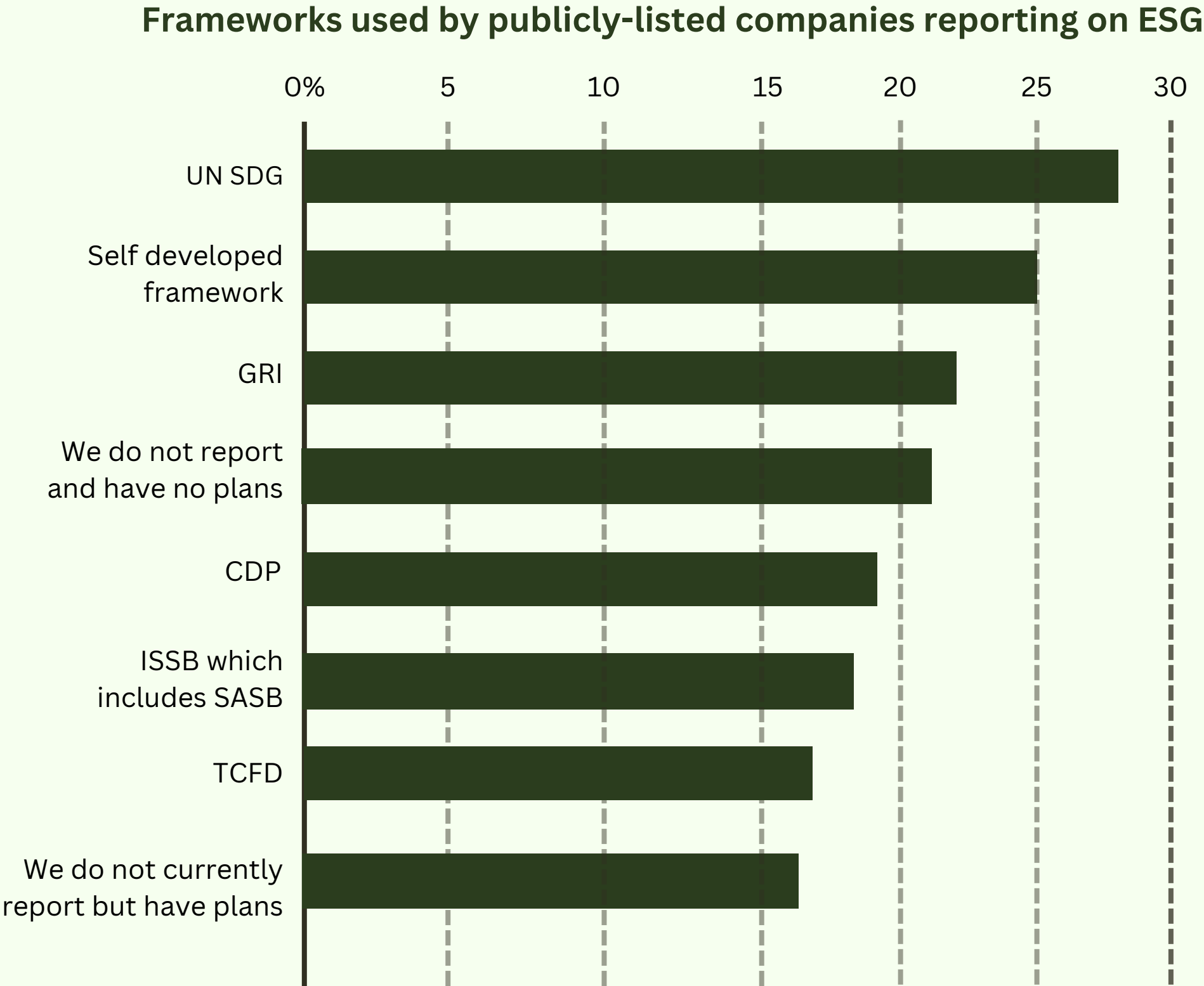




**Simplifying Sustainability Reporting for Smarter Investing and
Consuming**

Towards a greener future

The ESG reporting landscape is confusing and lacks transparency...



