

SustainaBits

invest sustainably
& get recognition for it

Problems

01 Public perception of company's sustainability actions often unclear

02 Companies regularly not getting deserved recognition & feedback

03 The public not aware of significant sustainability actions



Solution

- 01 Collect public reactions in social media reactions/news articles & quantify them
- 02 Use NLP for sentiment analysis of collected data
- 03 Advise companies on marketing their actions more effectively thereby promoting public approval and increasing returns

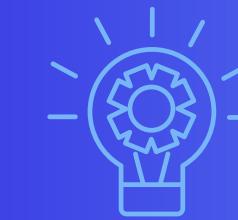
Market, competitors, uniqueness



Big cooperations looking for positive public perception



Sustainalytics, ISS ESG,
CDP



Customer-tailored improvement advise on marketing

We provide:

Analysis of public reaction to actions taken

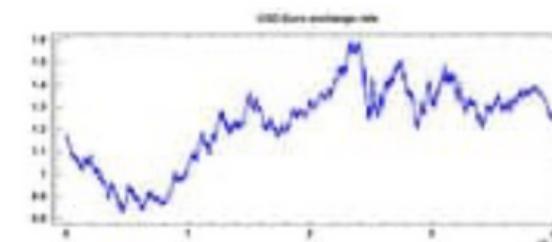
Customised advise on investments

Direct data to enhance marketing communication

SustainaBits

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All the companies' reports

The word cloud illustrates the interconnected nature of environmental goals and corporate responsibility. Key themes include product sustainability, GHG emissions reduction, operational efficiency, and the transition to renewable energy. The size of the words suggests their importance or frequency in the context of these goals.

Each company's report



Insight: Some companies' sustainability actions barely spoken about



Insight: More tangible actions receive more feedback

Current state

- Fundamental data analysis tool that analyses tweets regarding companies and their sustainability actions

Future development

- Introduce more sophisticated NLP tools for better analysis
- Ensure customer-tailored advise for better marketing
- Expand the tool to analyse data on any topic

Business Model

Cost

DEPENDANT ON TIER

API-data costs, cloud services, labour

Revenue

FIXED PRICE RPO ANALYSIS

3 price tiers:

- analysis based on Twitter data
- analysis based on Twitter data & news
- analysis based on several social media platforms & news

Distant companies

EXPANSION PLAN

Munich Network

EXPANSION PLAN

Siemens Network

EXPANSION PLAN

Siemens

Meet the team

passionate about sustainability
strong tech & AI background
experience with B2B software
diverse



ARCHANAA



DIANA



HENRIK



SRIVATSA



XIYAN

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 them using 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).



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