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Esgrid I Future investor update, October 2024

1 message

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Hi

I'm Oksana, CEO and Co-founder of Esgrid (<https://esgrid.com/>), an AI-powered supply chain sustainability platform for mid-cap enterprises. We spoke earlier this year, and I'd like to follow up with an update on our latest progress.

Supply chains are responsible for over 80% of environmental and social impact globally. Yet, most businesses do little to address this because the process is broken. Mid-cap enterprises spend months on manual ESG data collection, analysis, and supplier support, often with poor results. We're solving this by automating the end-to-end process, reducing costs by 10x and significantly improving outcomes.

Since our launch in December, we've made great progress, and our key milestones are:

- Acquired 14 mid-cap customers, including three publicly listed companies (6x YTD growth).
- 300 suppliers have signed up on our platform (€0 acquisition cost).
- 180 supplier ESG assessments completed, an average assessment completion rate is 80%.
- Suppliers rate their user experience at 8/10.

On the product side, we've added several high-value analytics features:

- **One-click Report:** Summarizes supply chain assessment results, including detailed sustainability risks and essential ESG KPIs.
 - **AI Copilot Grid:** Answers complex questions about collected ESG data in seconds.
- Both features alone save sustainability managers weeks of work.

As the supply chain sustainability market for mid-cap companies is still in its early stages, we're growing our contract value and revenue in line with our customers' evolving needs. After starting with smaller pilots this year, we plan to move into full-scale supply chain sustainability management over the next two years. Here are some key indicators as of September 2024:

- ARR: €50k (8x YTD growth)
- New ACV: €5k (2x YTD growth)

Our small but highly experienced team (6.5 people) focuses on efficiency and execution:

- Over 100 product demos completed
- Proved GTM in Estonia, recently expanded to Lithuania
- B2B sales cycle is under 3 months on average
- 14% of customer acquisition is driven by PLG

We are opening a seed round to achieve the following milestones:

- €1M ARR with 140 customers in 18 months
- Become a top 3 supply chain sustainability platform in the CEE region

Three reasons to invest in Esgrid:

1. Strong regulatory tailwinds signal rapid growth in the supply chain sustainability market in the upcoming two years, with 200,000 mid-cap companies in the EU seeking digital tools.
2. Our product has a strong network effect, driving efficient user acquisition and PLG scalability.
3. Our team has consistently delivered a superior product with limited resources, securing flagship customers from day one.

I've attached our pitch deck for more details, and you can check out our product demo video [here](#).

Let me know if you're available for a call to discuss the seed round further.

Kind regards,
Oksana

P.S. Esgrid is one of 22 finalists at Focal Demo Day on October 17. Please watch my pitch by registering [here](#)

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