



GREEN KEY

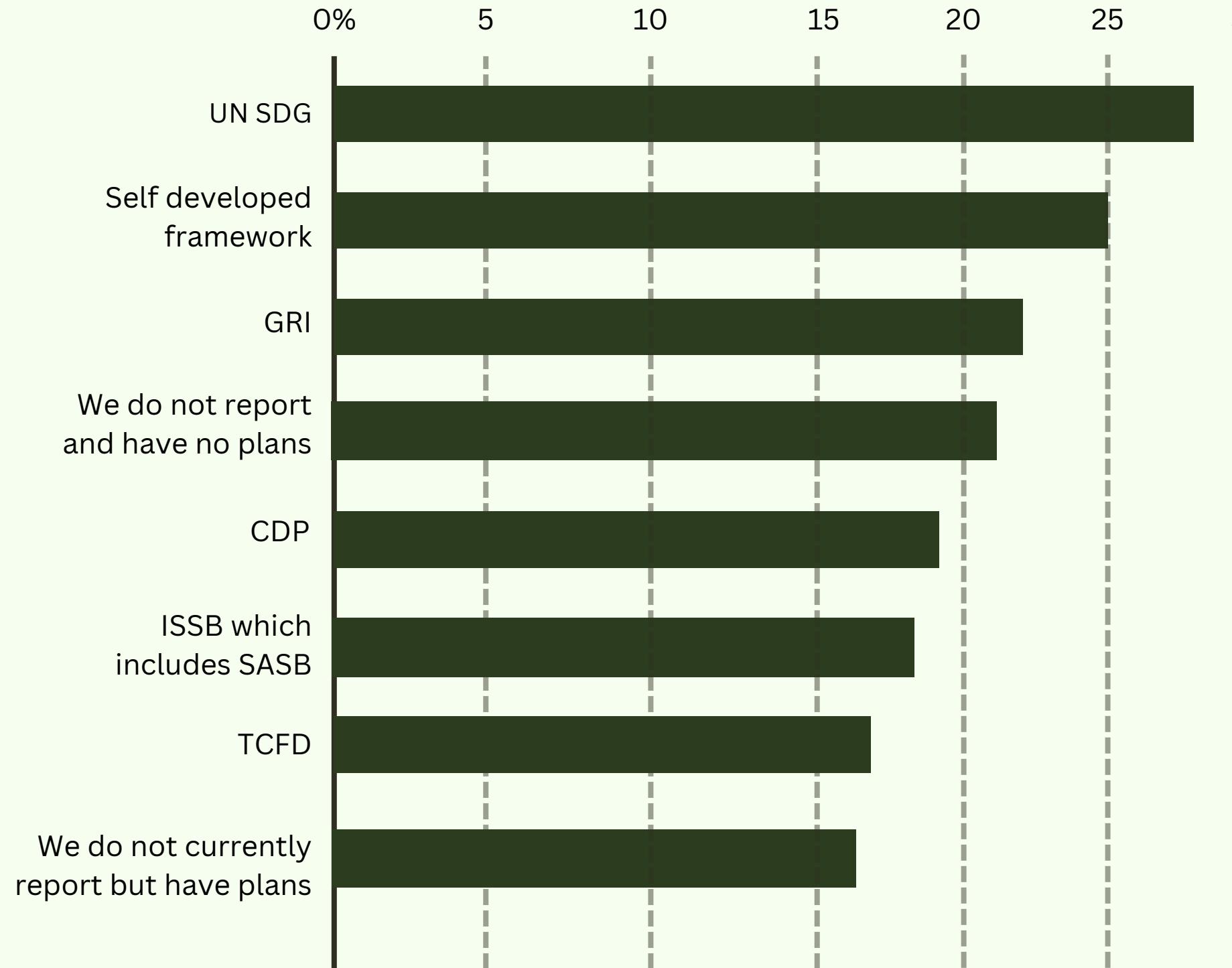


**Simplifying Sustainability Reporting for Smarter Investing and
Consuming**

Towards a greener future

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

Frameworks used by publicly-listed companies reporting on ESG



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 %

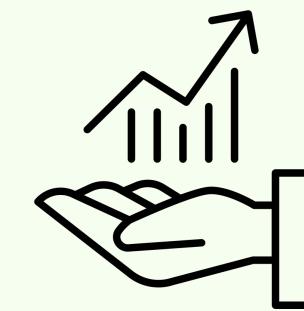
of **investors** consider how a company handles ESG risks and opportunities in their investment choices

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

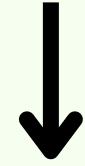
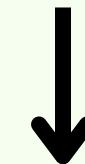
A one-stop platform for two types of users



Investors



Consumers



Comparative analytics with
industry peers &
expeditious ESG analysis

Understand & learn about
a company's ESG impact

Green Key is simple to use

1 Choose an ESG report and standard

Analyze a Report

Company: Delta Airlines

Industry: Airlines

ESG Standard: SASB

Report: Delta_Airlines_SASB_Index_2023.pdf (48.9 mb)

