenue streams for financial services participants:

Service	Opportunity
Project Finance	Arrange \$314M debt (80%) and \$78M equity (20%) per bio-farm. With build rate doubling every 6 months, annual transaction volumes escalate rapidly into multi-billion dollar pipelines.
Tax Credit Monetization	Structure and broker IRS Section 6418 transfers of 45Q credits at \$51M/year per bio-farm. 14 US sites = \$612M in credits per site over 12 years.
ETF Sponsorship	Establish and manage INNOVO ETFs on international exchanges. Earn management fees on a fast-growing AUM base linked to the world's most profitable clean energy asset class.
Sustainability-Linked Debt	Arrange green bonds, sustainability-linked loans, and revolving credit facilities for INNOVO SPVs. Bio-farm projects meet the highest standards for green bond certification.
M&A and Strategic Advisory	Advise on INNOVO National Venture formation, joint ventures with industry leaders, and strategic exits. Multi-billion dollar transaction pipeline.
Sovereign Wealth / Pension	Allocate institutional capital to INNOVO bio-farm SPVs. 58.9% IRR with physically verified climate impact satisfies both fiduciary duty and ESG mandates.
Insurance and Risk	Underwrite construction risk, operational risk, and offtake guarantee structures for bio-farm deployments globally.

2.5 Tax Credit Purchase Opportunity

INNOVO sells US Section 45Q Production Tax Credits to industry partners and financial institutions.^{[4][5]} The qualifying first-mover partnership definition is: INNOVO grants first-mover status to an industry leader in return for either (a) sale of \$300M of US 45Q Tax Credits for \$200M cash (generating \$100M immediate profit for the buyer) or (b) generation of \$200M cash from \$300M in Australian CO₂ tax mitigation obligations (same profit structure).

Financial institutions with US federal tax liabilities—including investment banks, asset managers, and insurance companies—can purchase 45Q credits directly to reduce their own tax obligations, or can broker and structure these transactions for their corporate clients. The IRS Section 6418 transfer mechanism, established under the Inflation Reduction Act and reinforced by the One Big Beautiful Bill Act (July 2025), explicitly authorizes the sale and transfer of 45Q credits to unrelated third parties.

3. First Mover vs. Follower: The Strategic Gap

The financial services industry operates on relationships, reputation, and institutional knowledge. The competitive consequences of being the first mover in INNOVO’s financial ecosystem are therefore particularly profound: the first mover gains exclusive franchise positions, advisory mandates, and distribution relationships that are structurally unavailable to followers.

First Mover	Follower
Exclusive INNOVO ETF franchise on key exchanges; first to market with the world’s first profitable industrial decarbonization ETF	Enters a market already defined by the first mover’s ETF; competing on fees and distribution against an established incumbent
Lead arranger on initial multi-billion dollar project finance pipeline; preferred relationship as build rate doubles every 6 months	Junior or co-arranger role on subsequent tranches; first mover has captured the relationship and institutional knowledge
First-mover access to 45Q tax credit brokerage: 14 US sites × \$612M per site = \$8.57 billion in total credits over 12 years	Access to credits only after first mover has structured and placed the initial tranches; reduced inventory and pricing power
Category-defining thought leadership: the bank or asset manager that built the world’s first profitable net zero infrastructure ETF	Reactive positioning; cannot claim leadership regardless of subsequent product launches
Advisory mandates on INNOVO National Venture formation, strategic partnerships, and industry-leader negotiations globally	Limited to follow-on advisory work; strategic relationship with INNOVO already locked to first mover
Preferred access to INNOVO’s rising capital pipeline: annual capital raise escalating from \$392M to \$10B+ within 36 months	Competes for capital-raising mandates against first mover’s established relationship and track record
Enhanced ESG credentials: the first firm to sponsor a physically verified, revenue-generating decarbonization fund	ESG positioning weakened by delay; institutional investors who demanded credible climate products have already allocated to first mover’s fund

3.1 The First Mover’s Financial Advantage in Detail

The first investment bank or asset manager to partner with INNOVO gains a multi-dimensional financial advantage that compounds over time. The ETF franchise alone represents a growing AUM base linked to one of the highest-IRR clean energy asset classes in the world. Management fees, performance fees, and distribution economics accrue from the moment of listing.

