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

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Pitch Deck



# Core team

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



**Avi Chudasama**

Product | Business



Co-founder

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



OLX  
GROUP



**Vinod Sonagara**

Technology



Co-founder

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

Leena AI



**Anuraag Paul**

Sales | Service



Co-founder

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



**Dr. Sudarshan Dutta**

Carbon Expert



Strategic  
Partner

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



Strategic  
Partner

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



# 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 DATA DRIVEN DECISION MAKING

Informed decision-making to tackle Carbon Emissions & Reporting is lacking within organisations

Sources and Key Drivers: [\[1\]](#) [\[2\]](#) [\[3\]](#)

# 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



AI-enabled B2B SaaS for all carbon accounting and ESG reporting needs

## Our Product Offerings



Map and Measure Carbon emissions across organization's value chain (including Scope 1, 2 and 3) via enterprise software

Enabling Carbon Accounting



Digitising your company's workflow to file GHG Emissions and ESG reports using our advanced software tool

Enabling Reporting Compliance



AI-enabled integrations to help companies understand their emission hotspots and plan their emission reduction roadmap

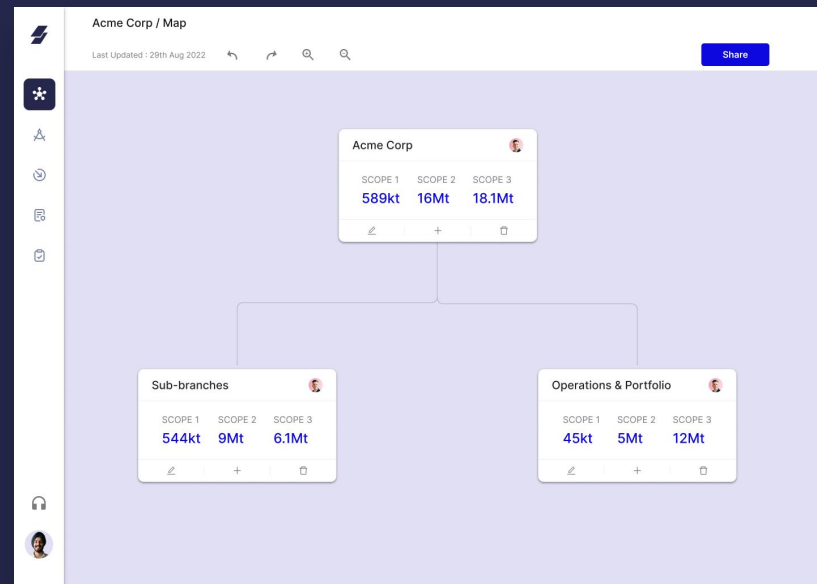
Supporting Data-Driven  
Decision-making



**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

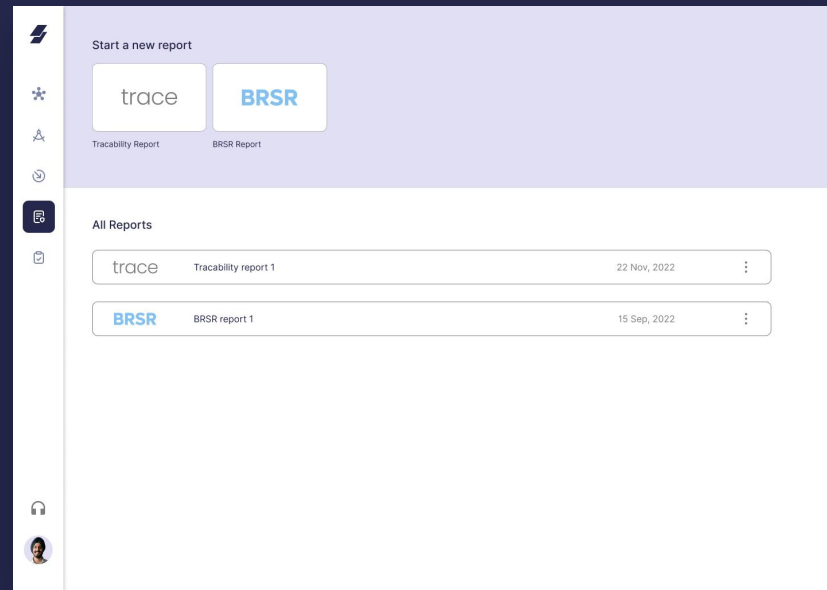




**Generate** ESG reports using our advanced technology tool

**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 mobile app interface on the left and a web-based integration interface on the right. The mobile app, titled 'City Bank / Map', displays a map with a 'Sub-branches' data overlay. The overlay table shows carbon emission data for three scopes. The web interface, titled 'Map via Integration', lists three integration options: Trace, Google Sheets, and Jira, each with a 'Connect' button. Below these, the 'Airtable' integration is also listed 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

