



AI-enabled B2B SaaS platform helping organisations
with Carbon Accounting and ESG reporting



Pitch Deck

Problem

According to UNFCCC, global warming is expected to reach 3.2°C to 3.9°C above pre-industrial levels by the end of the century, well above the target of limiting warming to below 2°C.

Nations, Industries and businesses are coming together. However, **few pain points are hindering the progress:**

LACK OF TOOLS

Industries lack adequate tools to map & measure carbon emissions across value chain

LACK OF DIGITIZATION

Mapping and measuring carbon emissions without tech support is time consuming, expensive and less accurate

LACK OF SUBJECT MATTER KNOWLEDGE

Adequate human capital and resources to tackle Carbon Emissions & Reporting is lacking within organisations

Size of problem

Carbon Accounting
Software Industry

\$ 10.9 Bn

In Market Size (2022)

28.66 %

CAGR from 2021-2026

26.97 %

YoY Growth rate of 2022

Solution

We provide end-to-end Carbon Accounting and ESG integration solutions.



How can we help the organisation?

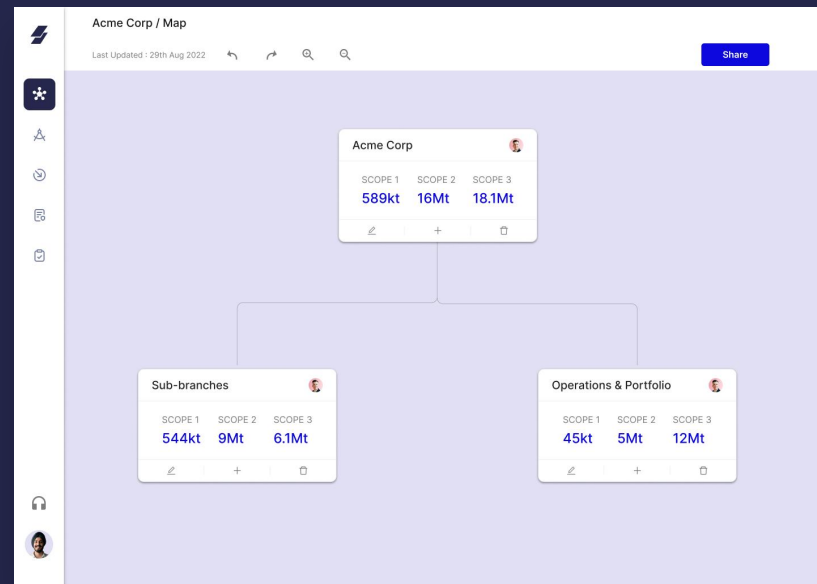
1. Map, Measure and Reduce Carbon emissions across organization's value chain via enterprise software
2. Digitising your company's workflow to file ESG reports using our advanced software tools
3. Advising on your company's ESG Integration roadmap and ways to reduce and/or offset carbon footprint



Map carbon emissions of internal organisation processes and entire value chain

Measure emissions from each activity according to GHG protocols

Reduce emissions across value-chain by leveraging data-driven insights and suggestions

