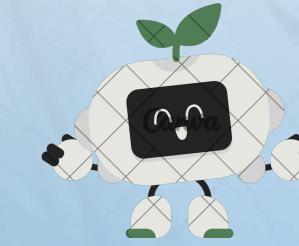


BUSINESS ANALYSIS &
INFORMATION ENGINEERING FINAL
PRESENTATION

BY: NIHARIKA LABHSETWAR
&
VENKATA KOTA SAI MANOGNA
KOPPARAPU



ECO AI

**AI-POWERED ESG RATING AND
REPORTING PLATFORM**

WHAT IS ECO AI??



Hi I am
NiMo!!

I scan through your sustainability reports, regulatory filings, and other public disclosures to:

Extract key ESG metrics & cut down manual data entry by up to 85%

I generate ESG reports that align with all major global standards:

GRI ,SASB, TCFD

Staying ahead is key. I help you:

Forecast upcoming ESG regulations and Identify emerging risks

Ask me anything ESG-related—I respond in plain English.

I guide you step-by-step & simplify complex regulatory jargon. I also tailor my answers and suggestions to your industry, size, and profile.

THE PROBLEM



COMPANIES SPEND AN AVERAGE OF 4,000+ HOURS ANNUALLY ON ESG REPORTING WITH TRADITIONAL METHODS.

- ⌚ Time-consuming manual ESG reporting processes
- 📍 Sustainability data scattered across systems
- 📋 Complex, evolving regulatory requirements
- ✗ Difficulty translating data into insights

OUR SOLUTION

ECOACTION PLANNER REDUCES REPORTING TIME BY 60% WHILE INCREASING ACCURACY TO 95%+

- 🤖 Automates ESG data collection and reporting
- 🛡️ Provides real-time compliance monitoring
- 📊 Centralizes sustainability data management
- 💡 Transforms regulatory requirements into actionable insights.

KEY DIFFERENTIATORS

FASTER REPORTING

AI and machine learning accelerate report generation

USER FRIENDLY

Self-serve system that's easy to use

ADVANCED AUDIT

Comprehensive audit trails and verification

INTEGRATED

Connects with existing enterprise systems

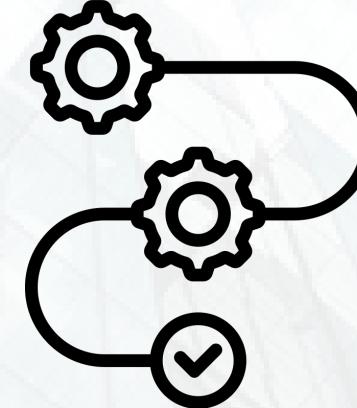
THE PROBLEM THAT SPARKED INNOVATION



INTERVIEWS

ESG teams overwhelmed

Hard to keep up with policies



WORKFLOW MAPPING

200+ hours spent manually

Repetitive tasks, low efficiency



INDUSTRY REPORTS

Limited automation, fragmented data

Tools don't offer real-time value

PROBLEM STATEMENT

"How might we simplify and automate ESG compliance for enterprises struggling with time-intensive processes, policy changes, and data silos?"

WHY IT'S A REAL PROBLEM

- ⌚ Manual tasks is costly and time taking.
- 🔄 Constant policy changes overwhelm teams
- 📊 Siloed data prevents insight generation
- ⚙️ Existing tools lack actionable intelligence

TARGET CUSTOMERS

SMB

JORDAN
AGE :45



Business owner handling sustainability alongside daily operations. Needs simple, affordable solutions.

WHY DO THEY USE ECO AI?

- Save time
- Meet requirements easily
- Build green reputation
- Access expert guidance

EXAMPLE COMPANIES



MID MARKET

SARA
AGE :40



Sustainability Manager with growing needs but limited team. Needs scalable solutions.

WHY DO THEY USE ECO AI?

- Centralize data
- Scale reporting
- Meet customer requirements
- Track progress easily

EXAMPLE COMPANIES



MAJORS

JOHN
AGE :35



ESG Director leading dedicated team. Manages complex reporting across divisions.

WHY DO THEY USE ECO AI?

- Standardize reporting
- Track goals
- Reduce compliance risk
- Generate insights

EXAMPLE COMPANIES



ENTERPRISE

KATHY
AGE :40



Chief Sustainability Officer leading global strategy. Needs advanced integration tools.

WHY DO THEY USE ECO AI?

- Integrate global data
- Handle multiple frameworks
- Provide C-suite insights
- Benchmark performance

EXAMPLE COMPANIES



VALUE PROPOSITION

ECOAI TRANSFORMS SUSTAINABILITY REPORTING FROM A BURDEN INTO A COMPETITIVE ADVANTAGE.

