Trustbl

Turn sustainability spend into profit. Verified.

Compliance data in. Verified carbon credits out.

Sunil Cherian, CEO · sunil@trustbl.ai · Sep 2026 C15 Demo Day

TRUSTBL

EMISSIONS REPORTING IS NOW LEGALLY MANDATED

Every large enterprise

is now legally forced to measure emissions.

INDIA	CALIFORNIA	EU	AUSTRALIA
CCTS	SB 253	CBAM + CSRD	ASRS
740	$1B+	Live	Live
obligated entities · Oct 2026	rev. companies · live	2026 → mandatory 2027	FY 2026

THE PAIN

Today's data — from spreadsheets and consultants — doesn't survive audit.
Non-compliance = board-level fines. Overstated claims = greenwashing exposure.

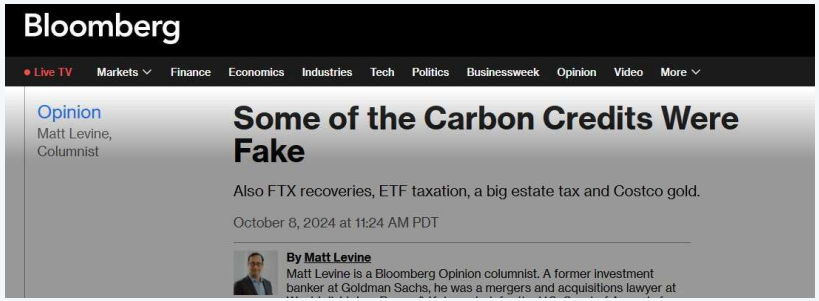
TRUSTBL

ENTERPRISE SUSTAINABILITY SOFTWARE UNLOCKS CARBON CREDITS

The same compliance data

becomes tradeable carbon credits.

TAM	**$40B** global enterprise sustainability software by 2030
SAM	**$6B** data + AI + verification + credits-enablement segment
SOM	**$300M** India CCTS + CA SB 253 obligated · 3-yr addressable


Bloomberg

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Opinion
Matt Levine,
Columnist

Some of the Carbon Credits Were Fake

Also FTX recoveries, ETF taxation, a big estate tax and Costco gold.

October 8, 2024 at 11:24 AM PDT

By Matt Levine
Matt Levine is a Bloomberg Opinion columnist. A former investment banker at Goldman Sachs, he was a mergers and acquisitions lawyer at

Bloomberg Opinion · Matt Levine · Oct 8, 2024

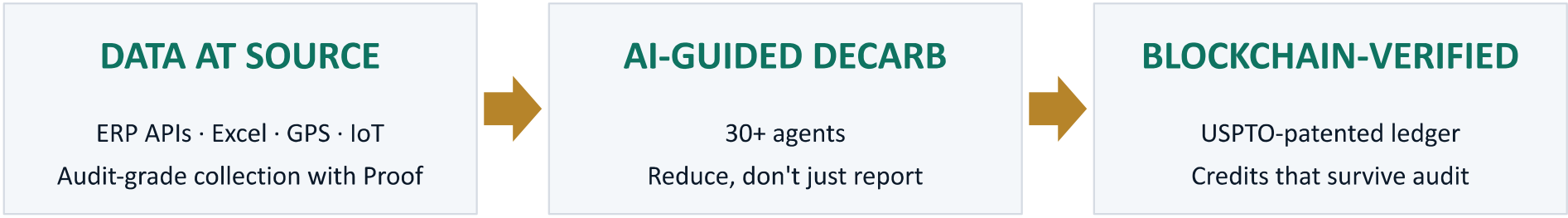
Most enterprises stop at compliance. We take them to the credit market.

TRUSTBL

DATA IN, VERIFIED CARBON CREDITS OUT

One system.

Data in. Verified credits out.



Everything the platform does — carbon, water, waste, ESG — serves this single arrow.

TRUSTBL

$102K ARR · 5 PAYING · ZERO CHURN

$102K ARR live

5 paying · 9 live · $336K contracted · 110% NRR · zero churn

PAYING CUSTOMERS · MULTI-BILLION $ ENTERPRISES · 3 CONTINENTS

NMDC · Sonic Healthcare · Deepak Fertilisers · MRF · Aditya Birla (Grasim)

Government of India anchor (NMDC — via MediusEarth) — signals audit-defensibility to every other buyer

