Grand Vision: Sustainability scores for everyone.

**Immediate vision: Sustainability scoring for projects**

**Thoughts from 12/6/24:**

**Watch for reporting by companies in Annual Reports to see what information is there and create ontology or use for model training.**

**A KG paired with LLM could enable it to find and document information and criteria used by companies for climate disclosures AND it could help companies find ways (maybe even creative ways) to enable decarbonization.**

**Strategy for Development:**

* Map out process/tools needed to fine-tune (maybe) an LLM?
* Identify resources for each step of the process
  + Understand strengths and weaknesses of each step
  + Identify biggest gaps in resources and where it is worth spending time to improve, find alternative solution, or develop own
* In parallel -> quickly develop prototype
  + Define specific task I want this to accomplish
    - How many points do I earn for Envision credit XX.ZZ?
    - What are the Envision credits?
    - Tell me how to earn points for Envision credit ZZ.XX?
    - What tips do you have to help me meet Envision credit ZZ.XX?

**Tasks for the tool to do:**

* Be intimately familiar with Envision and BREEAM rating systems
* Be able to read a document and assess how it scored against a particular metric without the user telling the LLM which metric to assess

**List of immediate features:**

* Any company can automatically calculate their score according to sustainability rating system of choice simply by uploading all necessary documents.
* Tool tells them how they’ve scored in each metric.
* Asks them if they would like to submit information for other metrics and what might be needed.
* Can suggest next steps
* Can walk you through the process of being rated/scored
  + Pull tools from the web or other to help calculate metrics
* Measure how much sharerides are used
* Background check

**Issues to think through:**

* What format is the data in?
* How to fine-tune or pre-train another existing LLM to do what I want

**List of features:**

* Everyone, every company, every project can quickly calculate their sustainability score.
* Do this by connecting an app to major digital touchpoints: credit card purchases, insurance, social media, utility bills,
* Upload all documents, talk to program, get certified or scored instantly.
* Can AI help people make sustainable decisions on the fly?
* Can AI help people make smarter financial decisions on the fly?
* Look at an object with glasses, ask about it and have AI describe how it will help/hurt you?

**How to test and validate quickly:**

To test the validity of your sustainability scoring system idea quickly and cheaply, you could try the following approaches:

1. Online survey: Create a short survey using free tools like Google Forms or SurveyMonkey. Ask potential users about their interest in such a system, what factors they think should be included, and if they'd use it. Share the survey on social media and relevant forums.
2. Mock-up landing page: Design a simple landing page describing your product. Use tools like Wix or Carrd to create it for free. Include a sign-up form for interested users and track how many people sign up.
3. Social media experiment: Create social media posts describing your idea and gauge interest through likes, comments, and shares. Use hashtags related to sustainability to reach your target audience.
4. Prototype scoring system: Develop a basic version of your scoring system using spreadsheets. Test it with friends, family, or volunteers from sustainability groups. Gather feedback on its usefulness and accuracy.
5. Local sustainability groups: Present your idea to local environmental or sustainability groups. Their feedback can provide valuable insights and potential early adopters.
6. Reddit or forum discussions: Start threads on relevant subreddits or forums to discuss your idea. Analyze the responses and engagement levels.
7. Crowdfunding platform: Create a basic campaign on a platform like Kickstarter or Indiegogo to gauge interest and potentially secure some initial funding.
8. Hackathon or startup weekend: Participate in a sustainability-focused event to rapidly prototype your idea and get feedback from mentors and other participants.
9. Partner with a local business: Approach eco-friendly businesses to test your scoring system with their customers, offering insights in return.
10. Digital focus groups: Organize online focus groups using free video conferencing tools to discuss your idea with potential users and gather detailed feedback.

These methods allow you to test your idea's viability without significant financial investment. They can help you understand market interest, refine your concept, and decide whether to proceed with full-scale development.

Would you like me to elaborate on any of these approaches or discuss how to implement them?