1 way private companies report ESG is to use their own self developed frameworks

68 % of CEOs admit their businesses are guilty of greenwashing

77 pages is the average length of an ESG report

... but growing in importance to investors and consumers

79 %

of **investors** consider how a company handles ESG risks and opportunities in their investment choices

76 %

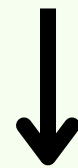
of **consumers** would cease buying from firms that neglect environmental, employee, or community well-being

Green Key aims to **simplify** how ESG reports are understood and analyzed

A one-stop platform for two types of users



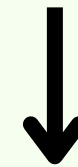
Investors



Comparative analytics with
industry peers &
expeditious ESG analysis



Consumers

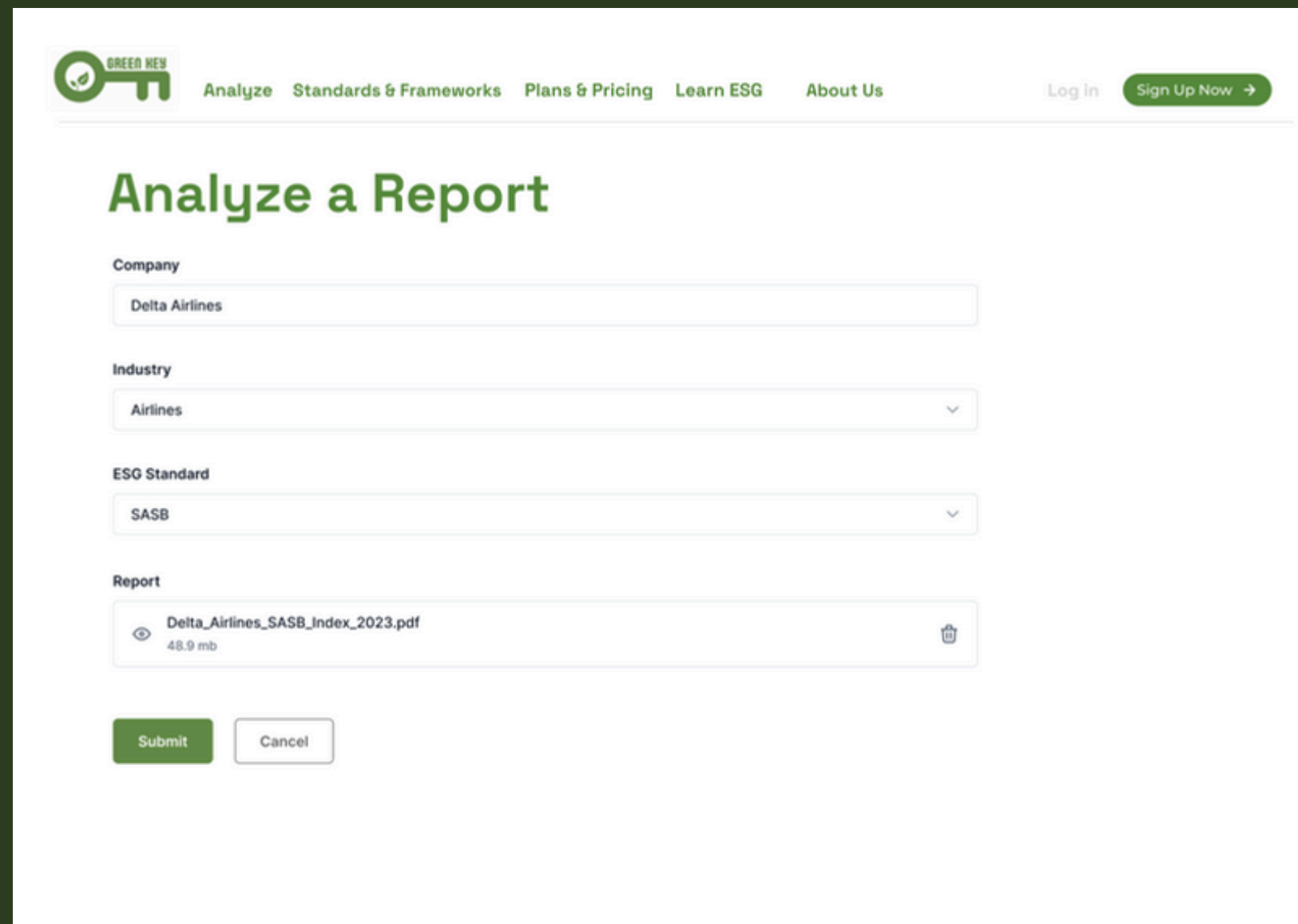


Understand & learn about
a company's ESG impact

Green Key is simple to use

1 Choose an ESG report and standard

2 Easily analyze, filter, and compare the parsed data



The screenshot shows the 'Analyze a Report' form on the Green Key website. The form includes fields for Company (Delta Airlines), Industry (Airlines), ESG Standard (SASB), and Report (Delta_Airlines_SASB_Index_2023.pdf, 48.9 mb). There are 'Submit' and 'Cancel' buttons at the bottom.

