ESGRID

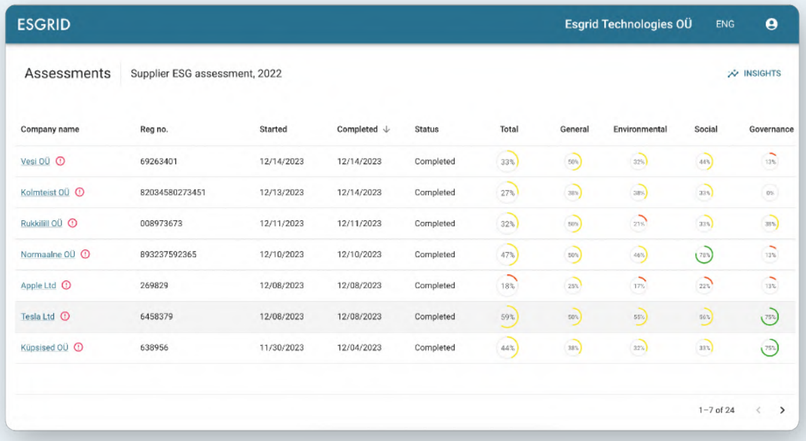
THE ESG DATA INFRASTRUCTURE FOR SUSTAINABLE PROCUREMENT AND FINANCE

THE PROBLEM

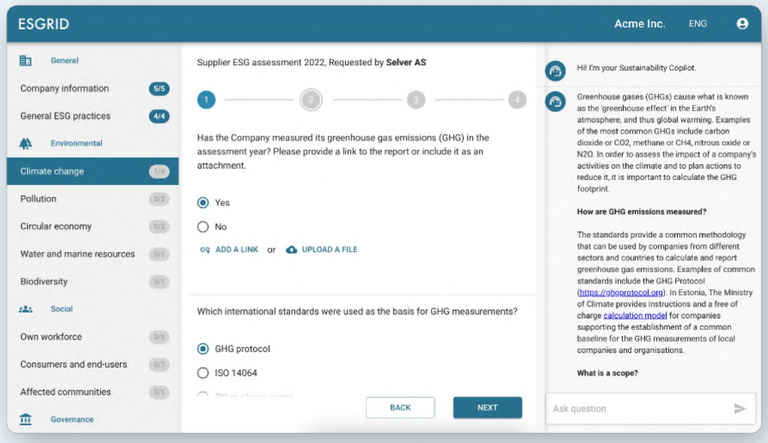
SME sustainability isn’t taken into account for the majority of financing and procurement decisions

THE SOLUTION

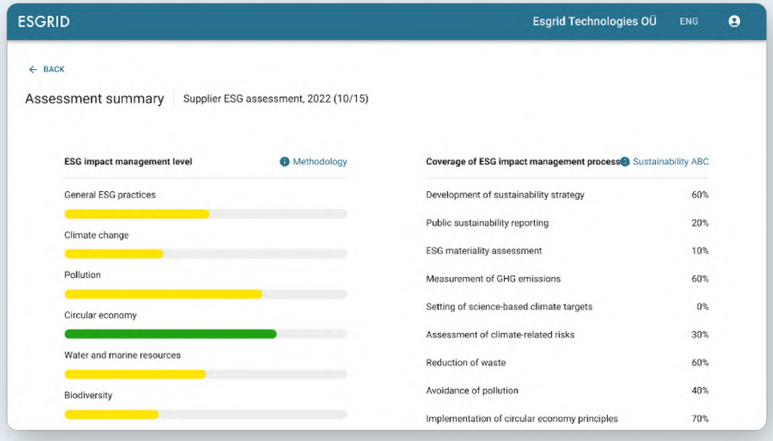
A global ESG data collection and sharing platform that enables fast and simple SME sustainability checks



Value Chain ESG Management



ESG Data Collection



ESG Data Analysis

WHY NOW

The financial sector and 50,000 enterprises in the EU need to assess the sustainability of their value chain SMEs under new sustainability regulation

