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Keiron Allen, Founder, Mission:Planet, France

Keiron Allen is a technology entrepreneur and financial services innovator presenting his paper on Mission:Planet at Sustainable Innovation 2025. Mission:Planet proposes a revolutionary funding model that combines compound interest with token economics to create a self-sustaining engine for climate action, structured as a trust with the planet as its sole beneficiary. Keiron read History at Cambridge and has been an entrepreneur for most of his career, with several notable climate-focused chapters including serving as Marketing Director at Dresdner Kleinwort for Global Banking, co-founding the Renewables Group, before becoming Marketing Director at NYSE Bluenext, overseeing global marketing strategy at the world's largest carbon market at that time. He subsequently founded The Crypto Climate Exchange (CCX), which explored cutting-edge approaches to financing climate businesses, including Energy Efficient Ethereum (EEE) and Energy Efficient Bitcoin (EEB). Whilst CCX was ultimately shuttered due to changing regulatory environments, it was from this experience that Mission:Planet was born. Keiron currently serves as Special Advisor to <https://www.oairo.com/>, an HVAC technology company that can reduce energy consumption by up to 70%, and is inventor of the patent-pending VISOR technology, a hybrid multi-agent AI system for volatility forecasting and systematic trading. On 3rd November, he will launch <https://www.theamplitudefund.com>, an AI-enhanced algorithmic Alternative Investment Fund.