MARKET OPPORTUNITY

 **\$1.3B**
GLOBAL ESG REPORTING SOFTWARE MARKET SIZE IN 2023

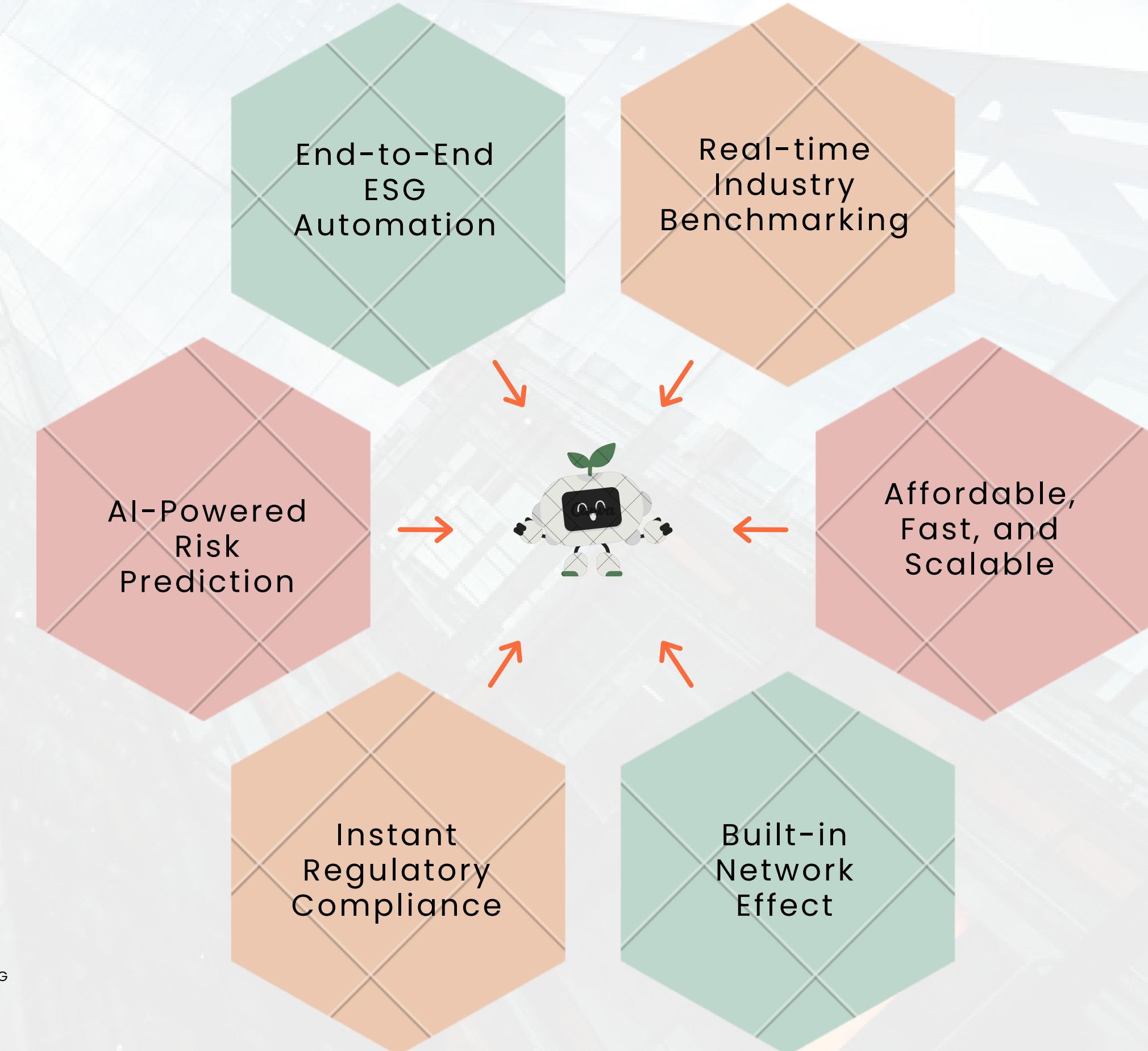
26% CAGR (2023-2029)
PROJECTED COMPOUND ANNUAL GROWTH RATE

 **85% OF ORGANIZATIONS**
INCREASED SUSTAINABILITY INVESTMENTS IN 2024, UP FROM 75% IN 2023

SOURCE

Verdantix – Market Size and Forecast: ESG Reporting Software 2023-2029 (Global)

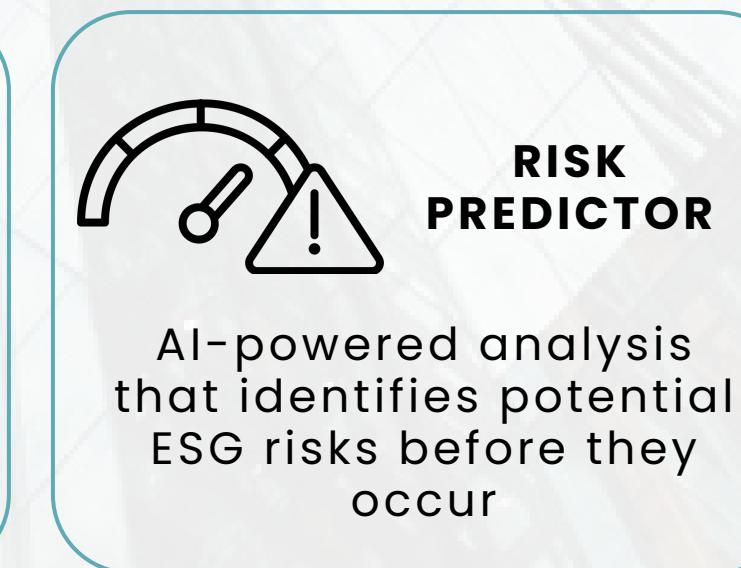
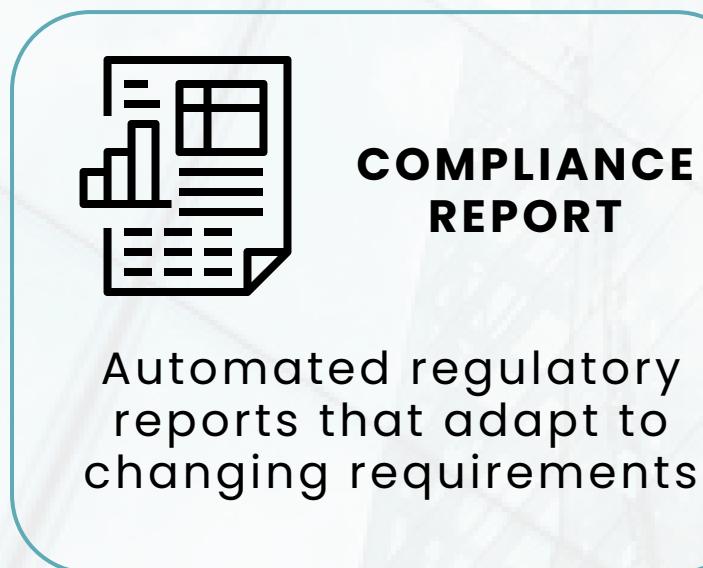
DELOITTE – 2024 CXO SUSTAINABILITY REPORT
WWW.DELoitte.com