CSRD and SFRD

1.3M SMEs

PRODUCT VISION

Value chain sustainability assessment tools for enterprises & financial sector

Supplier ESG assessment

Investee ESG assessment

Client ESG assessment

Sustainability ID

of 1.3 million SMEs

GHG emissions

Energy consumption

Water usage

Waste production

Pay gap

Team diversity

Community support

Gender equality

Data protection

Manage **value chain sustainability**

Access data for **sustainable finance and procurement**

Enterprises

Financial sector

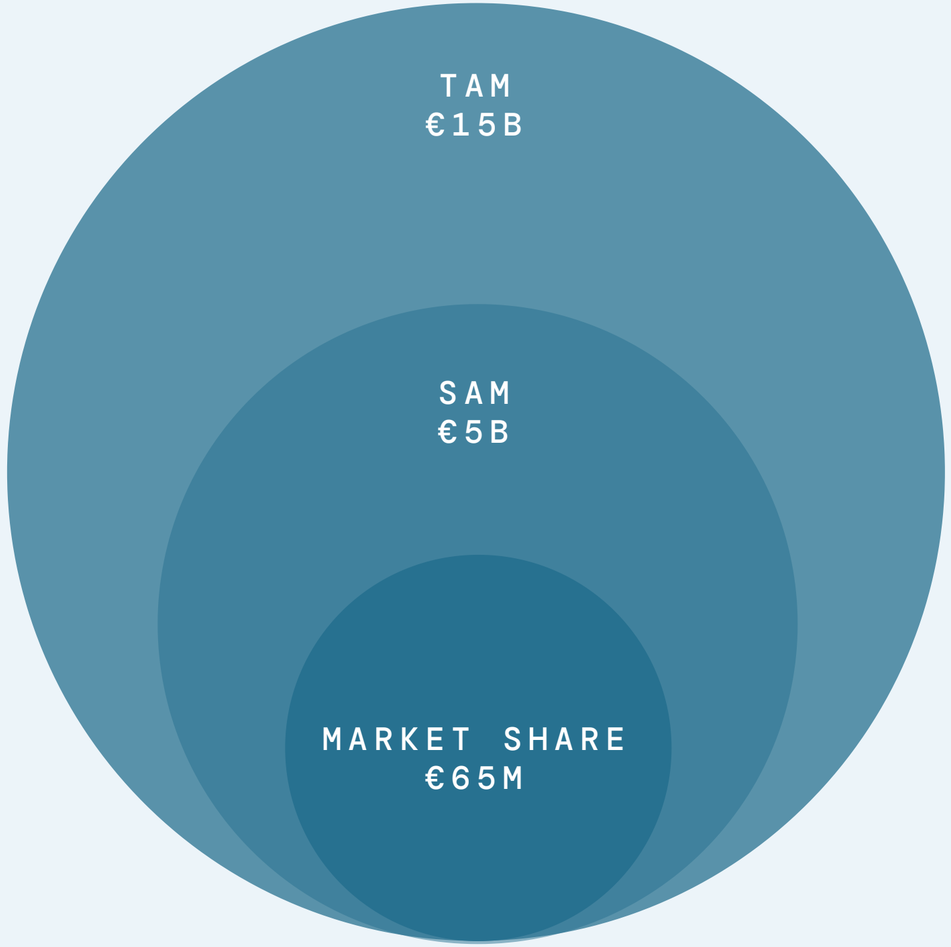
MARKET OPPORTUNITY

The first to establish Sustainability ID of SMEs in a market with 12% software penetration

Total Addressable Market (TAM)
ESG consulting & ESG software globally, worth €15B and growing at 12-17% CAGR

Serviceable Addressable Market (SAM)
ESG consulting & ESG software in the EU:
1.5M EU SMEs (10-249 employees), 50,000 CSRD-subject enterprises, 5,000 banks. Current software penetration is only 12-14%

