

February 4, 2021

Hi Elon,

We recently heard you're donating \$100 million to the best carbon capture technology and we're so excited! As an organization focused on increasing carbon literacy (*in a hip and relatable way - try our [2 min carbon footprint quiz](#) and get your badge*), our goal is to create a world where high CO2 levels and climate change are a thing of the past! We're really working towards the same goal.

To that end, would you be open to donating \$100 to our cause?

(You can use our donations page, also called [High Five's!](#))

Hear us out. As a society, our carbon debt is high (*yes I know, monstrous is more like it, slightly unfathomable really*) and removing legacy CO2 will be quite the feat, let alone future CO2. At clever carbon, we aim to tackle the latter part of the problem so that carbon capture solutions have less work to do when the technology (finally) matures. In the next 3 to 5 years that it takes to refine and scale the technology, society could easily add 30 to 50 billion more metric tons of carbon per year. It also takes time to validate new technology (*preaching to the choir*), especially strategies where CO2 is sequestered underground. There could be ramifications and sensitive thresholds that we're not yet aware of! The less CO2 that needs to be captured or sequestered, the better!

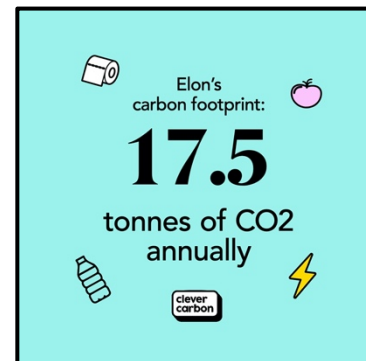
So, by building a world where everyone knows their carbon footprint (*our mission*), carbon labeling can be a thing, just like nutrition labeling and people can make [#clevercarbondecisions!](#) Imagine a world where you can choose between two products based on carbon footprint!

This will ultimately increase transparency and incentivize companies to compete on lowering sustainability metrics like carbon footprint. The cool thing is that hip companies like [Oatly](#) and [Allbirds](#) are already doing it (*and you probably already know that*).

So, what do you say? The \$100 you donate will really just give us clout and buzz which will hopefully result in more people taking our 2 min carbon footprint quiz, thereby accelerating carbon literacy. We'll probably use the actual money to buy [clever caps](#) for volunteers. We can send you one as well (*yes, yes, there's carbon in manufacturing the hat but the positive benefits outweigh, or offset, rather!*)

Thanks for your time, look forward to your response!

Yours truly, the clever carbon team



The badge we made for you features the average annual footprint per person in the US according to Global Carbon Atlas for the year of 2017, 17.5 tonnes of CO2.

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