UNIQUE SELLING PROPOSITION

"EcoAI transforms sustainability reporting from a burden into a competitive advantage — by automating ESG data extraction, delivering instant compliance, predicting risks, and unlocking real-time peer benchmarking — all in one intelligent platform."

KEY ARTIFACTS



OUR PROMISE

ECO AI TURNS COMPLEX ESG REPORTING INTO A BUSINESS ADVANTAGE

SMB

50% Cost saving

MID-MARKET

60% Faster

ENTERPRISE

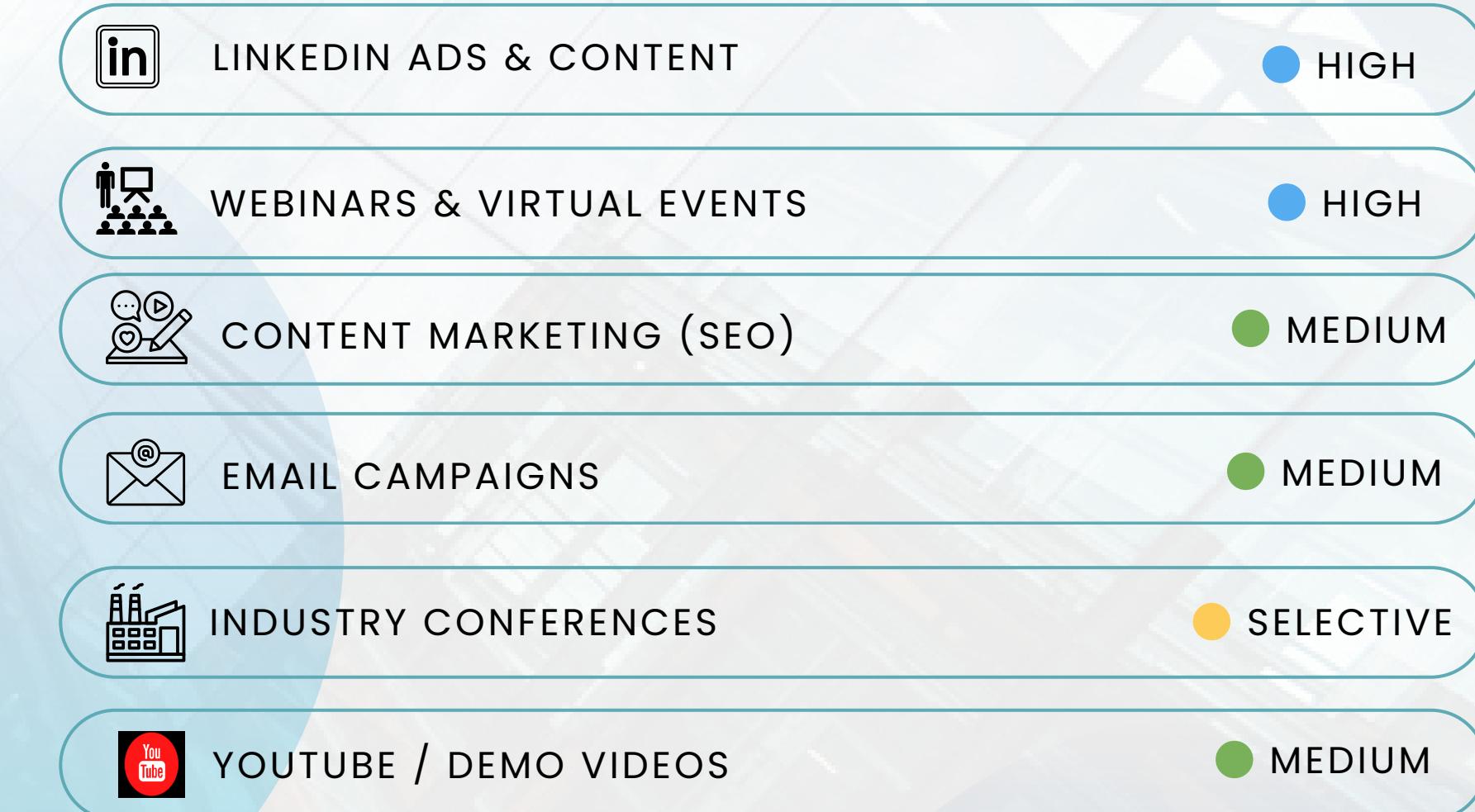
