



# Civic Works: Ethical Commerce Index

Transparency for an Ethical Marketplace



# Consumer Demand Affinity

Millions of consumers want to align their spending with their values, but trustworthy ESG data remains locked behind institutional paywalls and complex reports.

Existing tools serve investors and enterprises—not everyday citizens, students, or advocacy groups who drive grassroots change.

The result? A disconnect between corporate behavior and public accountability. Consumers make purchasing decisions in the dark, unable to reward responsible companies or hold bad actors accountable.

# Civic Works: Ethical Commerce Index



## Trusted Data

Aggregate ESG metrics from verified sources into simple, actionable grades for every major company.



## Accessible Platform

Free web portal and mobile app put corporate accountability data in consumers' hands.



## Smart Integration

Barcode scanning and receipt analysis connect real-world purchases to ethical behavior.

ECI democratizes ESG transparency—transforming values into informed purchasing decisions, connecting market demand affinity with ethical corporate behavior.

# Market Opportunity

## Massive & Growing Demand

Ethical consumption influences over **\$400 billion** in annual spending. Millennial and Gen Z consumers increasingly prioritize sustainability, equity, and governance—demanding transparency before they buy.

The global ESG data market is projected to exceed **\$2.5 billion by 2027**, yet public-facing tools remain scarce. ECI targets this underserved audience with intuitive design and civic partnerships.

73%

Consumers

Want brands aligned with their values

\$2.5B

Market Size

ESG data economy by 2027



# Product Roadmap



## Phase I: Political Transparency

Launch with corporate lobbying and political donation grades using OpenSecrets data. Build brand credibility through focused, verifiable metrics.



## Phase II: Full ESG Integration

Expand to carbon footprint, pay equity, DEI metrics, labor practices, and supply chain transparency from trusted API sources.



## Phase III: Smart Shopping Tools

Deploy barcode scanning and receipt analysis for real-time ethical recommendations at point of purchase.

# Technology Architecture



## Data Aggregation Engine

Ingests ESG metrics from OpenSecrets, CDP, MSCI, and other verified APIs. Normalizes diverse data formats into unified scoring framework.



