

## Full Acquisition Brief — PlanetaryLedger.com (EN)



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### Acquisition Brief — PlanetaryLedger.com (EN)

#### Asset

- Domain name: **PlanetaryLedger.com** (.com, exact match)
- Nature: category-defining asset for the idea of a **“planetary ledger”** — a global register of impacts, risks, pressures, commitments and flows that determine the planet’s solvency across climate, nature, water, resources and social stability.

#### Suggested contacts

- Website: <https://www.planetaryledger.com>
- Email: [contact@planetaryledger.com](mailto:contact@planetaryledger.com)
- LinkedIn: <https://www.linkedin.com/company/planetaryledger>

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### Audience & Purpose

For:

- Boards, CFO, CRO, Chief Sustainability Officers
- Central banks, supervisors, global financial institutions
- Reinsurers, asset managers, major corporates
- Standard setters (ISSB/IFRS, TNFD) & large audit/advisory firms
- International organisations (UN, EU, BIS, World Bank, G20 taskforces)
- Research bodies, think tanks, climate/nature governance alliances

### Core thesis:

After a decade of work on **planetary boundaries**, and now the emergence of **planetary solvency**, the world lacks the **register layer** — a “grand ledger” that connects those concepts to **accounts, disclosures, capital allocation, risk management and policymaking**.

PlanetaryLedger.com is the natural .com banner for that emerging layer:

a “Planetary Ledger” that records what the economy draws from the planet, what it returns, and what commitments remain open.

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## 1. One-Page Decision

### What it is

A global .com banner for:

- a **Planetary Ledger Framework**,
- a **data registry / API hub** for planetary data,
- an **observatory** linking scientists, actuaries, economists, and policymakers,
- a **ledger-style view** of planetary solvency, integrating climate, nature, water, social and resource dimensions.

### What it changes

A simple, Board-level question:

**“What belongs in the Planetary Ledger — and what does not?”**

It creates a single, neutral entry point for:

- linking **financial accounting** with **planetary accounting**,
- recording **commitments** (net-zero, nature-positive, water, social),
- tracking **risks and flows** associated with these commitments,
- giving supervisors, investors, and governments a **ledger view** of cumulative global pressures.

### What you can build

- **Planetary Ledger Index / Dashboard**
- **Planetary Ledger Registry** (data, APIs, protocols)
- **Planetary Ledger Observatory** (publications, stress tests, scenarios)

- **Planetary Ledger for Finance** (link to disclosures, stress tests, capital allocation)
- **Planetary Ledger for States** (NDC tracking, nature commitments, water security)

### Why it is defensible

- The phrase “planetary ledger” is becoming intuitive, but **no global .com banner** anchors it.
- Offers a neutral, institutional-level name that can host **indexes, protocols, dashboards, frameworks**.
- Sits naturally above climate, nature, water, and risk disclosures — the “book of record” for planetary solvency.

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## 2. What PlanetaryLedger.com IS / IS NOT

### It IS

- A **language & governance asset**,
- a banner for registries, dashboards, indexes, or extended accounting,
- neutral, institutional, future-proof across geographies and sectors,
- usable by a single institution or a global coalition.

### It is NOT

- A credit rating or guarantee,
- a regulatory mandate,
- an official institution (unless adopted by one),
- a built-in methodology or dataset.

### Required disclaimer

“PlanetaryLedger.com is an independent initiative.

It is not affiliated with any institution mentioned in this brief.

Any indicators, methods, or interpretations published under this domain are under the full responsibility of its operator.”

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### 3. Target Buyers & Use Cases

#### Target buyers

- International financial institutions
- Central banks, supervisors, global reinsurers
- Major corporates in energy, food, tech, transport
- Audit & advisory giants
- Standard setters (IFRS/ISSB, TNFD)
- Foundations and climate-finance alliances
- State-level or bloc-level institutions (EU, G20, OECD nations)

#### Illustrative use cases

##### 1. Planetary Ledger for Finance

A registry connecting planetary data (climate, nature, water, social) to portfolios, balance sheets, disclosures, stress tests.

##### 2. National Planetary Ledger

A ledger for:

- NDC commitments,
- biodiversity targets,
- water resources,
- social & institutional risk factors.

##### 3. Public or academic observatory

An independent portal for open data, policy insight, scientific indicators, and governance tools.

*(Illustrative — non binding.)*

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### 4. Why Now (2025–2040)

- Explosion of climate/nature/social disclosure frameworks (CSRD, TNFD, ISSB).
- Central banks preparing **cross-boundary stress tests**.
- Growing discussion on **planetary solvency**, but lack of a “record-keeping” layer.

- Global governance moving from **targets** → **tracking** → **accounting** → **ledger**.

PlanetaryLedger.com is the natural name for that accounting/registry layer.

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## 5. Legal / Compliance Framework

- Only the domain name is transferred.
  - No datasets, methodologies, or services included unless negotiated separately.
  - Buyer is entirely responsible for:
    - regulatory compliance (finance, data, sustainability claims),
    - methodologies & models,
    - brand identity & communication.
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## 6. Acquisition Process

1. NDA
2. Strategic discussion (framework, dashboard, registry, observatory)
3. Formal offer
4. Escrow (payment + transfer)
5. Transfer of domain
6. Coordinated announcement or strict confidentiality