3x QUICKER ADAPTATION

CHANNEL STRATEGY

DISTRIBUTION CHANNEL



PROMOTIONAL CHANNEL

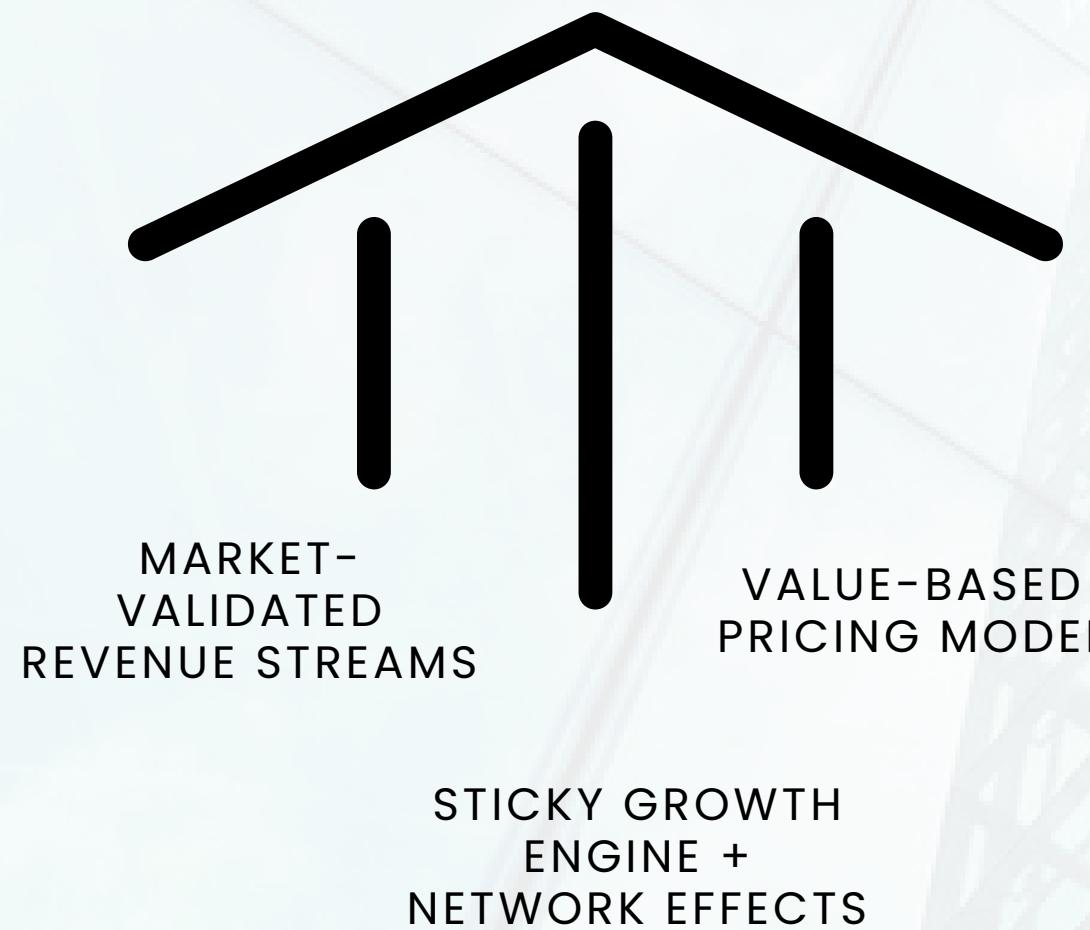


- **TOP PRIORITY (HIGH ROI & REACH):**
LinkedIn + Webinars – most direct route to decision-makers in ESG roles.
- **SUPPORT CHANNELS (INBOUND & ENGAGEMENT):**
Content, YouTube, and Email – build trust and extend brand reach.
- **Strategic Investments:**
Conferences and partnerships – used to build credibility and long-term enterprise relationships.

