Consolidated Common Pain Points (22)

Note: The number above in parentheses indicates how many customer interviews had been conducted prior to creating this page. Customer interviews are an iterative process, so we will continue updating our insights and create additional documentation as we gather more perspectives.

Top 6 Consolidated ESG Pain Points 🔗

1. Fragmented Data Across Systems 🔗

Mentions: 18/22 interviews (82%)

Why it matters: ESG data lives scattered across SAP, Workday, QuickBooks, Excel, and departmental systems with zero integration. This is the foundational problem that creates all downstream issues.

Customer quotes:

- *"ESG data isn't just emissions. It's governance, HR, procurement... everything. And none of it talks to each other."* - Daniel Kietzer
- *"We use several different software systems... and still rely on Excel."* - Adam Woodcock
- *"You have to enter data again and again across systems... it's not integrated, so people stop entering data."* - Rida Ahmed

MVP implication: Build core data connectors for 2-3 systems (Excel/CSV, Workday, QuickBooks) with automated sync and basic normalization.

2. Manual Data Collection Burden 🔗

Mentions: 16/22 interviews (73%)

Why it matters: Teams waste 20+ hours per reporting cycle manually chasing departments, creating Excel templates, and copying data between systems.

Customer quotes:

- *"I have to bug HR, Accounting, our Shop Supervisor — everyone uses different tools, and none of them talk to each other."* - Patricia Lloyd
- *"Every time we need data, we go department by department — it's painful."* - Rida Ahmed
- *"We pay for Green Badger because it saves me 3-4 hours a week — that's money."* - Patricia Lloyd

MVP implication: Automate basic data pulls and provide simple role-based collection workflows to eliminate Excel circulation.

3. Lack of Audit Traceability & Data Lineage 🔗

Mentions: 14/22 interviews (64%)

Why it matters: Regulatory requirements (CSRD, SEC) demand clear audit trails. Teams fear greenwashing accusations and need to prove data provenance.

Customer quotes:

- *"Companies want to know where the data came from, who entered it, how it was calculated."* - Patricia Lloyd
- *"The worst is not knowing where a number came from. That's what scares us in audits."* - Customer Interview
- *"We were flagged in our CSRD prep because we couldn't show who uploaded what data."* - Customer Interview

MVP implication: Build data lineage tracking, ownership assignment, and validation flags into core architecture from day one.

4. Supplier/Scope 3 Data Collection Complexity 🔗

Mentions: 14/22 interviews (64%)

Why it matters: Scope 3 emissions are becoming mandatory but require coordinating with hundreds of vendors using different platforms and standards.

Customer quotes:

- *"We send surveys to 300+ suppliers, and only 40% respond."* - Customer Interview
- *"The data management aspects are very difficult... the logistics of working with such a wide range of suppliers just becomes a very unmanageable task."* - Erik Petrovskis
- *"Suppliers shouldn't have to respond to every single retailer that asks them the question."* - Erik Petrovskis

MVP implication: Include basic supplier data collection interface—CSV upload template and simple response tracking.

5. No Real-Time ESG Insights 🔗

Mentions: 13/22 interviews (59%)

Why it matters: Annual ESG measurement creates decision paralysis. Teams need quarterly or real-time feedback to know if sustainability initiatives are working.

Customer quotes:

- *"We could do something in March and have to wait until the next March to figure out if it worked."* - Simone Wren
- *"Every quarter we recreate the ESG report in PowerPoint from scratch."* - Customer Interview
- *"It takes 2 people 3 weeks to build our annual ESG report."* - Customer Interview

MVP implication: Enable real-time data sync with basic dashboard showing trending metrics and data quality flags.

6. Lack of ESG-Specific Context & Normalization 🔗

Mentions: 8/22 interviews (36%)

Why it matters: Even with centralized data, teams struggle to map raw business data to ESG frameworks and convert inconsistent units/timeframes.

Customer quotes:

- *"We have raw data, but we don't know how to map it to ESG frameworks."* - Customer Interview
- *"Finance reports in quarters, operations in weeks. I have to convert everything by hand."* - Customer Interview

MVP implication: Include basic semantic tagging and unit conversion for common ESG metrics.

MVP vs. Future Development Roadmap 🔗

MVP: Core Data Infrastructure 🔗

Primary Focus: Solve data fragmentation and manual collection burden

MVP Features:

1. **Data Connectors:** Excel/CSV, Workday, QuickBooks integration
2. **Centralized Data Store:** Unified table with source metadata
3. **Basic Audit Trail:** Track who uploaded what, when, from where
4. **Simple Export:** Push to Tableau, Power BI, or CSV download
5. **Supplier Upload Portal:** Basic CSV template and form submission
6. **Essential Dashboard:** Real-time view of data completeness and quality flags

Target Customer: Mid-sized companies (250-1000 employees) with ESG compliance pressure

Success Metrics:

- Reduce manual data collection time by 50%
- 100% data traceability for audit prep
- 3+ system integrations working smoothly

Version 2: Intelligence & Automation 🔗

Focus: Add ESG domain expertise and advanced workflows

V2 Features:

1. **Advanced Connectors:** SAP, Oracle, additional HR/finance systems
2. **ESG Framework Mapping:** Auto-tag data for CSRD, GRI, SASB compliance
3. **Smart Validation:** AI-powered anomaly detection and data quality scoring
4. **Advanced Supplier Management:** Response tracking, automated follow-ups, supplier scorecards
5. **Benchmarking:** Industry comparisons and peer analysis
6. **Report Generation:** Auto-create ESG reports in standard formats

Version 3: Platform & Analytics 🔗

Focus: Become the ESG intelligence layer

V3 Features:

1. **Predictive Analytics:** Forecast ESG performance and identify risks
2. **Advanced AI:** Natural language querying, automated insights
3. **Ecosystem Integrations:** Direct connections to CDP, EcoVadis, Watershed
4. **White-label Options:** Partner with existing ESG platforms
5. **Advanced Supplier Network:** Shared supplier data marketplace
6. **Regulatory Updates:** Automatic compliance mapping for new regulations

Immediate Next Steps 🔗

Technical Development: 🔗

1. **Build Core Data Model:** Design unified schema for ESG data with metadata fields
2. **Develop First Connector:** Start with Excel/CSV upload with full audit trail
3. **Create Basic UI:** Simple data viewer with source tracking and export functionality

Customer Validation: 🔗

1. **Pilot Partner Recruitment:** Target 3-5 companies from interview list willing to test MVP
2. **MVP Testing:** Use real customer data to validate core value proposition
3. **Feedback Loop:** Weekly calls with pilot customers to refine features

Business Development: 🔗

1. **Pricing Strategy:** Define freemium vs. paid tiers based on number of integrations
2. **Go-to-Market:** Focus on "ESG data infrastructure" messaging, not "another ESG platform"
3. **Partnership Pipeline:** Identify potential integrations with Workiva, Watershed, etc.

Core Value Proposition: *"We solve the invisible problem that makes ESG impossible—fragmented data. Connect your systems, ensure audit readiness, export anywhere."*

This approach prioritizes solving the foundational data problem first, then layering on intelligence and automation as the platform matures.