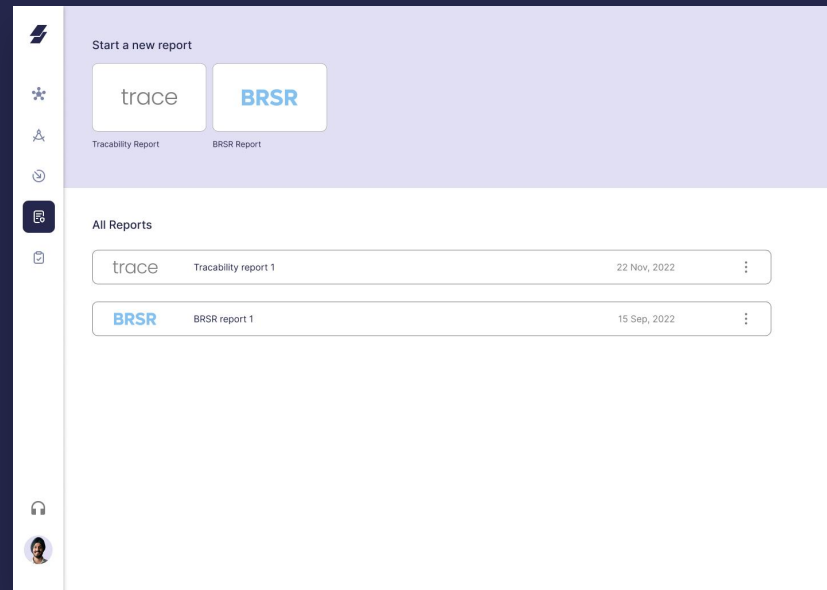




Generate ESG reports using our advanced technology tool

Collaborate with your colleagues, auditors, leaders and third-party vendors on the same platform

Auto-fill your carbon emissions data from our newtral carbon tool- compliant with GHG protocol





Integrate your existing workflows and software solutions for easy data entry

Support custom digitisation request based on your needs

Automate your BRSR Report generation and carbon emission tracking on the go

The image shows a screenshot of the newtral mobile application. The left side displays a map interface with a sidebar containing icons for a lightning bolt, a gear, a person, and a bar chart. The main map area is titled 'City Bank / Map' and shows a 'Last Updated: 29th Aug 2022' timestamp. A 'Sub-branches' data overlay is visible, containing a table with carbon emission data. The right side of the screenshot shows a 'Map via Integration' screen with a list of integration options, each with a 'Connect' button.

SCOPE 1	SCOPE 2	SCOPE 3
544kt	9Mt	6.1Mt

Map via Integration

Connect Newtral with your favourite application for easy mapping

- newtral trace**
Connect with Trace to import data of textile material management and traceability
[Connect](#)
- Google Sheets**
Connect with Google Sheet to import your current project activities and map structure
[Connect](#)
- Jira**
Connect with Jira to import your current project activities and structure
[Connect](#)
- Airtable**
Connect with Airtable to import your current project activities and map structure
[Connect](#)



Design your own sustainability road-map
with newtral's sustainability consulting

Innovate your company's systems through
our design-led workshops

Reduce your environmental footprint with
outcome-driven carbon advisory





Core team

An interdisciplinary team, with proven track record of impact, working together to win the market.



Avi Chudasama

Product | Business

[LinkedIn](#)

7+ years of experience in designing and leading sustainable products, services and systems for Global brands across geographies- India, LATAM and Europe. Alumnus- NID



Vinod Sonagara

Technology

[LinkedIn](#)

Founding team member of 3+ enterprise software development before starting newtral. IIT Roorkie sparked his interest in software development and led him to become an expert in enterprise technology. Alumnus- IIT



Anuraag Paul

Sales | Service

[LinkedIn](#)

8+ years of experience in IT services sector. He has delivered design-led consultation to wide range of clients- including fortune 500 companies. He also has deep experience in design-led ESG Consultation. Alumnus- NID





Strategic Partners

Partners who have earned the trust of the market; supporting us at each stage.



Dr. Sudarshan Dutta

Carbon Expert

[LinkedIn](#)

18+ years of experience in sustainable agriculture field. He is leading Nature Based Solution for Kosher Climate and has deep experience in Carbon Project Development.



Sachin Gupta

Accounting Expert

[LinkedIn](#)

FCA & IIM-B with 22+ years of experience of Finance, Accounting, Compliance. Director @ Wework India and having 30+ Indian and International Clients





Supported By

Industry partners who support us in building newtral and delivering world-class services to our clients



Newtral is part of NASSCOM's 10000 Startup initiative and this partnership strengthens Newtral's technology development, market access and policy advocacy.



