# Cur8 launches AI tool to democratise carbon removal strategies for corporate sustainability



London-based carbon removal market-maker CUR8 has launched CUR8 Plan, an AI-powered digital tool designed to simplify the development of carbon removal strategies for corporate sustainability teams. Introduced during London Climate Action Week, the platform acts as a “virtual carbon removal scientist,” helping companies navigate the complexities of the carbon removal market without the need for costly consultants or extensive in-house expertise. This initiative aims to bridge a significant gap identified in corporate climate action: while thousands of companies set climate targets, only a small fraction actively invest in carbon removals, often hindered by market complexity and a lack of specialised knowledge.

CUR8 Plan offers users access to scientific expertise and data encompassing over 1,000 carbon removal projects across more than 99 countries, coupled with AI-driven modelling capabilities. This allows sustainability teams to simulate various carbon removal portfolios, assess associated risks, and ensure alignment with prominent frameworks such as the Oxford Offsetting Principles and the Science Based Targets initiative (SBTi). By streamlining strategy formulation, budget planning, and procurement, the platform promises a data-backed approach that enhances confidence and trust in carbon removal outcomes.

Marta Krupinska, CUR8’s co-founder and CEO, emphasised that the tool is designed to save sustainability teams both time and money in building their carbon removal expertise internally. CUR8’s existing platform already serves major global companies including British Airways, Coca-Cola HBC, and Standard Chartered. With the introduction of CUR8 Plan, the company seeks to democratise access to its advanced carbon removal intelligence, empowering sustainability, procurement, and finance teams across a broader range of organisations to translate climate ambitions into concrete actions.

CUR8 operates as a market-maker for carbon removals by combining scientific models, robust data, and software to create high-quality carbon removal portfolios sourced from trusted suppliers worldwide. Beyond strategy development, its platform also offers portfolio management tools that allow companies to monitor, analyse, report, and validate the performance of their carbon removal investments from environmental and financial perspectives. This integrated approach helps manage risk, ensure transparency, and support the scaling of effective carbon removal projects.

In addition to portfolio creation and management, CUR8 provides financing solutions aimed at accelerating the growth of the carbon removal industry. The company recently secured £5.3 million in pre-seed funding led by GV (Google Ventures) to expand its team and enhance its software capabilities further. This influx of capital underlines growing investor confidence in CUR8’s vision to catalyse a trillion-dollar carbon removal market emerging as a critical component of global net-zero strategies.

By delivering science-backed, AI-driven tools that simplify and de-risk the carbon removal market, CUR8 is positioning corporate sustainability teams to lead the transition toward sustainable transformation. Its offerings reflect a broader industry movement to more effectively harness carbon dioxide removal technologies as a vital complement to emissions reduction efforts, addressing the urgent need for credible and scalable climate solutions.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://carbonherald.com/cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies/?utm_source=rss&utm_medium=rss&utm_campaign=cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies), [[2]](https://www.cur8.earth/)
* Paragraph 2 – [[1]](https://carbonherald.com/cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies/?utm_source=rss&utm_medium=rss&utm_campaign=cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies), [[5]](https://www.cur8.earth/products/carbon-planner)
* Paragraph 3 – [[1]](https://carbonherald.com/cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies/?utm_source=rss&utm_medium=rss&utm_campaign=cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies), [[2]](https://www.cur8.earth/), [[7]](https://www.maddyness.com/uk/2023/06/21/meet-cur8-raising-the-bar-on-carbon-removal)
* Paragraph 4 – [[2]](https://www.cur8.earth/), [[3]](https://www.cur8.earth/products/manage), [[4]](https://www.cur8.earth/products/discover)
* Paragraph 5 – [[2]](https://www.cur8.earth/), [[6]](https://www.crowdfundinsider.com/2023/06/207976-cur8-raises-5-3m-to-support-carbon-removals-industry/)
* Paragraph 6 – [[1]](https://carbonherald.com/cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies/?utm_source=rss&utm_medium=rss&utm_campaign=cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies), [[2]](https://www.cur8.earth/), [[6]](https://www.crowdfundinsider.com/2023/06/207976-cur8-raises-5-3m-to-support-carbon-removals-industry/)

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## Bibliography

1. <https://carbonherald.com/cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies/?utm_source=rss&utm_medium=rss&utm_campaign=cur8-launches-ai-powered-tool-to-simplify-carbon-removal-for-companies> - Please view link - unable to able to access data
2. <https://www.cur8.earth/> - CUR8 is a London-based company that acts as a market maker for carbon removals, aiming to simplify the process for businesses to neutralise emissions. They offer a platform that combines scientific models and data to assess the carbon removal market, providing high-quality carbon removal portfolios from diverse global suppliers. Their services include tailored portfolios, carbon management tools, and financing options to support the scaling of carbon removal projects. CUR8 collaborates with leading brands to help them achieve their net-zero targets with confidence.
3. <https://www.cur8.earth/products/manage> - CUR8's Carbon Copilot is a platform designed to help organisations manage, analyse, report, and claim the performance of their carbon removal portfolios. It offers dashboard and insight features that allow users to monitor portfolio performance from credit, emissions, and financial perspectives. The platform enables users to track delivery progress, access approved project content, and manage carbon credit purchases and documentation, providing a single source of truth for all carbon credit activities.
4. <https://www.cur8.earth/products/discover> - CUR8's Discover service leverages world-leading science, data, and software to source the highest quality carbon removal at market-leading prices. They build diverse, durable, high-quality, risk-adjusted portfolios optimised for scale and impact. The service addresses challenges such as accessing high-quality projects, understanding pricing, and managing delivery and cost risks, by providing tailored portfolios that balance quality, price, and risk to help organisations achieve their net-zero targets.
5. <https://www.cur8.earth/products/carbon-planner> - CUR8's Carbon Removal Planner is a tool designed to help organisations visualise their emissions reduction strategies while incorporating carbon removals. It assists in creating net-zero pathways by providing a clear understanding of how carbon removals can contribute to achieving true net-zero goals. The planner simplifies the process of integrating carbon removals into sustainability strategies, making it accessible for organisations at various stages of their net-zero journey.
6. <https://www.crowdfundinsider.com/2023/06/207976-cur8-raises-5-3m-to-support-carbon-removals-industry/> - In June 2023, CUR8 announced a £5.3 million pre-seed funding round led by GV (Google Ventures), with participation from CapitalT, Climate VC, SystemaNova, Force Over Mass, and ANIM. The funding aims to grow the team, scale up capacity, and further develop CUR8's software platform. CUR8 focuses on building high-quality carbon removal portfolios by screening, analysing, and purchasing carbon removal credits from trusted suppliers across various methods, to help businesses neutralise emissions and reach net-zero targets.
7. <https://www.maddyness.com/uk/2023/06/21/meet-cur8-raising-the-bar-on-carbon-removal> - CUR8 is a market maker for carbon removals, aiming to accelerate the growth and development of the industry. They screen, analyse, and buy carbon removal credits from trusted suppliers across various methods, building high-quality carbon removal portfolios. CUR8 has provided carbon removals for landmark events such as The Queen’s Platinum Jubilee Pageant and The State Funeral of HM Queen Elizabeth II, as well as large-scale events like British Summer Time and All Points East.