GROWTH & COMMERCIALIZATION STRATEGY

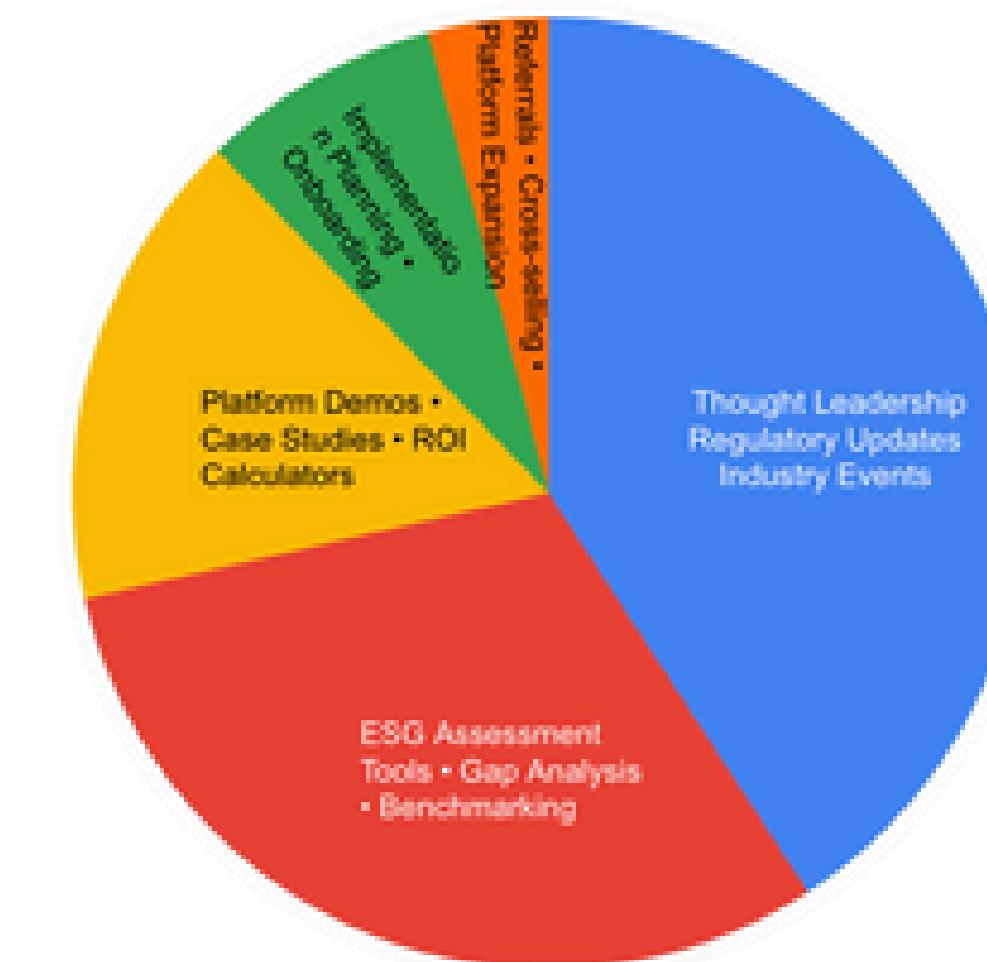
SUSTAINABLE GROWTH & MONETIZATION STRATEGY

THREE-PILLAR APPROACH



GROWTH & COMMERCIALIZATION STRATEGY

- Market Awareness
- Problem Recognition
- Solution Evaluation
- Advocacy & Expansion
- Decision & Commitment



GROWTH ENGINE & KEY METRICS

DUAL GROWTH ENGINES



SECONDARY: VIRAL & NETWORK EFFECTS

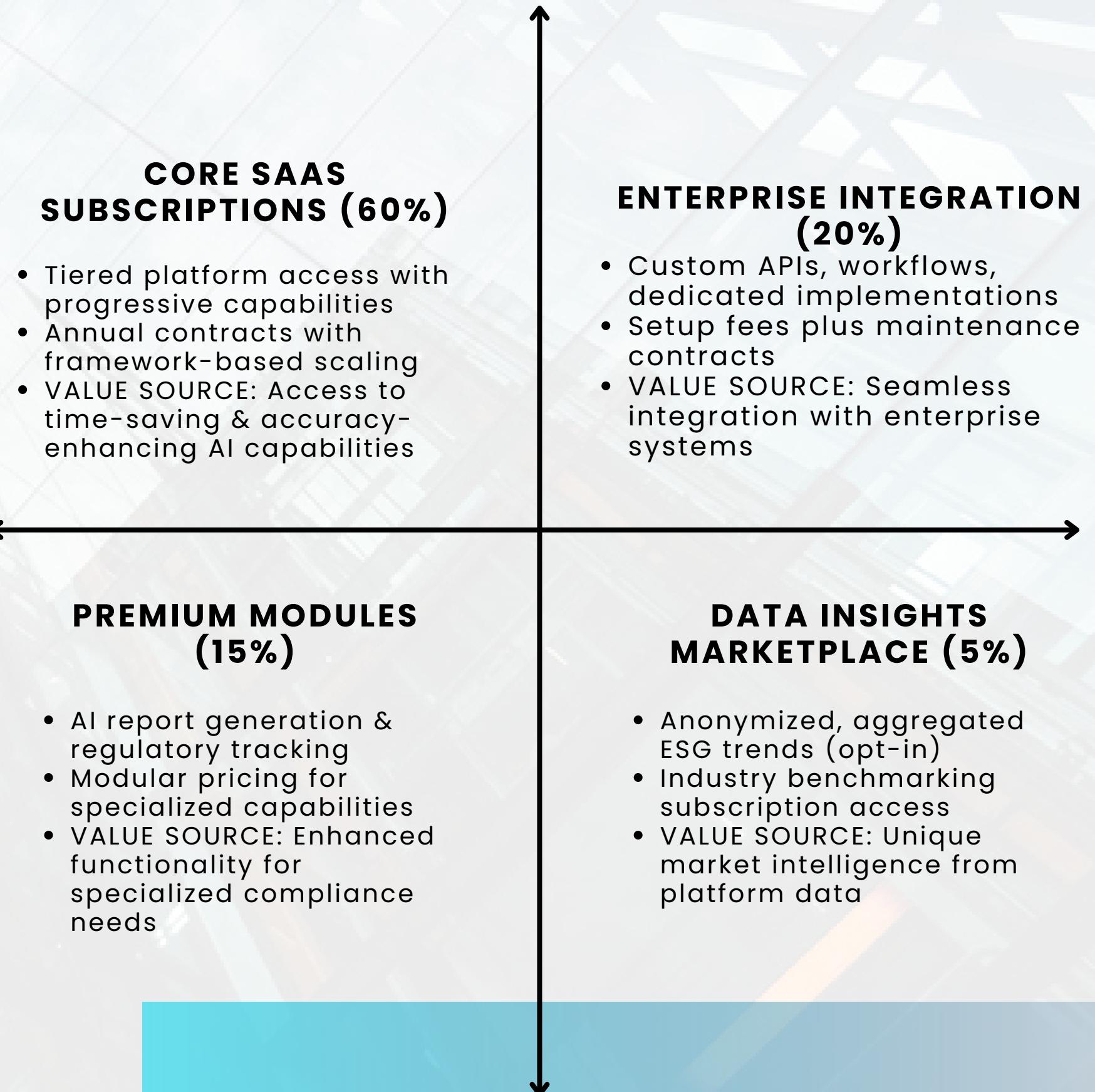
- **Data insights marketplace** gets richer and more valuable with each new customer.
- The **industry benchmarking network** provides comparative data that becomes more accurate with scale.
- **Our partner ecosystem expansion** creates additional channels and integration points.

