The Pitch

**Problem**

* XX% of gen Z want to live sustainably and XX% want to do so by trying sustainable investing! But there is a glaring issue
* XX% say, that it is just to complicated to try.and XX% are scheptical of sustainability claims, hindering adoption.

**Solution**

* That’s why we are introducing sus.fund - the first goal-oriented sustainable investment advisor built on a blend of generative AI and classical statistical models.
* It breaks down complicated ESG data into concrete investment goals
* Gen Z are not asking how to interpret the distribution of CO2 emissions by fund, but they want to know which funds to invest in to offset, say, 5 flights worth of CO2 over their investment horizon; which is exactly what sus.fund AI is designed to sus out.

**Product**

* But how does it work?
* We all have issues dear to our hearts. That’s why users can select from the key environmental, social, or governance related areas of concern they want to address with their investment strategy
* But building a portfolio bespoke to your wants is difficult. So we use a conversational interface using generative AI to inform our statistical AI models’ portfolio construction process with the exact wants and needs of the user.
* All the sophistication of building carefully constructed portfolios of ESG funds, optimal to address your concerns, is magically veiled behind a familiar chat interface that will probe you for your ESG risk tolerances without ever using confusing jargon

**But there is one more thing!**

* At the heart of sus.fund are your investing goals, which you may not know how to articulate, let alone construct optimal portfolios based upon, but still have strong opinions about
* So based on the personalized interactions with our genAI interface, your stated areas of concern, and a wealth of ESG data, our portfolio optimization tool will present you with investment quests!
* But what is an investment quest?
* Think of it like a tangible sustainability goal you want to achieve.
* You want to save trees? Instead of telling you to go buy fund XY, we can show you exactly which fund-of-fund strategy, finetuned to your taste by AI, will save the number of trees you want in the timeframe you are comfortable with
* By phrasing quests in clear terms, \*points to screen\* just like this! We can avoid the main reason Gen Z abstains from sustainable investing, overwhelming jargon and lack of tangible impact assessments

**Closer**

* With our AI-driven sustainable investment platform, sus.fund helps Gen Z invest in truly sustainable investment goals with the safety of mind that portfolios are carefully finetuned on high-quality data and ESG claims are never sus. Thank you.