Analyze a Report

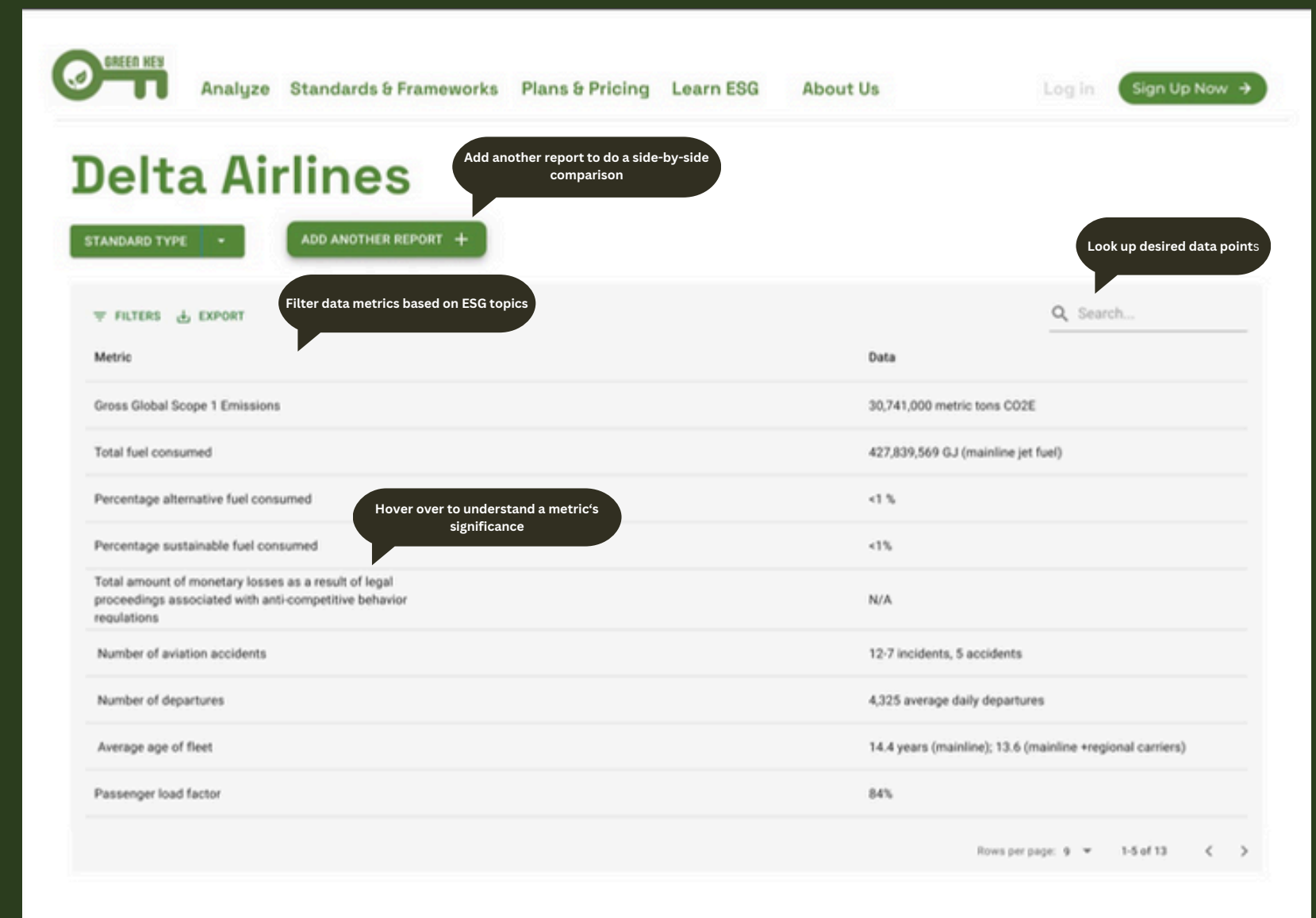
Company: Delta Airlines

Industry: Airlines

ESG Standard: SASB

Report: Delta_Airlines_SASB_Index_2023.pdf (48.9 mb)

Submit Cancel



The screenshot shows the analysis results for Delta Airlines. It includes a table with metrics and data, and a search bar. Callouts highlight features like 'Add another report to do a side-by-side comparison', 'Filter data metrics based on ESG topics', 'Hover over to understand a metric's significance', and 'Look up desired data points'.