PARTNERS

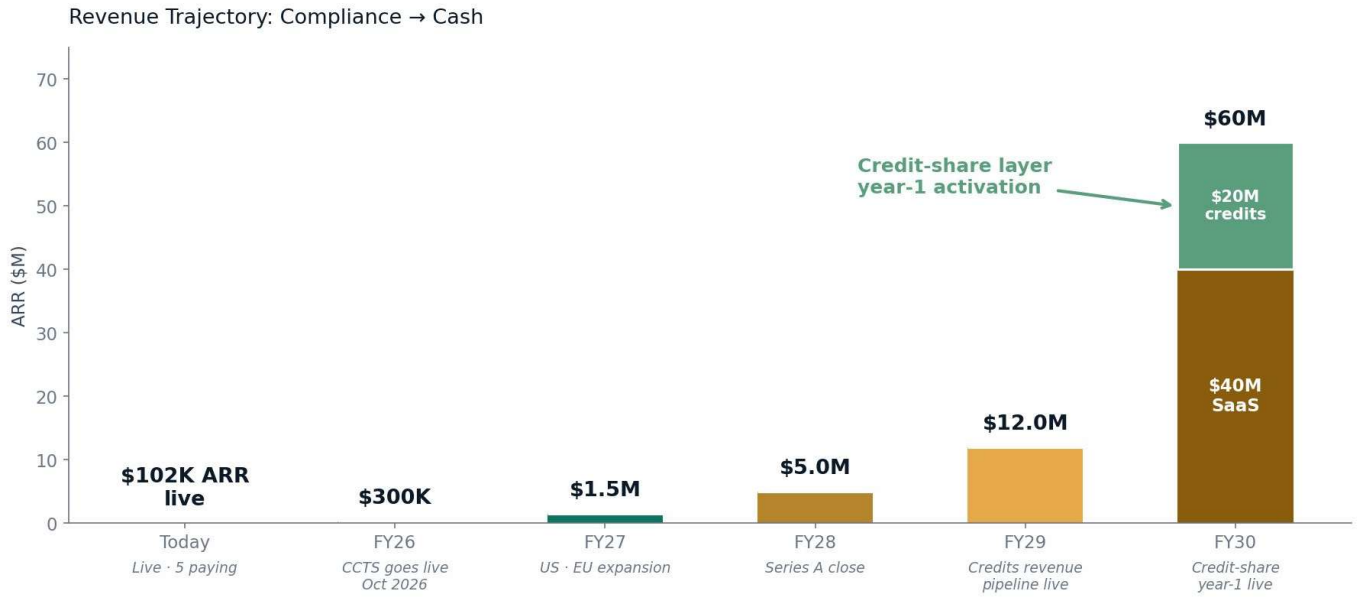
EMC (confirmed) — Environmental Management Consultants, driving Bank of India RFP

Pipeline: PwC bringing customers · CapGemini HQ evaluating · 3 charter deals in negotiation

$102K TODAY → $60M ARR BY FY30

$102K today → $60M by FY30.

Anchored by legislated demand, verified by government + patent moat.

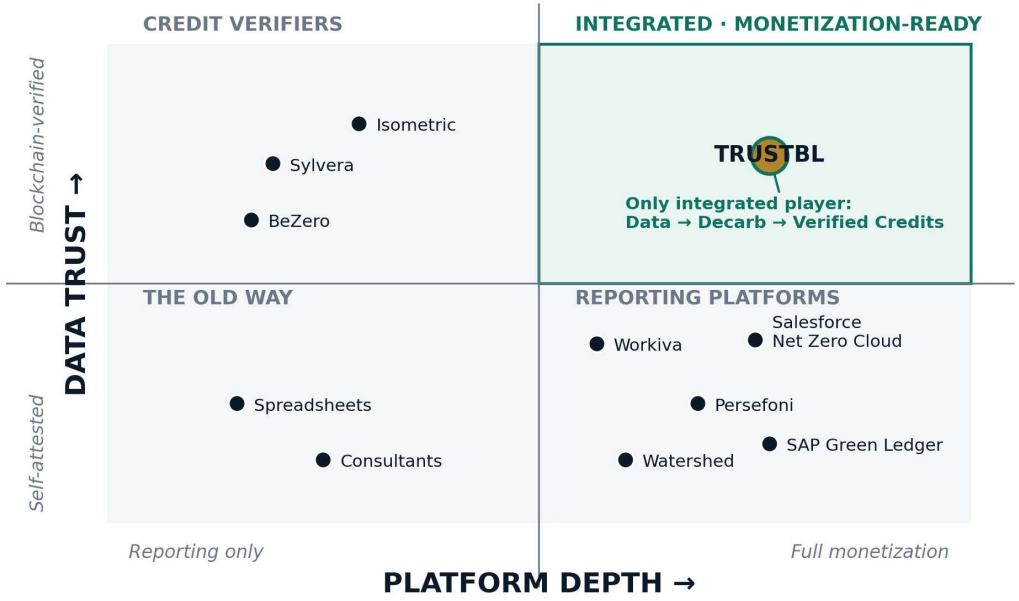


TRUSTBL

ONLY PLATFORM COVERING END-TO-END LIFECYCLE

The only integrated player.

Others stop at reporting or verification. Trustbl is the pipe from compliance data to monetized credits.



TRUSTBL

FOUR STRUCTURAL MOATS

Four moats — all anchored to one story.