On the project finance side, each bio-farm requires \$392 million in financing (80% debt, 20% equity). With the build rate doubling every six months, the lead arranger’s transaction pipeline grows exponentially. Within 24 months of the first deployment, the cumulative financing pipeline exceeds \$5 billion; within 36 months, it exceeds \$15 billion. The institutional knowledge, credit analysis, and relationship capital built through early mandates create a structural barrier to entry for follower banks.

Tax credit brokerage provides an additional revenue stream. At 14 US sites generating \$612 million each in 45Q credits over 12 years, the total addressable market for credit placement is \$8.57 billion. The first mover structures the template transactions, establishes buyer relationships, and captures the premium economics of early-stage placement.

3.2 The Follower's Compounding Disadvantage

Followers in financial services face a particularly severe version of the first mover / follower gap because the advisory and distribution relationships that define investment banking and asset management are built on trust, track record, and institutional knowledge—all of which the first mover accumulates from day one.

A follower entering the INNOVO financial ecosystem 12–18 months after the first mover finds that the ETF franchise on key exchanges is already established, the project finance relationship is already locked, the tax credit brokerage templates are already in use, and the thought leadership narrative—the firm that built the world's first profitable net zero infrastructure fund—is already defined. The follower's only path to meaningful market share is to compete on price, which compresses margins and reduces the strategic value of the mandate.

4. US Federal Tax Credits: Section 45Q

4.1 Section 45Q Production Tax Credits

Each INNOVO Smoke2Value bio-farm co-located with a US industrial host qualifies for Section 45Q Production Tax Credits at \$85 per ton of CO₂ captured and utilized under the One Big Beautiful Bill Act (July 2025).^{[4][9]} At 600,000 tons of CO₂ captured annually, a single US bio-farm generates \$51 million per year in 45Q credits for 12 years, totaling \$612 million per bio-farm. These credits are fully transferable to third parties at prevailing market rates of 85–95% of face value under IRS Section 6418.

The statutory basis for algae-based capture is explicit. Section 45Q(f)(5)(A)(i) authorizes credits for fixation of qualified carbon oxide through photosynthesis or chemosynthesis, such as through the growing of algae.^[14]

4.2 The Financing Structure

INNOVO's financing structure for first-mover partners offers compelling economics for financial services participants:

- INNOVO finances 100% of the \$392 million bio-farm construction and operation.
- First tranche: \$160M in 45Q credits sold for \$80M cash (50% discount), providing the 20% equity requirement and unlocking \$320M in project debt.
- Second tranche: Remaining \$452M face value in credits sold at 50–60% discount to data centers, tech giants, heavy emitters, and financial institutions.
- The secured loan structure against binding purchase agreements enables upfront construction capital, fully compliant with IRS regulations.

This structure is well-established in renewable energy tax equity financing and represents a large, recurring transaction pipeline for investment banks with tax credit structuring and placement capabilities.

5. The Regulatory Landscape Driving Opportunity

5.1 IFRS S2 and Climate Disclosure

IFRS S2 Climate Disclosure Standards require companies to disclose the physical carbon impacts of their operations and the credibility of their net zero pathways.^[15] For financial services firms, this means disclosing the carbon intensity of their investment portfolios, the physical emissions reductions achieved by their portfolio companies, and the alignment of their lending and underwriting activities with climate targets. INNOVO's bio-farm deployments provide the highest standard of physically verified, independently certified CO₂ elimination—the gold standard for IFRS S2 portfolio disclosure.

5.2 Science Based Targets Initiative (SBTi)

More than 7,000 companies globally have approved Science Based Targets, which require alignment with a 1.5°C pathway and prohibit the use of offsets for Scope 1 and Scope 2 emissions reductions.^[16] Financial services firms with SBTi commitments must demonstrate that their financed emissions are reducing through genuine, physical decarbonization—not through the purchase of carbon credits or renewable energy certificates. INNOVO's technology provides exactly this: physically verified CO₂ digestion that meets SBTi requirements for portfolio companies and for the financial institution itself.

