

# Biochar Phenomenon



BIOCHAR FUND

*How the humble charcoal can  
positively change  
your business & your life!*

# Biochar Phenomenon

- Business Opportunity & Lifestyle
  - Profit
- Business Management Tool
  - People
- Carbon Credit = Cash & Karma
  - Planet
- Triple Bottom Line

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# Business Opportunity

- Biochar Strategist Mini-Consultation
- Biochar Rural Agro-Industrial Centres
- Biochar Effect Agro-Forestry Economy
- Biochar Academy of Sustainable Development
- Biochar Grow-Your-Own (GYO) Scheme
- Biochar Environadventure Business Incubator

# Business Management

- Biochar derived from Pyrolysis
- Pyrolysis vs. Paralysis
- Charcoal vs. Ashes (Amazonian Dark Earth History)
- Pyrolysis Analogy as Management Tool
- Biochar as Context & Connectivity
- Flow and Storage
- Sustainability

# Carbon Credit

- Climate Change / Energy Shortage / Soil Fertility
- Carbon Dioxide, GHG and Global Warming (being Carbon Positive, Neutral & Negative)
- Biochar as solution to:
  - Global Warming & Carbon Dioxide Emission
  - Peak Oil & Bio-fuels (Pyrolysis)
  - Soil Fertility (Amazonian Dark Earth, Terra Preta)
- Carbon Sequestration: Sink & Storage
- Carbon Credit = Cash & Karma
- Terra Preta Soil Technology

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# Triple Bottom Line

- Health
  - Green Movement (Ecology & Planet)
- Wealth
  - Biochar Effect Economy (Economy & Profit)
- Happiness
  - Sustainable Development (Equity & People)
- Nature / Culture / Self (The Big Three)
- LOHAS (Lifestyle of Health and Sustainability)

# Your Participation

- Biochar Mini-Consultation Strategist
- Biochar Effect Economy
- GYO Businesses
- LOHAS Businesses
- SOHOMINIUM Facilities & Services supports
- Low Investment
- Partners / Associates required

# Acknowledgements

- [www.biochar-international.org](http://www.biochar-international.org)
- [www.eprida.com](http://www.eprida.com)
- [www.bestenergies.com](http://www.bestenergies.com)
- [www.terrapreta.bioenergylists.org](http://www.terrapreta.bioenergylists.org)
- [www.dynamotive.com](http://www.dynamotive.com)
- [www.bionecho.org](http://www.bionecho.org)
- [www.biopact.com](http://www.biopact.com)

A modern office interior with a desk, chair, printer, and a sign that says "SOHO SOHOMINIUM". The room is bright and clean, with a wooden floor and white walls. A sign on the wall reads "SOHO SOHOMINIUM".

# SOHOMINIUM

*Business Startup & Sustainability  
the SOHO way*