Submit Cancel



2 Easily analyze, filter, and compare the parsed data

Delta Airlines

Add another report to do a side-by-side comparison

STANDARD TYPE ADD ANOTHER REPORT

FILTERS EXPORT Filter data metrics based on ESG topics

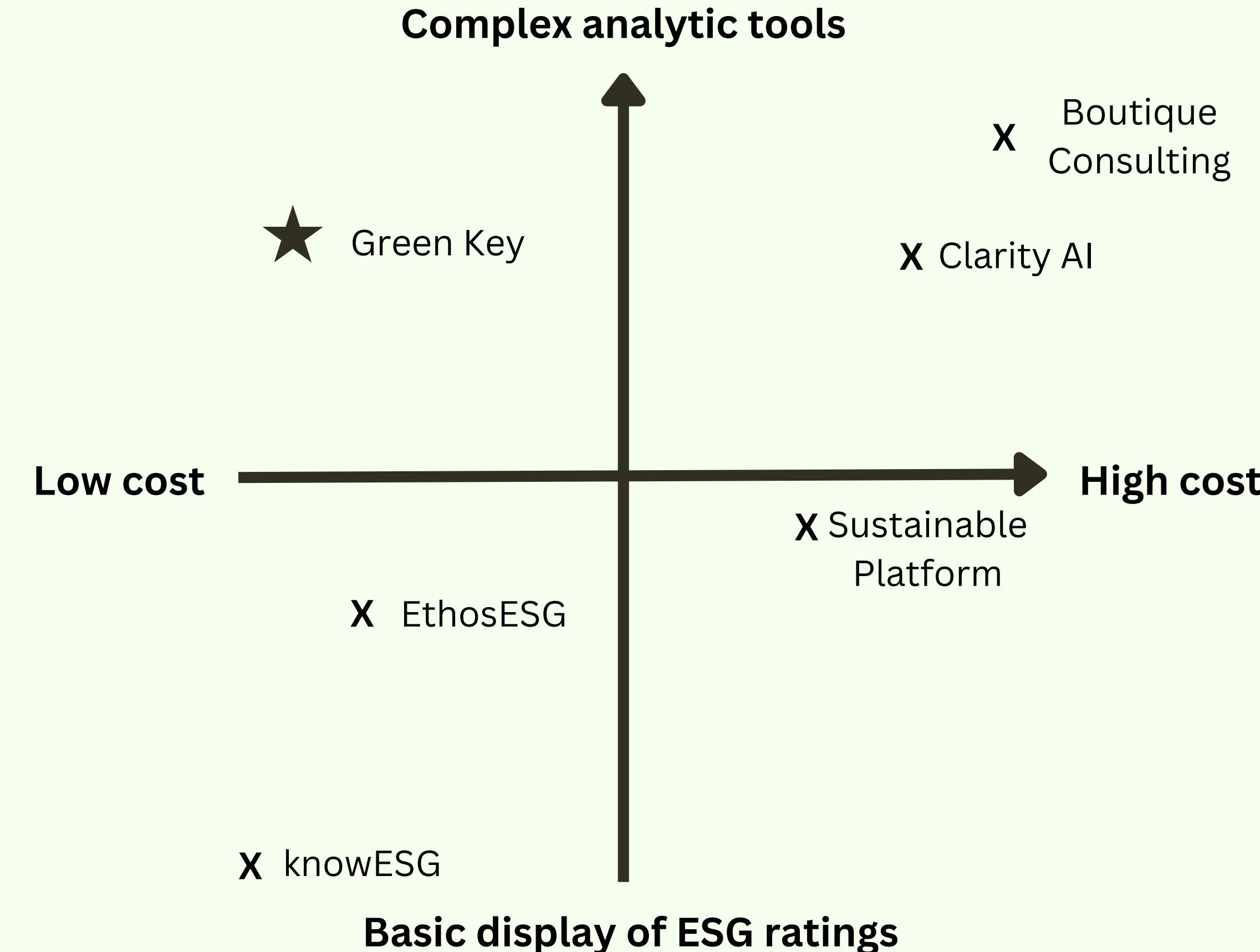
Metric Data

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%

Look up desired data points Search... Hover over to understand a metric's significance