Market Share
1.3% market share of SAM by 2029, totalling 65M€ ARR captured



GO-TO-MARKET

We grow primarily through product-led growth, introducing potential customers to the problem and solution through product use

ENTERPRISES & FINANCIAL SECTOR

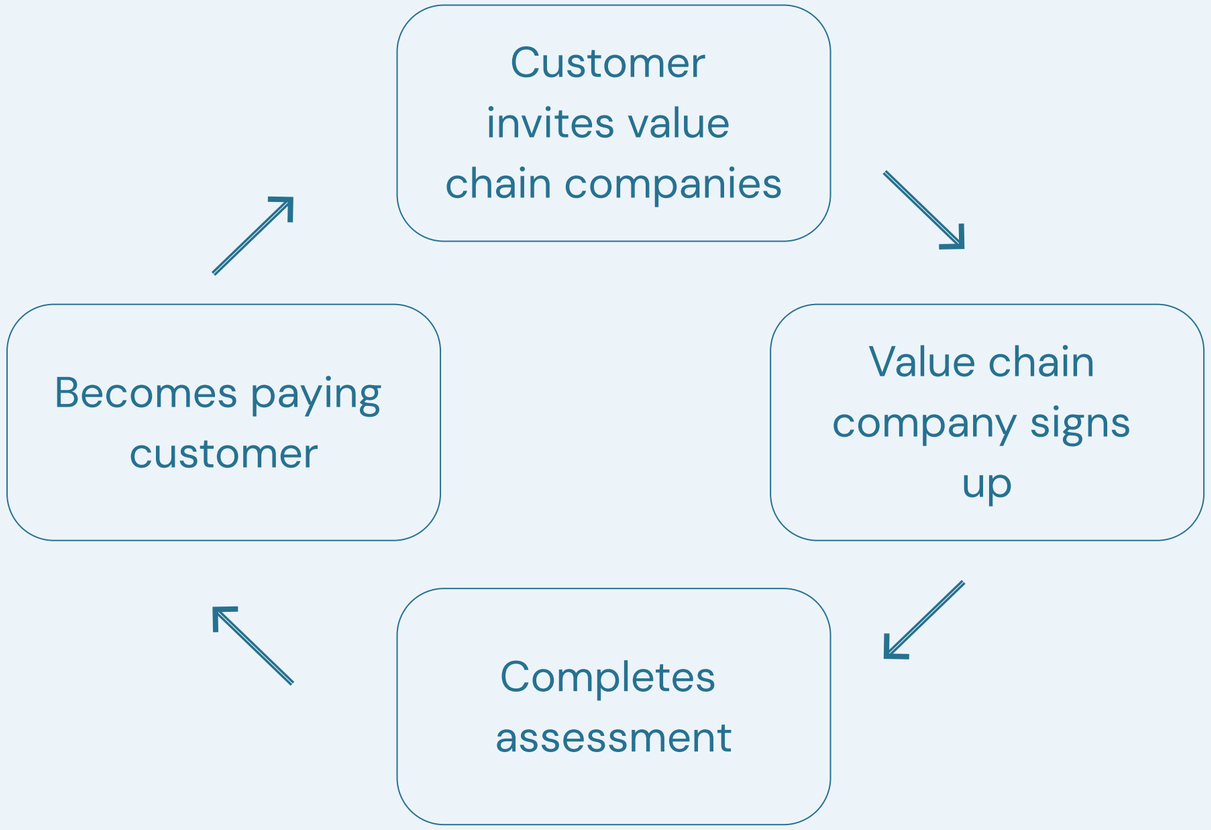
- Outbound B2B – Serve enterprises with the assessment platform
- Product Led Growth – Acquire value chain companies through PLG at no marketing cost

SMES

- Product Led Growth – Convert a % of value chain SMEs into customers
- Freemium product – free Sustainability ID

