



Lubomila Jordanova

CEO & Co-Founder, LinkedIn Top Voices Green

Plan A

Lubomila is a Co-Founder and CEO of Plan A, a Berlin-based startup developing an algorithm which predicts where and how climate change will hit the hardest and a software that helps businesses reduce their emissions by 50% within a year and save money while doing so. Plan A's software is officially the first carbon accounting software worldwide to be certified for their methodology and use of scientific knowledge for calculating Scope 1,2,3, making them the only platform on the market able to support companies in carbon accounting reporting to international and governmental bodies.

She also recently co-founded the Greentech Alliance, a collection of 300+ startups which are connected to over 200+ advisors from VC, media and business, who help them monthly with advice and feedback.

Prior to Plan A, she worked in investment banking, venture capital and fintech in Asia and Europe. She was recently selected as one of the top 50 women in Germany in tech by Handelsblatt and was named as 30 under 30 Social Entrepreneur of 2020 by Forbes and Entrepreneur to watch in Germany. She is a Marshall Memorial Fellow 2021/2022.