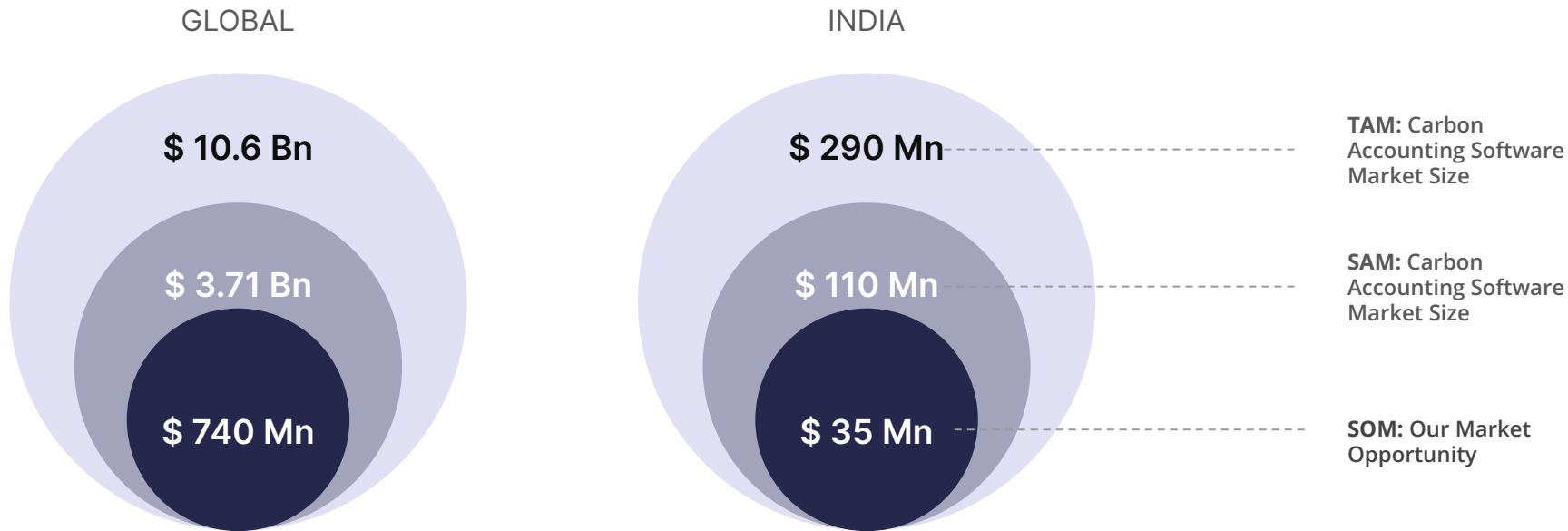
Newtral has strategic partnership with CFO Angle Advisory services which is a leading CA firm, having handled more than 30+ Indian and International clients like Lenovo, WeWork, Swiggy, Vodafone. It allows newtral to provide end-to-end accounting services and advisory.



Newtral is also part of PedalStart community. PedalStart allows newtral the access to great talent so that newtral can focus on not just on your current needs but also future needs.



Market Overview



Key Drivers:

- Need to reduce overall cost incurred by enterprises in understanding emissions
- Policy change driving adoption of carbon accounting and reporting

Sources:

[Technavio Secondary Research Report, 2022](#)
[Invest India Carbon Markets Outlook](#)
[KPMG Insights on BRSR Reporting Mandate, 2021](#)



Competitive Landscape

	Newtral.io	Sinai	Emitwise	Greenly	Sweep	Watershed	Persefoni	Normative	Accacia	Climes	EKI
AI-enabled	✓	X	X	X	X	X	X	X	✓	X	X
Scientific Carbon Accounting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Modularity of solution	✓	X	X	✓	✓	✓	✓	✓	NA	X	✓
Affordable	\$	\$\$\$	\$\$	\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$	\$\$	\$\$
Ease of tool usage	★★★★★	★★	★★	★★★★	★★★★	★★★★★	NA	★★★★★	NA	NA	★★
Ease of integration with existing systems	✓	X	✓	X	✓	✓	✓	✓	✓	✓	✓
End-to-end emission visibility across supply chain	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	✓
In-built emission factor database for enhanced workflow	✓	✓	✓	✓	✓	✓	✓	✓	✓	NA	✓
Compatible with all Global carbon emission factor database	✓	✓	✓	✓	✓	✓	✓	✓	X	NA	✓
Designed with collaboration use-case at core	✓	X	X	✓	✓	✓	✓	✓	X	X	✓