Delta Airlines

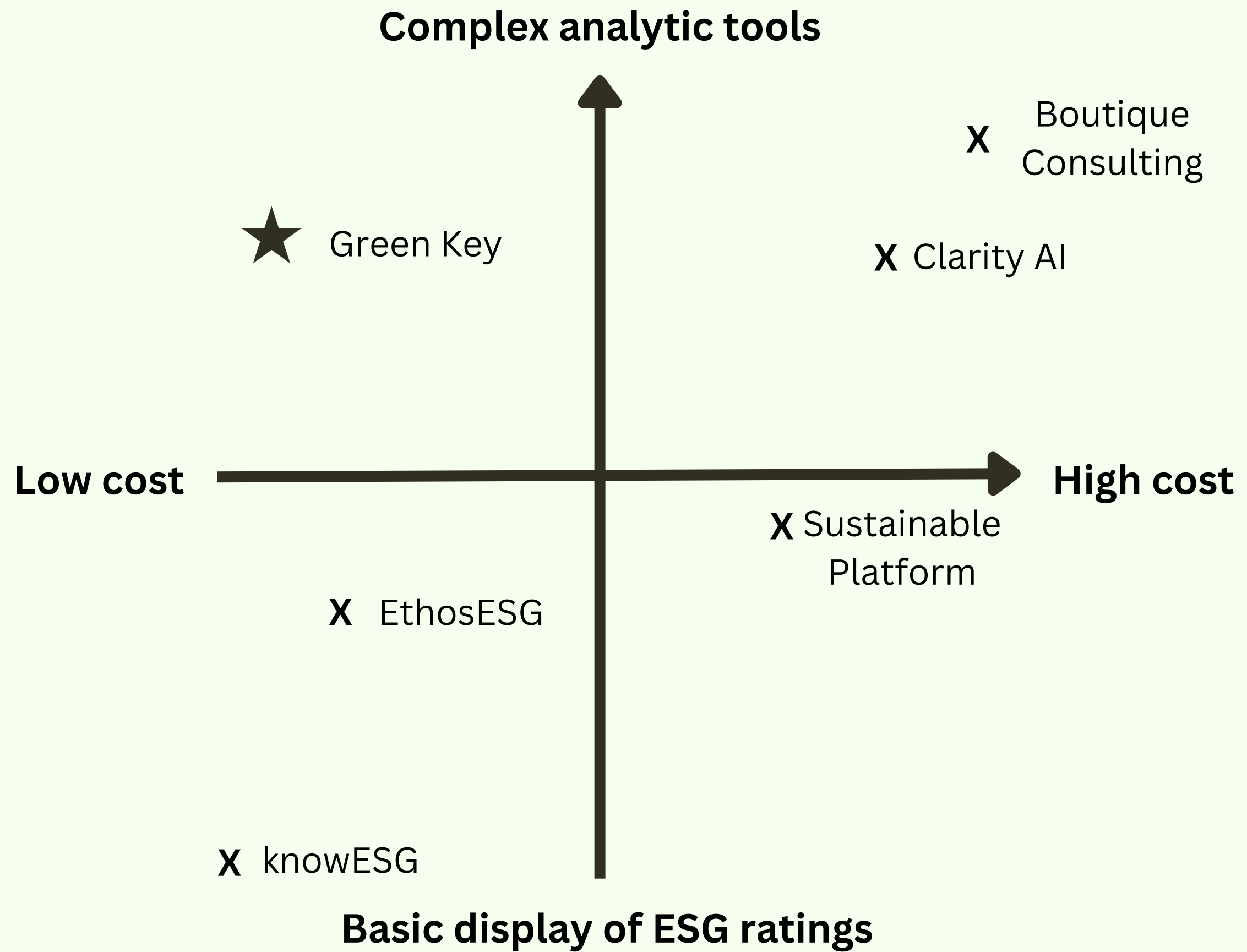
STANDARD TYPE: [v] ADD ANOTHER REPORT +

FILTERS EXPORT

Metric	Data
Gross Global Scope 1 Emissions	30,741,000 metric tons CO2E
Total fuel consumed	427,839,569 GJ (mainline jet fuel)
Percentage alternative fuel consumed	<1 %
Percentage sustainable fuel consumed	<1%
Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	N/A
Number of aviation accidents	12-7 incidents, 5 accidents
Number of departures	4,325 average daily departures
Average age of fleet	14.4 years (mainline); 13.6 (mainline + regional carriers)
Passenger load factor	84%