PRIMARY: STICKY GROWTH ENGINE

- **Focus on building high-value enterprise** relationships that become increasingly valuable over time.
- **Continuous feature expansion** adds new capabilities that solve evolving customer problems.
- **Framework coverage expansion** keeps pace with the changing regulatory landscape.
- **This approach increases switching costs** while continuously delivering new value.

MONETIZATION STRATEGY & CHANNELS

- ⌚ TIME EFFICIENCY**
AUTOMATED DATA AGGREGATION &
FRAMEWORK ALIGNMENT
- 📊 REPORTING ACCURACY**
COMPLIANCE VALIDATION & ERROR
REDUCTION
- 🚀 SCALABILITY**
MULTI-CLIENT/MULTI-FRAMEWORK
CAPABILITIES
- 🧠 STRATEGIC INTELLIGENCE**
ADVANCED ANALYTICS & BENCHMARKING
CAPABILITIES



PRICING STRUCTURE

SMB

Boutique
ESG Consultancies

\$12,000/YEAR

5 REPORTS/MONTH
PDF/CSV EXPORTS

SINGLE FRAMEWORK
STANDARD
DASHBOARDS

Mid Market

Corporate ESG Teams

\$35,000/YEAR

MULTI-FRAMEWORK
SUPPORT

AI-ASSISTED
