Problem

- Public perception of the action unknown
- Important actions by companies shouldn't be ignored
- People aren't really aware of real sustainability actions

Existing Alternatives

Sustainalytics, ISS ESG, CDP

Solution

- Quantify social media reactions/news articles, analyze themusing NLP
- Use action-specific analysis to form customer-tailored improvement suggestions

Key Metrics

- Enhanced social media feedback
- Higher ROI

Unique Value Proposition

- Customised advises on investments and how those need to be projected
- Providing direct data to enhance marketing communication

High Level Concept

Marketing tool for sustainability actions

Unfair Advantage

- Fast new feature introduction due to strong tech background
- Experience with B2B software
- Excited about Sustainability
- Diversity

Channels

Siemens
-> Siemens Network
-> Munich (local) network
-> Distant companies

Via direct reach-out
& word of mouth by marketing departments

Customer segments

- Big cooperations looking for positive public perception
- CSR consulting firms looking to partially outsource

Early Adopter

Siemens

Cost Structure

Labour, API-data costs, cloud services

Revenue Streams

Fixed price pro analysis (3 price tiers).

SustainaBits