01 LEGISLATED DEMAND

India CCTS · CA SB 253 · EU CBAM · AU ASRS.
Regulators do our GTM — zero marketing spend.

02 STANDARDS COAUTHOR

Dr. Ram Ramanan co-authored GHG Protocol + Equator Principles → UN PRI.

03 MULTI-BILLION CUSTOMERS LIVE

5 multi-billion $ enterprises live and paying.
USPTO-granted patent · audit-grade moat.

04 INDIA + US LIVE

India + first US customers live.
CA/EU/AU next · 110% NRR.

Each moat compounds the single story: compliance obligation → cash-generating credits.

BUSINESS MODEL — LAND AND EXPAND ON EVERY MANDATE

SaaS today. Credit share tomorrow.

PRICING

$20K avg ACV · per-facility SaaS.
Land-and-expand on every mandate.

UNIT ECONOMICS

13:1 LTV:CAC · 110% NRR
Zero churn · >85% gross margin

SALES MOTION

Founder-led → partner-brought (EMC confirmed)
→ enterprise inbound as filings begin.

REVENUE STACK

L1: Compliance SaaS (today)
L2: Decarbonization advisory (2026)
L3: Carbon-credit share (2027)

Every new regulation the customer must file becomes a new billing line for us.

TRUSTBL

FOUNDER CO-AUTHORED THE STANDARDS THIS MARKET USES

Standards. Patents. Enterprise reach. Second venture together.



Dr. Ram Ramanan

CSO & Co-Founder

- GHG Protocol + Equator Principles co-author
- IIT KGP Distinguished · Fulbright Fellow
- Ex-Head of Sustainability, ExxonMobil



Sunil Cherian

CEO & Co-Founder

- Serial entrepreneur · 2nd venture with team
- CEO Copperwire · Array IPO · Alteon→Nortel
- MS CS SUNY Albany · CET Trivandrum



Rakesh Sreekumar

CPO & Co-Founder

- Lead inventor · USPTO-granted patent
- GTM at VMware · Siebel · NorthStar
- MBA XLRI · CET Trivandrum

Board & Advisors: Rajan Raghavan (Fabric · 3 exits) · Prabakar Sundarrajan (Fabric · advisor)

TRUSTBL

RAISING $500K BRIDGE

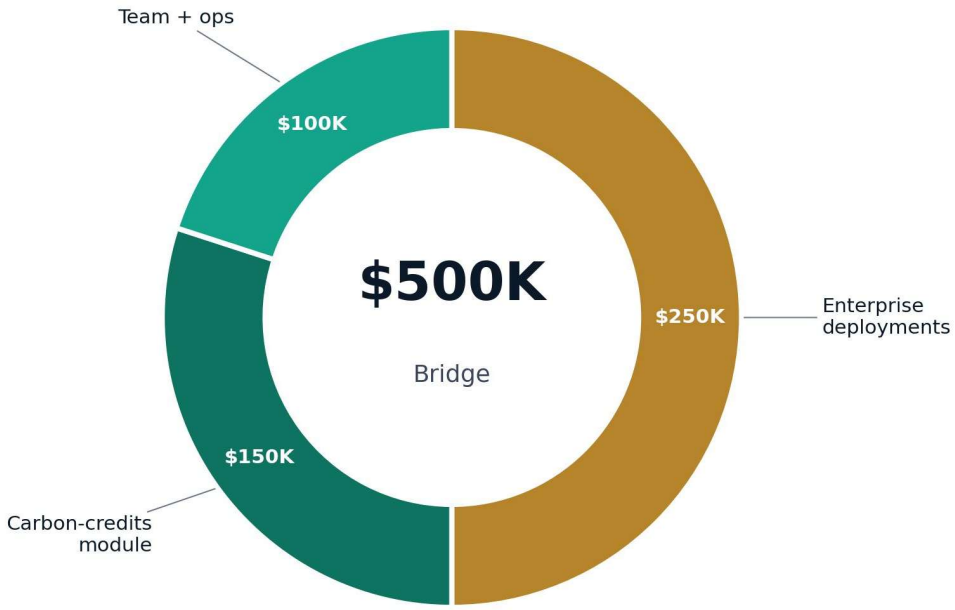
$500K BRIDGE

Open now

Discounted SAFE · 20%
+ participation into $2M priced Seed

WHAT THE BRIDGE UNLOCKS

- 3–4 enterprise go-lives (India + first US)
- Carbon-credits pipeline live
- Series A opens from proof, not promise



Regulated demand. Real revenue. Ready to scale.

sunil@trustbl.ai · trustbl.ai

Startup: Trustbl

https://iitstartups.org/us-demoday-cohort-15/

Trustbl turns sustainability from reporting into performance—using AI, sensor-first data, decarbonization, and blockchain-verified trust to deliver measurable impact and premium carbon credits.



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SCAN

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