Rows per page: 9 1-5 of 13

Green Key offers an affordable and advanced alternative



Business Model

Free Library Access

Target: General consumers

Academic Plan

\$2500/year + \$10 /user

Target: Academic users and non-profits

Additional features: Upload ESG reports, graph generation, and visual comparison

Investor Plan

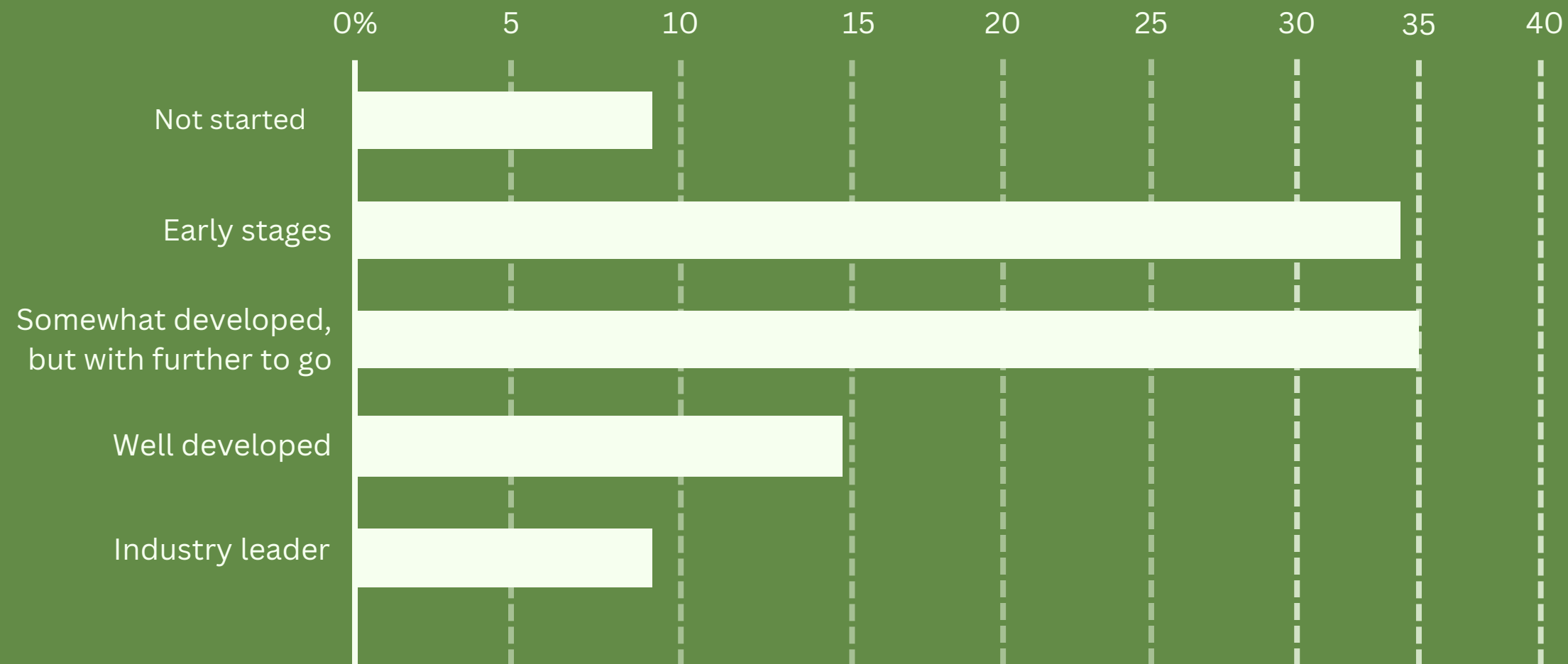
\$5000/year + \$250/user

Target: Investors

Additional features: Upload ESG reports & drafts, user data, peer benchmarking

How are we approaching the \$6 billion ESG software market?

Rate the maturity of your organization's sustainability program



Stage 1

Attract academic users, non-profits, universities and general consumers

Stage 2

Market to investors via free trials to add Green Key as one part of their ESG suite

Stage 3

Add features to compete with more advanced and expensive alternatives

There is a need for an affordable solution

“There is definitely a need in the ESG space to eventually bring the same rigidity as in the finance reporting world... it is hard to find a perfect solution meeting all needs and functionalities.”

Senior ESG Specialist at Bell Canada

“We have a limited budget and existing solutions are too expensive”

Associate Director, Office of Sustainability at McGill University

The Founding Story



**Mila
Rushkin**

Co-Founder & CTO
Computer Science &
Economics Student at
McGill University



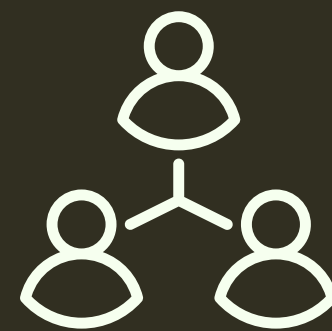
**Sanjith
Gopalakrishnan**

Co-Founder & CEO
Assistant Professor at
Desautels

The Dobson Cup can help us reach the **next step**



**1) Gain valuable
connections with
industry specialists**



**2) Can expand
our developer
team**



**3) Able to grow
our databases**



thank you!