

FOR IMMEDIATE RELEASE

JEEVAN RECEIVES INVESTMENT FROM BLUE ACTION ACCELERATOR

Bethlehem, PA — August 14, 2023 — Today, Jeevan Climate Solutions announced the closing of a financial investment from Blue Action Accelerator, a global climate investment firm, which is part of the Founders Factory ecosystem.

“We are excited to partner with Blue Action Accelerator as we move towards commercializing our DeCarbonHIX Direct Air Capture technology,” said Dr. Arup SenGupta, Jeevan Chief Executive Officer. “Based on our research, we believe we can remove CO₂ from the atmosphere with a high level of efficiency, which will be a critical tool in our fight against climate change. We have been impressed by Blue Action Accelerator’s focus on innovative and scalable climate solutions, and are excited to partner closely with them as we focus on rapidly deploying our Direct Air Capture technology.”

“Jeevan is the brainchild of Dr. SenGupta and thanks to his years of research into direct air capture technologies, Jeevan is now growing and heading towards carbon removal at mass scale,” stated Olivia Brooks, investor at Blue Action Accelerator. “There is no doubt that greater carbon removal technologies are needed but the effectiveness of their current process and approach for cost reduction means that Jeevan is positioned to be a central player in the global carbon removal efforts. We’re incredibly excited to work alongside such a talented team solving one of the most pressing issues we face.”

Based in Bethlehem, Pennsylvania, Jeevan has developed DeCarbonHIX, a highly efficient carbon removal platform that has the ability to both capture CO₂ and transform CO₂ into consumable minerals.

The technology was developed in association with Lehigh University, and creates a clear path to reducing the cost of direct air capture to less than \$100 per ton of captured CO₂. The team first demonstrated its operational prototype in July 2023.

Dr. SenGupta’s research was initially published in Science Advances in March 2023 following research funding from the Department of Energy, Department of Interior, and Pennsylvania Infrastructure Technology Alliance.

For media inquiries, please contact:

Jeevan Climate Solutions
Neal SenGupta
neal@jeevantech.io

About Jeevan Climate Solutions:

Jeevan Climate Solutions is a leading climate technology startup based in Bethlehem, PA. Founded by Dr. Arup SenGupta, an internationally acclaimed chemical, biomolecular, and environmental engineer, the company specializes in direct air capture (DAC) technology. Leveraging the DeCarbonHIX resin technology from the HIX Technology Platform, originally developed for water purification, Jeevan Climate Solutions is pioneering an innovative and highly-efficient carbon capture process to combat climate change and secure a sustainable future.

About Blue Action Accelerator:

Blue Action Accelerator is a forward-thinking accelerator that brings together entrepreneurs, policymakers, and investors to fund and expedite technologies at the intersection of coastal climate change mitigation and adaptation.