



PLANET-B

Green Twin - Blue Planet

TECHNOLOGY PITCH DECK

Startup pitch deck for responsible investors



INTRODUCTION

Company Overview

Established in 2022, PLANET-B's goal is to enhance sustainability ratings for businesses in the Oil & Gas sectors, particularly focusing on the carbon footprint of their products. Through the utilization of cutting-edge technologies, PLANET-B streamlines the tracking and reporting of emissions and ESG awareness using readily available data, made possible by AI tools and blockchain infrastructure.

Mission

Provide ESG insights to SMEs for the benefit of investors, executive boards, and regulatory bodies.

Vision

We will create a marketplace for all petrochemical products, enabling users to compare and choose products based on CFP and ESG score.



PROBLEMS

As a B2B SaaS, we are focused on the challenges of businesses on the road to sustainability.



Information



Emerging responsible investors need access to information that is not currently available in a data-driven decision-making framework.

Transparency



Sustainability data, especially environmental indicators are complex to measure and usually reported with ambiguity.

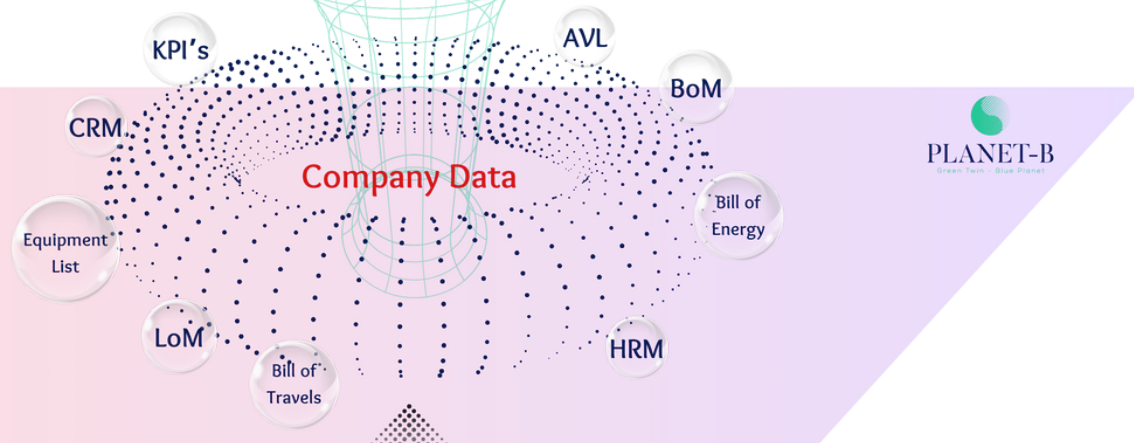
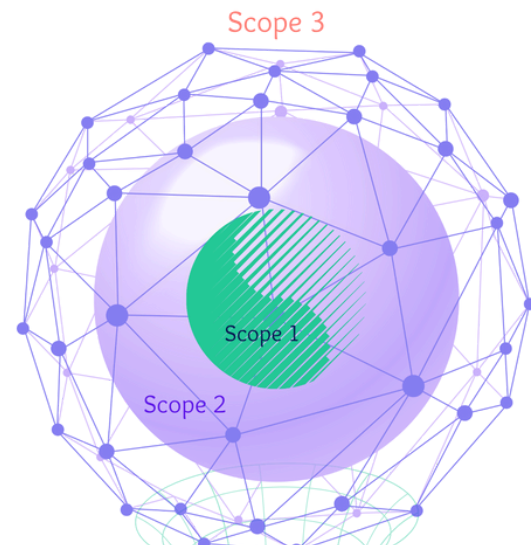
Cost Expensive



ESG reports are considered a luxury for corporations, with high costs that SMEs cannot afford to participate in.

SOLUTIONS

Emphasizing the innovation driven by technology and user experience



Platform for Company Data to Emission Conversion



Real-time Tracking

By sourcing data from public primary sources and financial and ERP data directly from the customer organization side, the platform can accurately classify and measure indices such as scope 1, 2, and even scope 3 emissions.

Blockchain Integration

To ensure data integrity, traceability, and transparency, emissions are recorded on a blockchain. This not only ensures verifiability but also helps combat greenwashing risks.