Our Journey

Aug 22

Started Market, Product Research and Design

Oct 22

Strategic Partnership with B2B company for Pilot and Textile Market Access

Dec 22

Strategic Partnership with ESG consultancy company for subject matter expertise and market access

Jan 23

Secured 1 additional paid customer for Carbon accounting digitisation and reporting

Sep 22

-Developed 1st MVP and reached out to potential clients

Nov 22

Delivering Closed-Beta Version of the Product for potential clients (with Map, Measure functionality)

Jan 23

Secured Pilot with 1 B2B entity and 3 B2B clients at proposal stage

Mar 23

New Product version launch with map, measure, report and setting target functionality



Traction

As of 24th Jan '23

2

B2B customers acquired in
past 45 days
(1 paid and 1 unpaid)

1

Potential B2B Customer at
advanced proposal stage
(unpaid)

3

Potential B2B Customers at
Proposal Review Stage (paid)

300%

Full-time team increase
from 1 to 4

2

Strategic Partnerships for
market access and SME

2

Community Support
(Nasscom, Pedalstart)



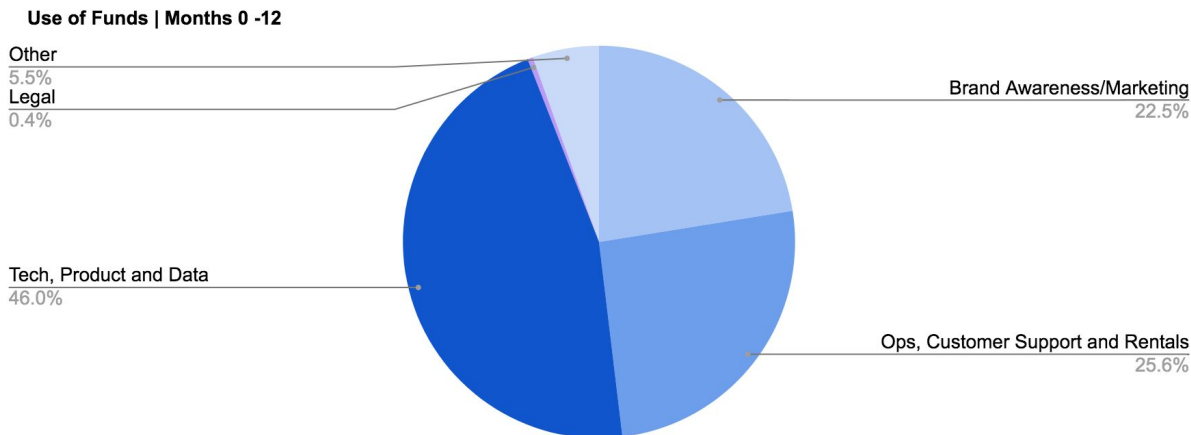
Product Roadmap

Jan 23	Jan 23- Mar 23	Apr 23-Jun 23	Jul 23- Sep 23	Oct 23- Dec 23
Closed-Beta Live <ul style="list-style-type: none">- Company onboarding- Map- Measure- User Management- Emission Factor Database	Beta Live <ul style="list-style-type: none">- Data collection- Insights- Reports (GHG, BRSR)- Authentication enhancements (SAML, SSO)	V2 Live with Reduce Functionality <ul style="list-style-type: none">- Set science-based targets- Insights enhancements- Emission Data Modelling- Internal tools for customer support- Reports enhancements- Data Collection, APIs	V3 Live with Industry-specific tooling <ul style="list-style-type: none">- Emission data modelling enhancements (sector-specific)- Industry specific solutions- Carbon project management tooling	V4 Live with Self-Serve Module <ul style="list-style-type: none">- Self serving platform (tooling, UX/UI enhancements)- Carbon project management enhancements- Multiple industry specific use-cases

Fundraise

We are raising **270k USD at 1MM USD pre-money valuation** to build the product and establish the brand. The capital will help us acquire and manage 7+ B2B customers and provide 12 months of runway.

→ [View Detailed Projection Sheet](#)





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