Connect with Trace to import data of textile material management and traceability

Connect

Connect with Google Sheet to import your current project activities and map structure

Connect

Connect with Jira to import your current project activities and structure

Connect

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

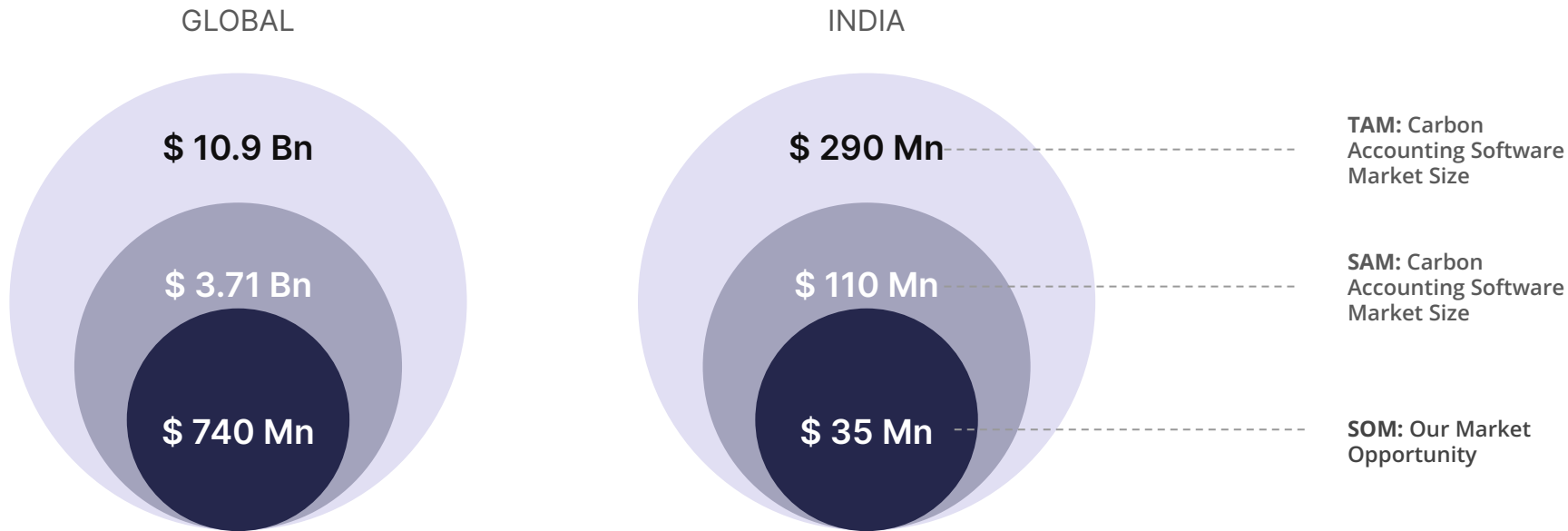
**Reduce** your environmental footprint with outcome-driven carbon advisory







# 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](#)



# 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

**Incorporation**

Legally Incorporated in India as Newtral Technologies Private Limited on 10th Dec '22

**Revenue**

**USD 800 ARR  
by Jan '23**

**Revenue**

**USD 50k ARR  
by Nov '23**



# 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

**3**

Community Support  
(Seed Spark, Nasscom,  
Pedalstart)



# 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	✓



# Product Roadmap

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



# Supported By

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

**Seed | Spark**

*An entrepreneurship program by Stanford Seed*

(Newtral.io part of Cohort 06)

**NASSCOM<sup>®</sup>**

**10 000**  
**START-UPS**  
A NASSCOM initiative

**CFO Angle**

**Pedal Start**

**k-tech**  
**INNOVATION HUB**  
POWERED BY **NASSCOM<sup>®</sup>**

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Newtral is supported by various ecosystem partners that help the team access talent, community, technology and capital leverage to offer world-class products and services to our end-customers.

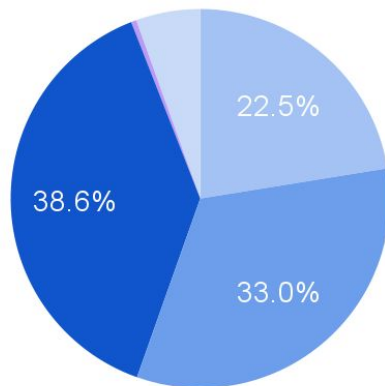
# Fundraise

We are raising **80k 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 Financial Model and Fund Utilisation](#)

## Use of Funds | Months 0 -12

- Growth
- Ops
- Product & Tech
- Legal
- Other





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