AI-driven Reporting & Management

The Platform will assist clients in generating automated ESG reports aligned with established disclosure frameworks. Additionally, it will provide customized carbon removal strategies to optimize the product's environmental footprint.

Carbon Trading Platform

PLANET-B is creating a carbon marketplace where product pricing is directly linked to its environmental footprint, social impact, and governance maturity. This market-driven approach aims to encourage the use of sustainable products.

In an economic environment where consciousness about sustainable growth and shared value is continuously on the rise, **adaptation to ESG-focused strategies is no longer just a choice but a necessity** for businesses globally. The undeniable wave of investor interest towards ESG, coupled with the mounting regulatory pressure, has brought the Investor ESG Software market into the limelight.

The Investor ESG software market is poised for substantial growth with rising corporate data volumes, **a shift toward green initiatives**, and an increase in demand across enterprises proving key growth drivers.

Integrating ESG principles into investment decisions is swiftly becoming a norm, and purpose-built ESG software greatly facilitates this process.



UTOPIA

COMPETITORS

Our main advantages

- Innovative Technology
- Regulatory Compliance
- User Experience
- Customization and Flexibility
- Comprehensive Data Solutions
- Advisory Services
- Transparency and Traceability

Emission Monitoring



ESG Platforms

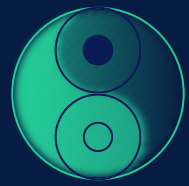


Sustainability Consultancies



Blockchain Platforms





DEMO

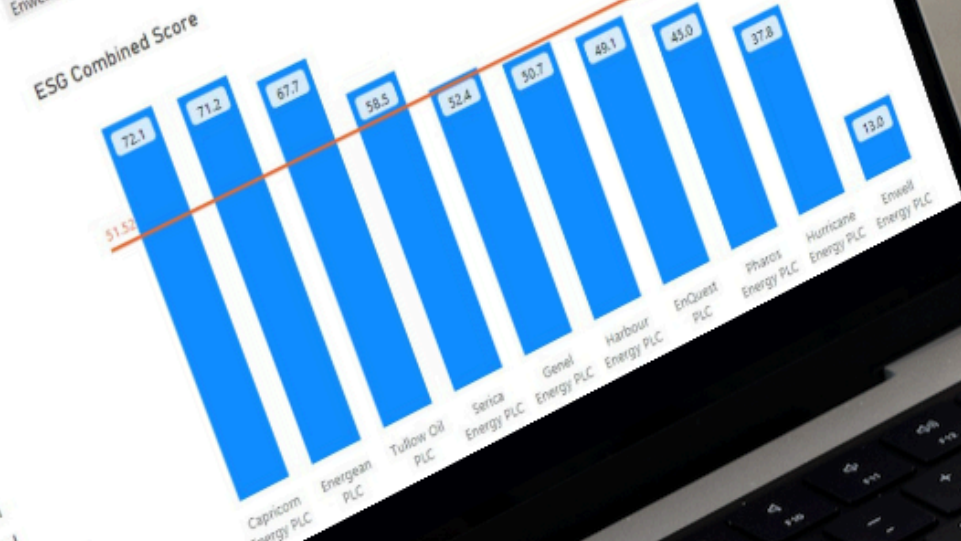
Using the gathered data from almost **54,000 companies** to generate **ESG insights for RI** by following the international frameworks

