

# Eco Wealth



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Empowering Ethical Investing

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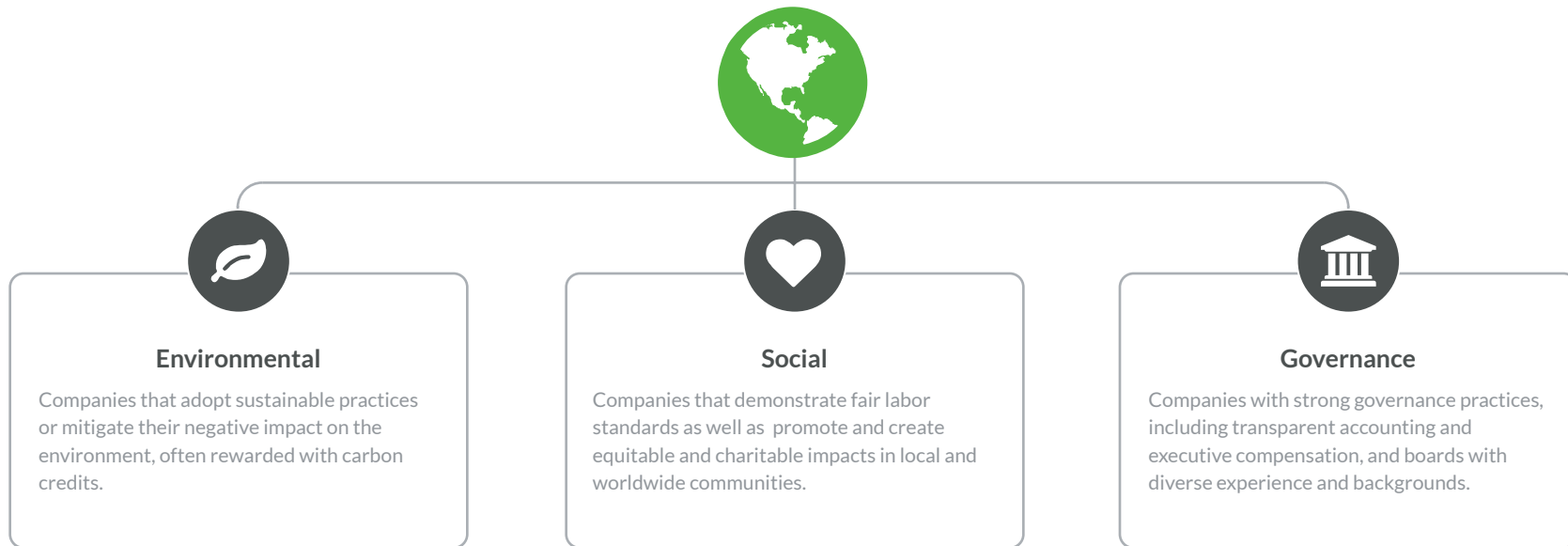
# **Secure Your Wealth.** **Sustain the World.**

“Ethical Impact is our bottom line”

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# What is ESG?

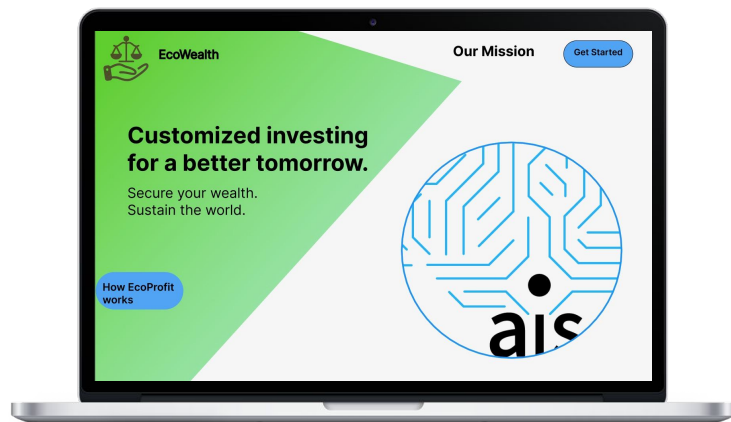
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# Our Process