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

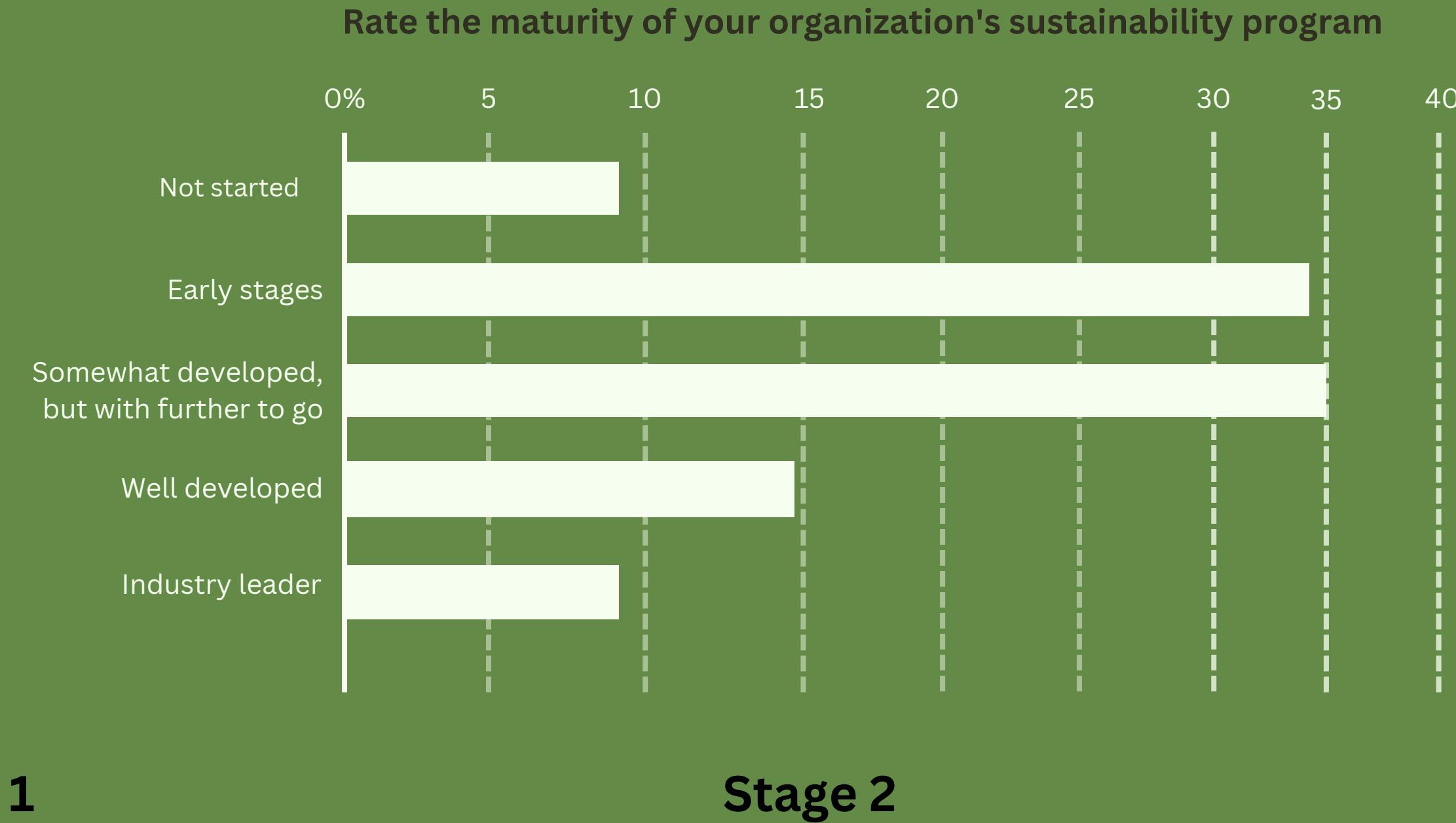
Investor Plan

\$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?



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

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

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**

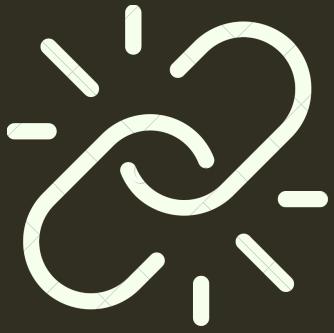
Co-Founder & CTO
Computer Science &
Economics Student at
McGill University



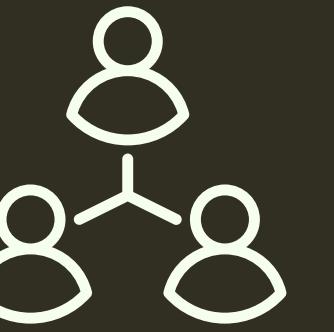
**Sanjith
Gopalakrishnan**

Co-Founder & CEO
Assistant Professor at
Desautels

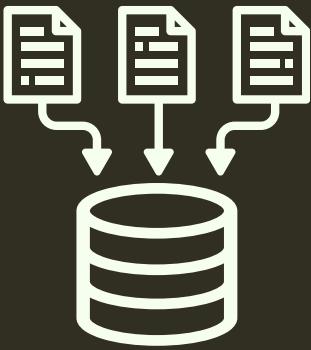
The Dobson Cup can help us reach the **next step**



1) Gain valuable connections with industry specialists



2) Can expand our developer team



3) Able to grow our databases



thank you!