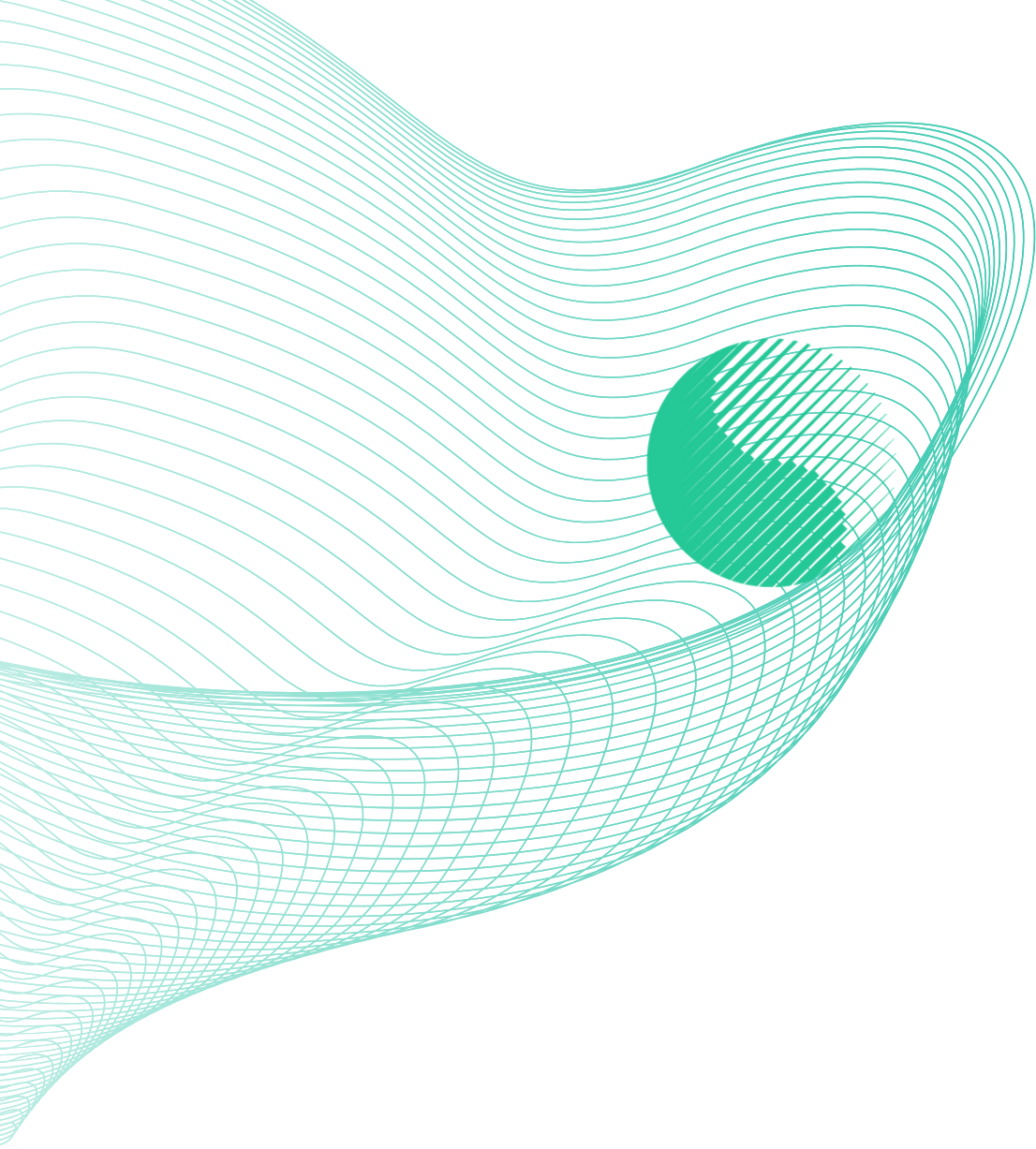
REFINITIV



50.69
Median ESG Combined Score

Company	Headquarters	ESG Combined Score
Capricorn Energy PLC	United Kingdom	72.10
Energean PLC	United Kingdom	71.18
Tullow Oil PLC	United Kingdom	67.67
Serica Energy PLC	United Kingdom	58.46
Genel Energy PLC	United Kingdom	52.36
Harbour Energy PLC	United Kingdom	50.69
EnQuest PLC	United Kingdom	49.08
Pharos Energy PLC	United Kingdom	44.95
Hurricane Energy PLC	United Kingdom	37.84
Enwell Energy PLC	United Kingdom	12.97





MARKETING STRATEGY

Strategy connected with a strong
business model.

Individual Investors

Public or private investors with interests in sustainability stock exchange can use data insights with subscription payments.

Corporate Investment Fund

Capital funds can form their own portfolio with support of our ESG information for their green funding via our premium service for businesses.

ESG software API

Trade platforms can use our index as an Add-on to prepare a more sustainable experience for their users with API payment plans.