REPORTING

TEAM ANALYTICS
REGULATORY ALERTS

Enterprise

Financial Institutions &
Consulting Firms

\$75,000+/YEAR

FULL API ACCESS

ENTERPRISE SLAS

SECURE INTEGRATIONS

CUSTOM METRICS

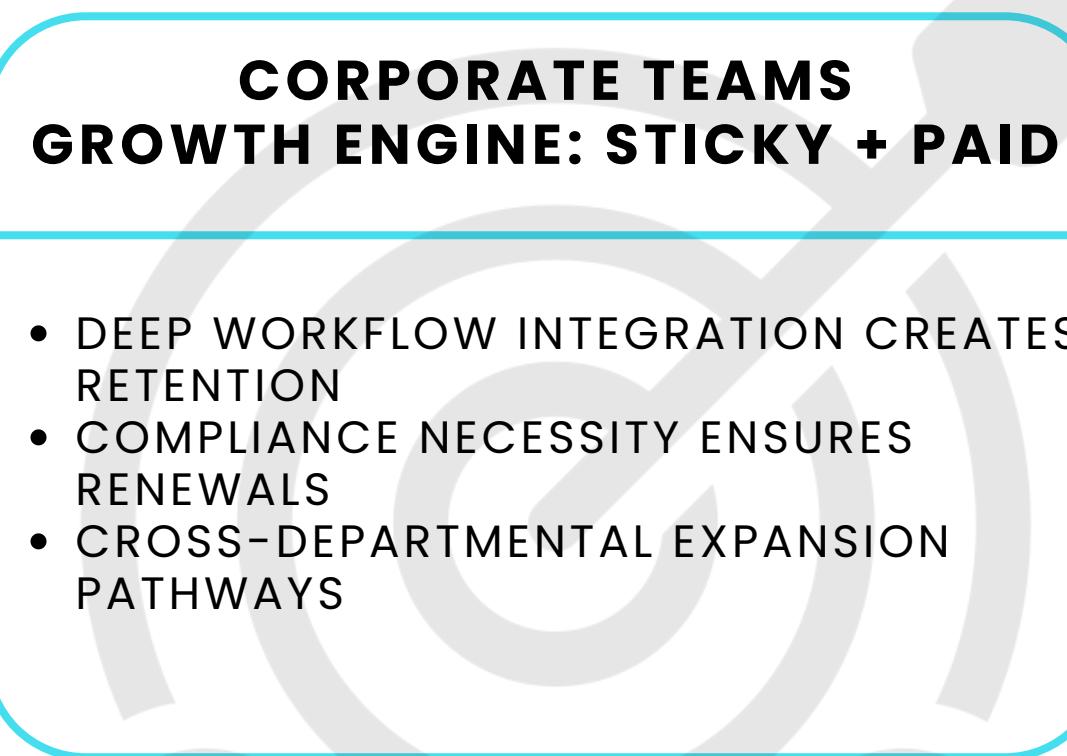
UNLIMITED USERS

PREMIUM ADD-ONS

REGULATORY CHANGE
MONITOR

\$5,000/YEAR

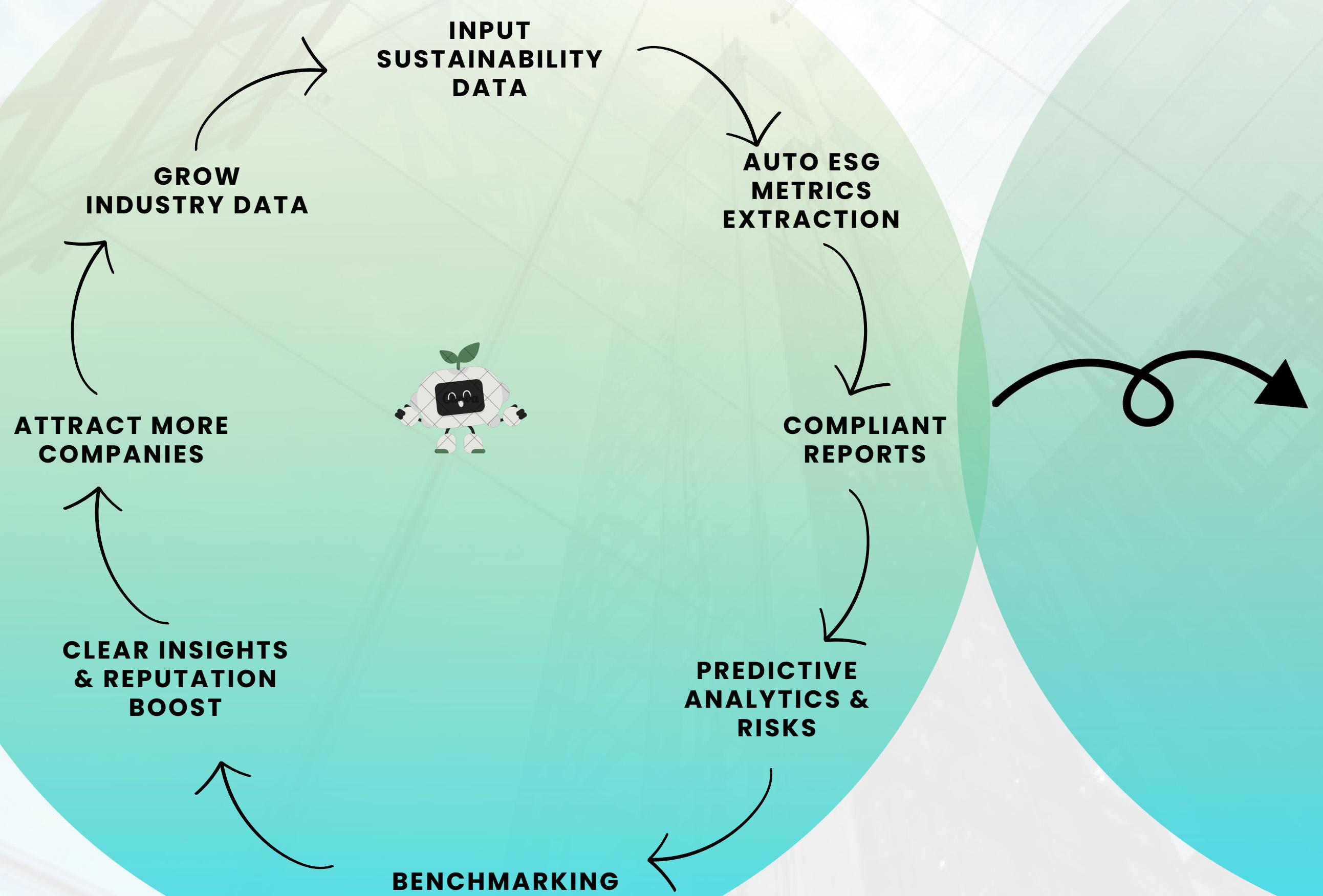
GROWTH STRATEGY MATRIX



GROWTH MECHANISM DYNAMICS

- RETENTION
- HIGH SWITCHING COSTS FROM WORKFLOW INTEGRATION
- ACQUISITION
- REPORT WATERMARKING GENERATES INBOUND INQUIRIES
- EXPANSION
- INTERNAL ADVOCATES DRIVE ADOPTION ACROSS FUNCTIONS

FLYWHEEL



COMPANIES / SUSTAINABILITY TEAMS

- 🎯 Target: Mid-sized companies
- 💡 Pain: Compliance pressure
- 🌟 Solution: Free Trials, Auto-Generated ESG Reports, Risk Alerts

INVESTORS / ESG CONSULTANTS

- 🎯 Target: ESG Consultants + Green Funds
- 💡 Pain: Need strong ESG data
- 🌟 Solution: Early Benchmarking Access, Custom Predictive Analytics