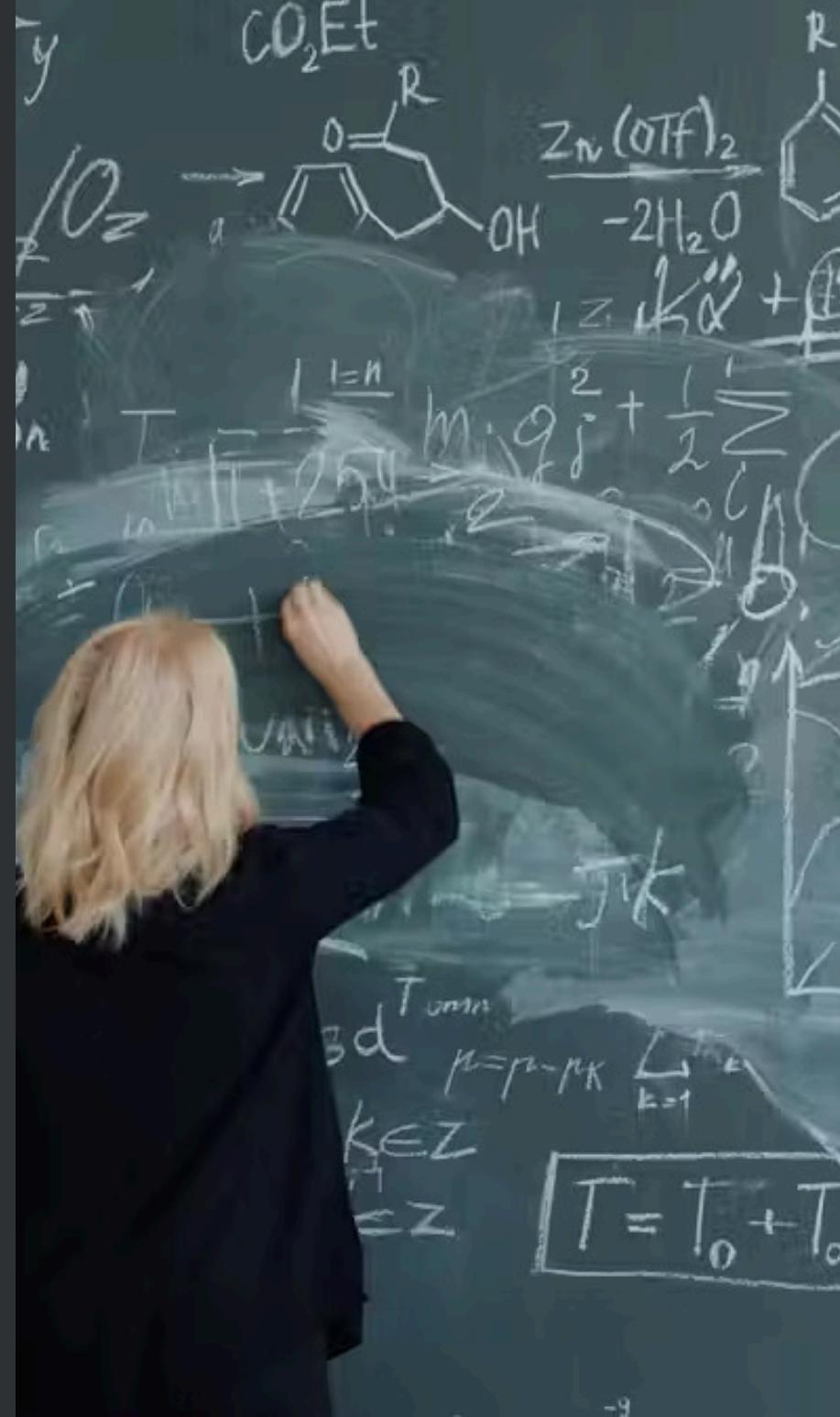
## Quality & Validation

Rigorous data integrity protocols ensure accuracy. Transparent methodology builds trust with users and institutional partners.



## User Experience

Intuitive web and mobile interfaces translate complex ESG data into clear grades and narratives anyone can understand.



# Business Model

## Free Portal

Public web access to company grades and basic ESG data drives awareness and adoption.

## Mobile App

Nominal subscription fee for premium features including barcode scanning and personalized tracking.

## Premium Analytics

Advanced filtering, custom reports, and portfolio analysis for power users and researchers.

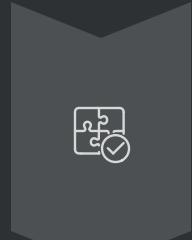
## Institutional Partnerships

Universities, NGOs, and advocacy groups access bulk data and API integration.

---

**Revenue Strategy:** Freemium model ensures broad public access while generating sustainable revenue from engaged users and mission-aligned organizations.

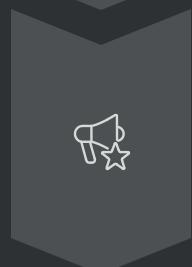
# Go-to-Market Strategy



## Academic Partnerships



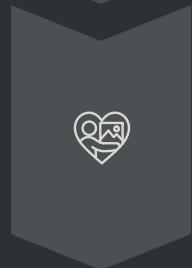
Launch with universities for sustainability education and research applications.



## NGO Alliances



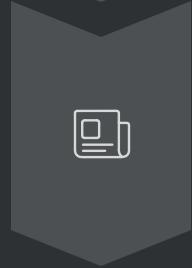
Collaborate with advocacy organizations to amplify reach and credibility.



## Viral Growth



Social media campaigns and influencer partnerships drive grassroots adoption.



## Media Coverage



Position ECI as the authoritative source for consumer-facing ESG data.



# Competitive Landscape



## CSRHub

**Focus:** Institutional ratings

**Gap:** Not consumer-friendly; lacks mobile integration and purchasing context



## Good On You

**Focus:** Fashion industry only

**Gap:** Narrow vertical focus; misses broader corporate accountability



## As You Sow

**Focus:** Shareholder advocacy

**Gap:** Targets investors, not everyday consumers; limited mobile presence

**ECI's Advantage:** Purpose-built for public access with intuitive design, comprehensive ESG coverage, and mobile-first architecture that meets consumers where they shop.