5.3 EU Taxonomy and Sustainable Finance Regulation

The EU Taxonomy for Sustainable Activities and the Sustainable Finance Disclosure Regulation (SFDR) impose increasingly stringent requirements on financial products marketed as 'sustainable' or 'Article 9' compliant.^[17] An INNOVO ETF backed by physically verified CO₂ digestion and revenue-generating clean energy products represents one of the strongest candidates for Article 9 classification—the highest sustainability standard under SFDR. This regulatory advantage provides a material distribution and marketing benefit relative to competitors offering offset-based or negatively screened ESG products.

5.4 Net Zero Asset Managers Initiative

The Net Zero Asset Managers initiative relaunched in early 2026 with more than 250 signatories, including UBS Asset Management, Amundi, and BNP Paribas Asset Management.^[9] While the initiative removed specific 2050 net zero targets following political pressures in the US, it retained its alignment with the Paris Agreement and continues to require annual progress reporting on climate-related targets. For signatories, INNOVO's bio-farm technology provides one of the most credible pathways to demonstrate genuine progress on financed emissions reduction—without the greenwashing risk associated with offset-based approaches.

6. Enterprise Value Enhancement and ESG Leadership

6.1 Valuation Impact on Financial Services Firms

Research from Carbon Tracker and the IEA demonstrates that sustainability leaders across all sectors trade at higher valuation multiples than laggards.^{[18][19]} For financial services firms, the reputational and commercial value of sponsoring the world's first profitable, physically verified industrial decarbonization ETF is substantial. The first mover gains enhanced ESG credentials, preferential access to sustainability-mandated capital pools, improved analyst coverage, and a differentiated brand proposition in the fastest-growing segment of asset management.

6.2 Sustainability-Linked Finance Products

INNOVO's bio-farm SPVs are ideal candidates for sustainability-linked debt instruments. The projects meet the highest standards for green bond certification, sustainability-linked loan margin adjustments, and ESG-mandated lending criteria. Each bio-farm's SDG alignment—covering 10 of the 17 UN Sustainable Development Goals—provides robust, measurable KPIs for sustainability-linked financing.

The SDG-linked financing framework provides verification protocols aligned with Global Reporting Initiative (GRI) Standards, Sustainability Accounting Standards Board (SASB) metrics, and Task Force on Climate-related Financial Disclosures (TCFD) recommendations.^[20]

6.3 Talent and Brand Positioning

The financial services industry faces an accelerating talent challenge as younger professionals increasingly seek employers with credible climate and sustainability credentials. The first firm to build INNOVO's ETF franchise gains a powerful talent narrative: the bank or asset manager that created the world's first profitable, industrial-scale decarbonization investment product. This attracts quantitative analysts, sustainability specialists, and the next generation of investment banking talent.

7. INNOVO’s Capital Raise Trajectory and Financial Services Requirements

7.1 Build Rate Doubling Every Six Months

INNOVO’s bio-farm deployment strategy is designed for exponential scaling. The build rate doubles every six months, creating a rapidly escalating capital requirement that demands institutional-grade financial services infrastructure.^[13]

Period	Bio-farms	Capital Required	Cumulative
Months 1–6	1	\$392M	\$392M
Months 7–12	2	\$784M	\$1.18B
Months 13–18	4	\$1.57B	\$2.74B
Months 19–24	8	\$3.14B	\$5.88B
Months 25–30	16	\$6.27B	\$12.15B
Months 31–36	32	\$12.54B	\$24.70B

This trajectory demonstrates why INNOVO requires a global financial services infrastructure—not a single banking relationship. The capital raise demands multiple investment banks, asset managers, and distribution channels operating in parallel across international markets.

7.2 The Role of INNOVO ETFs in Scaling

At the scale described above, traditional project-by-project capital raising becomes insufficient. INNOVO ETFs solve this by creating a continuous, liquid market for INNOVO equity that channels institutional and retail capital into the bio-farm deployment pipeline. Each INNOVO National Venture ETF provides guaranteed two-way pricing and a deep pool of liquidity, disseminated to professional terminals worldwide via the exchange’s data feed.

The combination of project finance (for individual bio-farm SPVs) and ETF capital (for INNOVO National Ventures and INNOVO Net Zero TopCo) creates a dual-channel capital raising architecture that matches INNOVO’s exponential deployment trajectory.