GO-TO-MARKET

How we acquire new customers through value chains



OUR ICP

We target enterprises and financial institutions with very little in-house ESG management capability

HOW WE MAKE MONEY

SMES

ESG self-assessment

Free

✓ Generate your company's ESG summary & gap analysis
✓ Share your summary with partners

SME Toolkit

59€
per month

Cancel anytime

✓ Manage company's ESG processes
✓ Track goals and progress

ENTEPRISES & FINANCIAL SECTOR

Standard

490€
per month

Annual commitment

✓ 100 annual value chain data requests
✓ Industry-specific data
✓ Assessment analysis
✓ Repondent AI Co-Pilot

Unlimited

990€
per month

Annual commitment

✓ Everything in Standard +
✓ Unlimited assessments
✓ Data verification

TRACTION

We acquired our first enterprise customer before writing a line of code. Since launching with the pilot customer in December, we've made fast progress

25

Value chain companies acquired during the enterprise pilot

20+

Enterprise product demos booked

2

New paying customers

TEAM & ONE-PAGER

Sustainability ID – The ESG data infrastructure for sustainable procurement and finance

FOUNDERS



Oksana Tolmatšova
CEO
OPERA, SWEDBANK



Katrin Isotamm
ESG
TELIA, SWEDBANK



Jevgeni Bogatyrjov
CTO
KATANA, ZEROTURNAROUND, SKYSELECT



Ott Ilves
GROWTH, OPS
PIPEDRIVE, AMPLER

ADVISORS

Cobalt Legal
LAW, REGULATION



Marek Rei
AI
CAMBRIDGE, IMPERIAL COLLEGE LONDON



Helo Meigas
BANK RISK & FINANCE
MCKINSEY, SWEDBANK

TRACTION WHILE BOOTSTRAPPED

- Signed 1st enterprise LOI with a supermarket chain before starting product development
- Since going live in December, we have
  - Run the enterprise pilot, acquiring 25 value chain companies
  - Booked 20+ enterprise demos
  - Closed 2 new paying customers

PRODUCT

- Driving sustainability improvements in value chains through a data management solution and an SME-facing sustainability toolkit

INDUSTRY & MARKET

- ESG consulting and ESG data management software market in the EU

ASK

500,000€ to land 40 enterprise customers, prove PLG viability and build key product use-cases

MILESTONES

- Go-to-market
  - 40 enterprise through PLG & outbound sales
  - PLG at 5% conversion rate for their value chain companies
- Product
  - ESG assessment tools for the financial sector
  - Sustainability ID of SMEs

USE OF FUNDS

- Hire a team of 8 including 4 co-founders
- Sales and marketing
- Product and security sertification

ESGRID

LET'S KEEP IN TOUCH

OTT@ESGRID.COM

ANNEX

COMPETITION

MATURE, DOMINATED BY LARGE COMPANIES

REPORTING & DISCLOSURE MARKET

Automates internal ESG reporting.

Workiva enablon onetrust Datamaran® sustainIQ SAP Microsoft

MATURE, DOMINATED BY LARGE COMPANIES

DATA MANAGEMENT MARKET

Automates internal ESG data collection, provides ratings.

ISS ESG MSCI Bloomberg Sustainable1 SUSTAINALYTICS

NASCENT, MANY NEW PLAYERS

OPERATIONAL PERFORMANCE MARKET

Automates ESG performance management processes across company operations.

Value chain ESG management segment

ESGRID SUPPLYSHIFT worldfavor ecovadis

Carbon accounting segment

planA greenly Normative SWEEP

Differentiator: Sustainability ID & SME focused toolkit

Unlike others, Esgrid creates drives impact beyond reporting through ESG solutions built for value chain participants. Software penetration on the market is still low and mostly focused on GHG emissions. We intend to win the value chain segment.

PWC ESG MARKET OVERVIEW
EY ESG MARKETS DEVELOPMENT