# Leadership Team

George A. Polisner

Founder & CEO

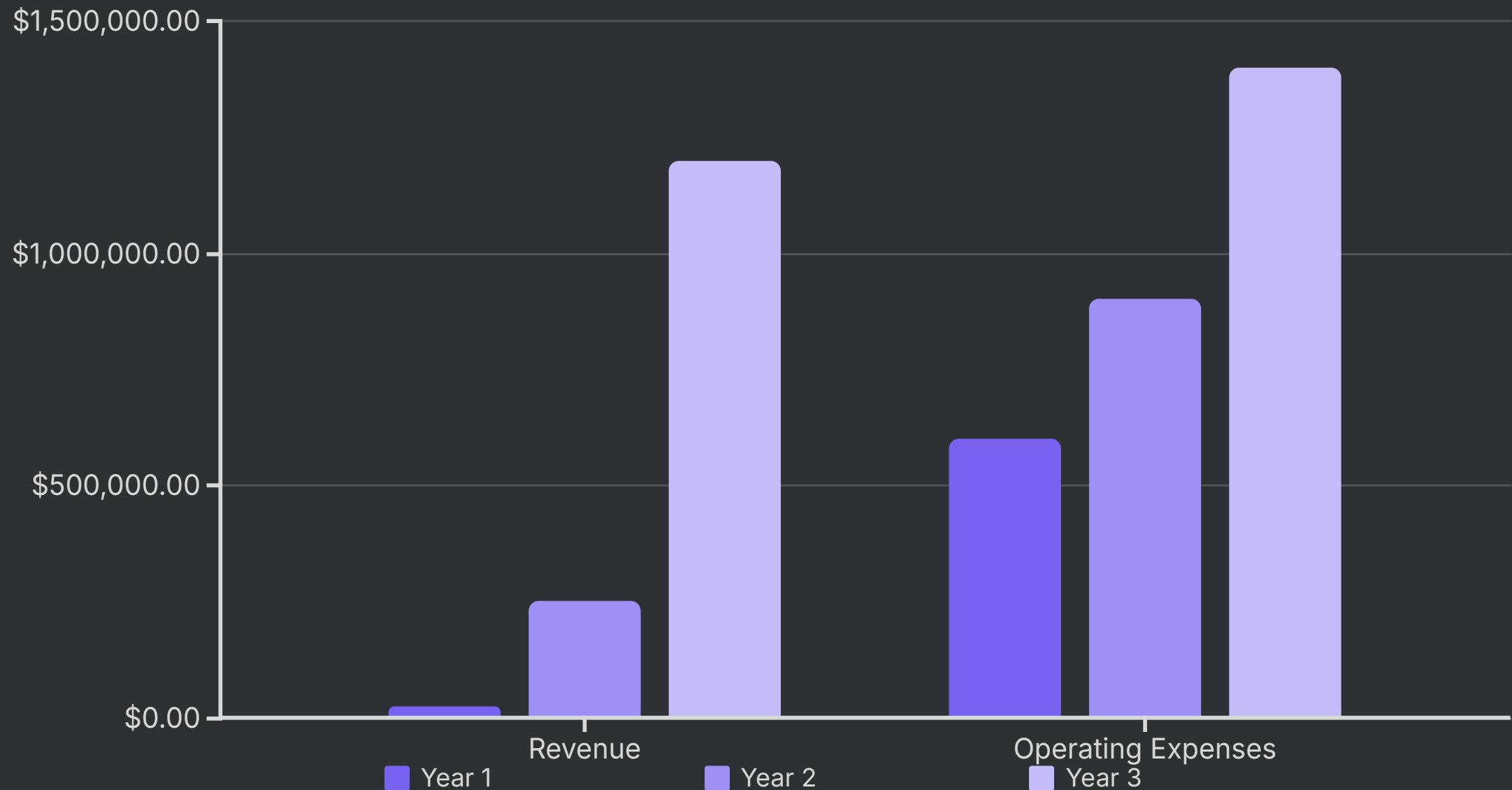
Visionary leader with deep commitment to ethical commerce and civic technology. Bringing together expertise in data transparency, consumer advocacy, and mission-driven business development.

**Building:** Technical advisory board and recruiting experienced CTO to lead product development and data science team.

---

Assembling a world-class team of engineers, data scientists, and ESG experts committed to democratizing corporate accountability.

# Financial Projections



## Year 2 Revenue Drivers

- Premium app subscriptions
- Institutional partnerships
- Data access services

## Year 3 Scale

- 50,000 mobile users
- 20 institutional partners
- Corporate benchmarking

## Path to Breakeven

Approaching profitability by end of Year 3 with continued user growth and institutional expansion.

# The Ask

## \$1.2M Seed Round

Complete product build, launch mobile apps, integrate full ESG datasets, and scale user acquisition through strategic partnerships.

## Use of Funds

### Product Development

Hire CTO and engineering team  
to complete Phase II ESG  
integration and deploy  
iOS/Android apps

### Data & Compliance

Secure API partnerships, build  
data normalization infrastructure,  
ensure regulatory compliance

### Go-to-Market

Launch partnerships with  
universities and NGOs, execute  
marketing campaigns, build  
brand awareness

**Join us in building a free market solution to corporate social responsibility**—empowering citizens to shift capital toward responsible businesses and create lasting social impact.