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01

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## CONCEPT DEVELOPMENT

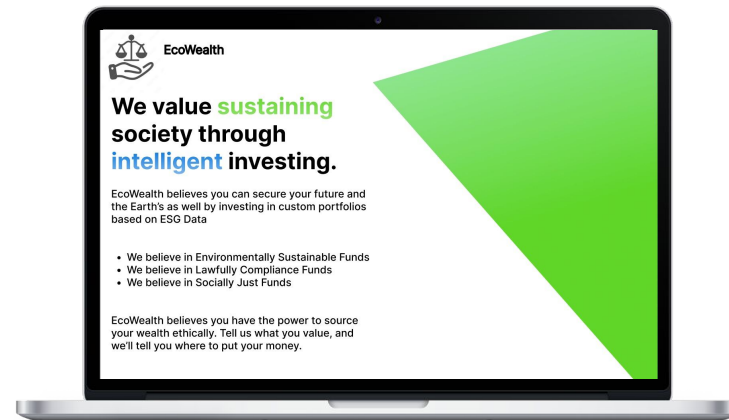
Our team wanted to find an intersect between increasing awareness of sustainable practices while also helping people generate wealth. ESG is becoming an important KPI for global firms, and consumers are beginning to do business with companies that have ESG as a core competency. Allowing users to choose which ESG values matter most to them while balancing investment return creates an investment profile that aligns with their financial and ethical goals

## DESIGN & DEVELOPMENT

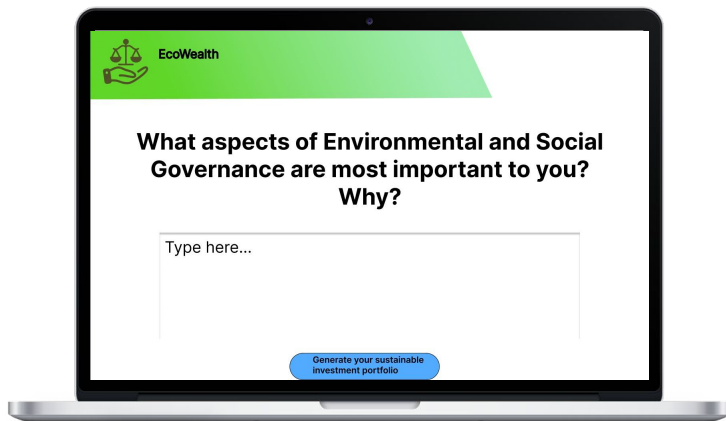
First, we found a data set that had a variety of financial performance indicators as well as Sustainability, Compliance (Governance), and Social Justice indicators.

Then, we had to link Natural Language Processing to a Neural Network in order to determine to what extent the user the four performance indicators important and assign different weights to them.

Lastly, the program would return a set of 30 Mutual Funds that attempt to meet user requirements, and will follow up with the user asking if this investment portfolio matches their needs. If it does not, the program would adjust the weights associated with the performance indicators and return another set of 30 Mutual Funds



## 03



## REVIEW & REFINEMENT

Between brainstorming and catching up on the technical skills required to make this possible, we were not able to create a working neural network that learns and returns adjusted sets of mutual funds. We had taken an approach that would not result in this outcome, but upon reflecting we believe that it is possible to provide people with investment recommendations based on ESG Performance Data

## LAUNCH AND BE HAPPY

We hope to continue work on this project in the future, and launching this would require some simple steps. First, source, refine, and clean data. As ESG grows, more accurate performance will be generated. Next, complete the neural network model to take inputs from a NLP adjusted user entry. Lastly, create a feedback system that will adjust the weights of performance indicators and create profitable portfolios.



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# Company ESG Ratings by Category

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## Environmental

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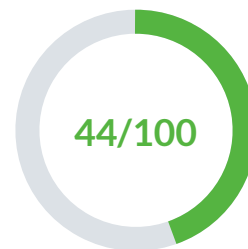
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## Social

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## Governance

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**73% of investors state that efforts to  
improve the environment and society  
contribute to their investment decisions**

Harvard Business School



**The power to change investing  
is in your hands.**