7.3 Target Financial Services Partners

INNOVO’s financial services engagement targets include:

- Investment banks: UBS, Goldman Sachs, Morgan Stanley, J.P. Morgan, Barclays, Deutsche Bank, Citi
- Asset managers: BlackRock, Vanguard, Amundi, BNP Paribas Asset Management, Fidelity, State Street
- Sovereign wealth funds: ADIA, Masdar (UAE), GIC and Temasek (Singapore), PIF (Saudi Arabia), NBIM (Norway)
- Pension funds: CalPERS, CalSTRS (US), CDPQ (Canada), APG and PGGM (Netherlands), UniSuper (Australia)
- Development finance: IFC (World Bank), AIIB, European Investment Bank, EBRD

8. Strategic Communications Opportunity for PR Agencies

8.1 Why the Financial Services Story Is Uniquely Compelling

Financial services touch every other industry. The first investment bank or asset manager to build INNOVO's ETF franchise becomes the conduit through which institutional capital flows into the world's most profitable industrial decarbonization technology. This is not a niche ESG story: it is a mainstream financial markets story with tier-one coverage across the Financial Times, Bloomberg, Wall Street Journal, Reuters, and every major financial outlet simultaneously.

The communications narrative is genuinely groundbreaking: the world's first ETF backed by physically verified, revenue-generating, industrial-scale CO₂ digestion—delivering 58.9% IRR to investors while eliminating hundreds of thousands of tons of CO₂ annually. This is not a press release: it is a category-defining announcement that repositions the sponsoring firm as the leader in climate-aligned investment.

8.2 Enterprise-Wide Communications Mandates

The financial services firm that partners with INNOVO first will require comprehensive, multi-year communications support across every function: investor relations (reframing the firm's ESG positioning and fund performance narrative), C-suite thought leadership (establishing the CEO or CIO as the architect of the new climate investment category), regulatory engagement (shaping SFDR, EU Taxonomy, and SEC climate disclosure treatment of INNOVO-backed products), and product marketing (distributing the ETF and project finance products to institutional and retail investors globally).

8.3 New Business Across Adjacent Sectors

Expertise in INNOVO's financial services story creates immediate adjacencies to communications opportunities across all eight of INNOVO's target industries: oil and gas, data centers and tech giants, steel, cement, chemicals, aluminum, aviation, and power generation. Each industry partnership creates its own communications mandate for the firm's industrial clients—and the financial services communications firm that built the ETF story is the natural advisor for each subsequent industry announcement.

8.4 The Dual-Track PR Engagement Model

INNOVO operates a Dual-Track PR engagement model.

Track 1 (Paid Mandate) applies to firms with no existing client conflicts: the agency wins the mandate from both the industry leader and INNOVO for new clients.

Track 2 (Strategic Briefing) applies to firms with existing retained relationships in target sectors: the agency wins the mandate from its existing client only, avoiding any conflict of interest with INNOVO.

All information in this briefing is in the public domain. There is no requirement to notify INNOVO before approaching any client or media contact.

9. Next Steps

9.1 Recommended Immediate Actions

- Schedule your comprehensive webinar briefing with the INNOVO team to review the technology, the financial model, the ETF architecture, the 45Q tax credit structure, and the specific opportunity for each of your major financial services clients.
- Request data room access to conduct independent due diligence on the technology validation, Section 45Q tax credit structure, bio-farm financial model (V86), ETF architecture, and capital raise trajectory.
- Identify which of your existing clients in investment banking, asset management, sovereign wealth, or pension fund management are most immediately advantaged by first-mover access to the INNOVO ETF franchise, project finance pipeline, and tax credit placement opportunity.
- Prepare the strategic intelligence package for your client's C-suite—Chief Executive, Chief Investment Officer, Head of Sustainable Finance, and Head of ETF Products—drawing on the data room materials.
- Engage your client before competitors do. The ETF franchise, the lead arranger position on the project finance pipeline, and the first mover communications narrative are all available exclusively to the financial services firm that acts first.

9.2 Contact

PR Agency Enquiries: public.relations@innovo-network.com

innovo-net-zero.com/pr-briefing

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Sources

The following external sources are referenced throughout this document via numbered footnotes. Where INNOVO documentation corroborates an external source, the INNOVO reference is noted in parentheses. All INNOVO supporting documentation is available in the INNOVO Data Room at [innov-net-zero.com/pr-briefing](https://www.innov-net-zero.com/pr-briefing).

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