DISINTERMEDIATION

IMPLEMENTATION STRATEGY

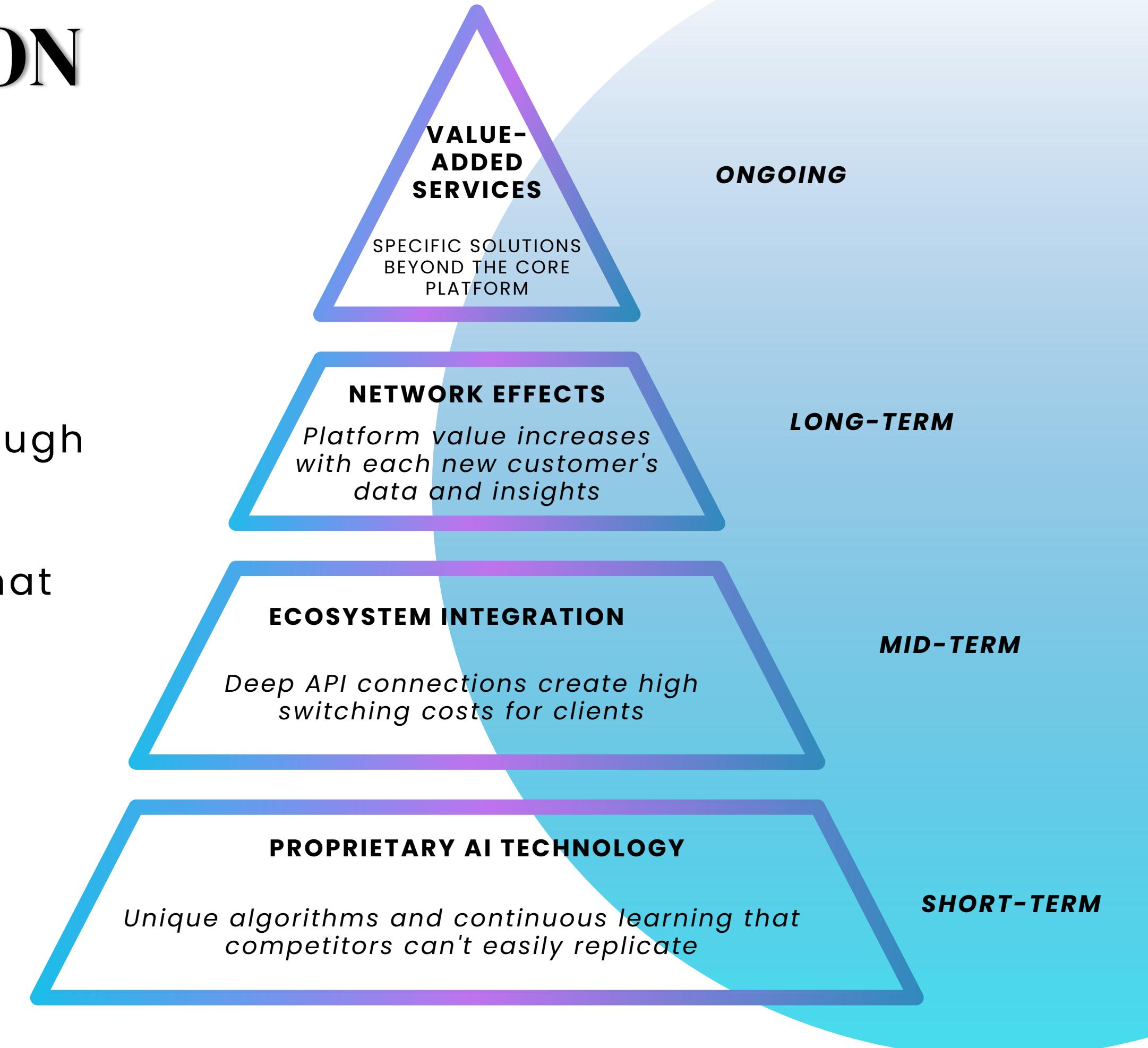
Short-term: Deep integration with client workflows and systems

Mid-term: Build network effects through data benchmarking features

Long-term: Expand AI capabilities that continuously improve with scale

Ongoing: Multi-year contracts with enterprise clients

Ongoing: Multi-year contracts with enterprise clients



Hi I'm Eco AI!!



The Figma demo interface features a dark background with a large, light blue circular graphic on the left. At the top, the text "AI Solutions for a Sustainable Future" and the subtitle "Harnessing artificial intelligence to protect and preserve our planet" are displayed. A green button labeled "Watch Demo" is visible. Below the graphic, three rounded rectangular boxes provide details about the platform's features:

- Ai-Powered ESG Reporting**: Showcases your core value proposition of reducing reporting time from 200+ hours to just 60 hours (70% efficiency improvement).
- Intelligent ESG Integration & Analytics**: Transform complex multi-framework compliance into actionable intelligence with real-time monitoring and predictive insights.
- Transparent AI Rating System**: Features your ethical approach with complete calculation breakdowns and documented methodologies.

Figma Demo

The Datastax demo interface shows a chat session titled "Session Feb 22, 20:05:49". The AI (gpt-4o-mini) initiates the conversation by asking, "Hello! How can I assist you today? If you need help with an ESG report or any other information, feel free to provide the details!" A user responds, "I am a consultant and I want to have a detailed ESG report for Drip Capital Company". The AI then generates a report titled "ESG Report for Drip Capital Company". The report begins with a section titled "1. Company Overview", which states: "Drip Capital is a financial technology company specializing in providing trade finance solutions to small and medium-sized enterprises (SMEs) engaged in international trade. The company operates in a rapidly evolving industry that faces several sustainability challenges, including:

- Carbon Footprint: The logistics and transportation sectors contribute significantly to greenhouse gas emissions.

" A "Send" button is located at the bottom right of the report area.

Datastax Demo

THANK YOU!