\$11T

*ESG debt market
by 2025*

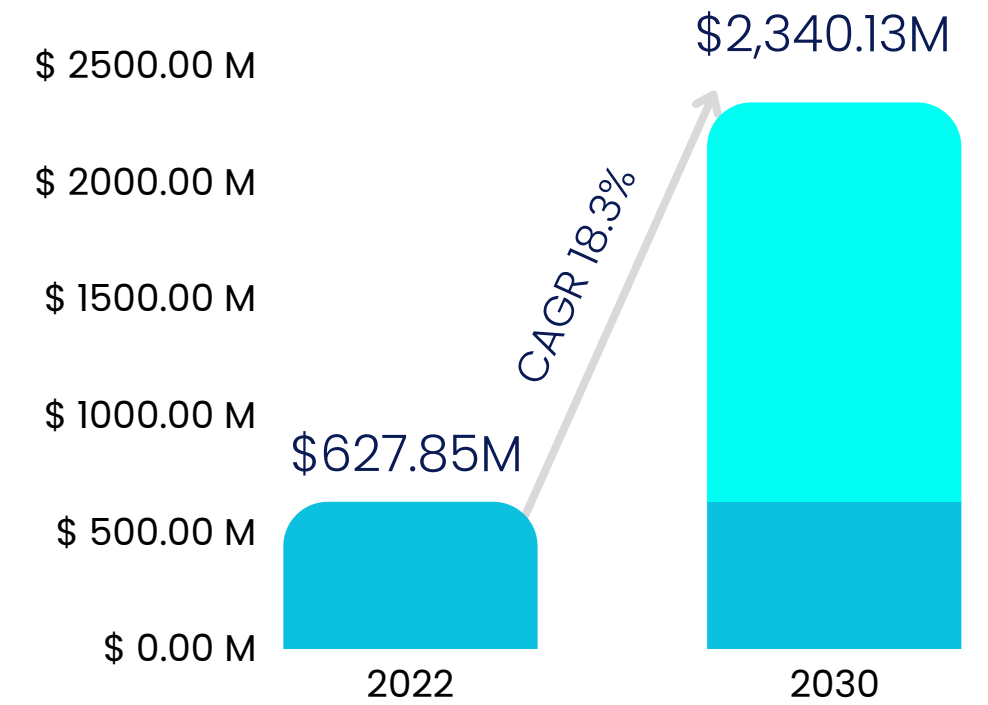
\$2.3T

*impact investing market
by 2020*

\$403bn

*global ESG ETF
by 2020*

Global Investor ESG Software Market



MARKET SIZE





TARGET MARKET

Our early adopters are responsible investors in public-traded companies and SMEs looking for IPO.

Businesses in the UK+EU region are looking for us to present their ESG rating among their competitors.

TAM \$ 2.3 bn

SAM \$ 170 M

SOM \$ 10 M %5

Market Segmentation

GOVERNMENT

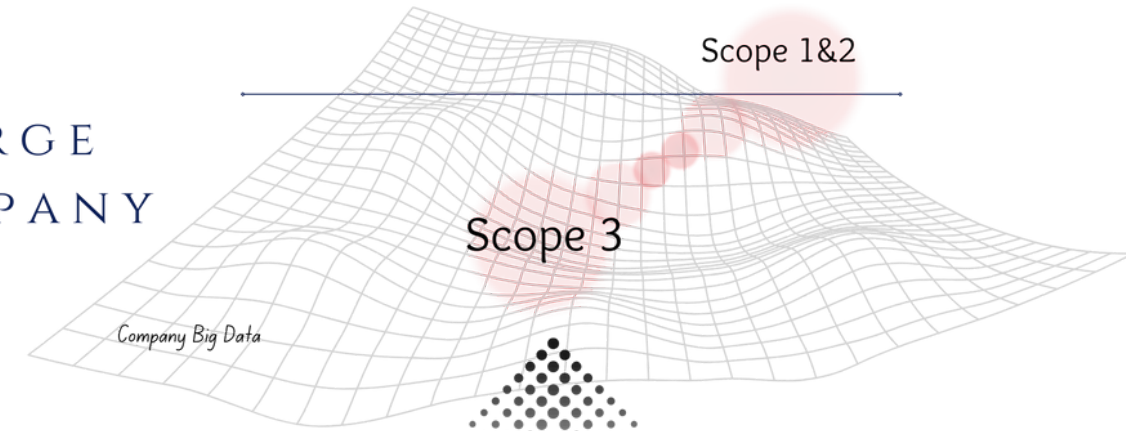
Standardized Report Frameworks for Corporations



REPORT



LARGE COMPANY



B - BANK

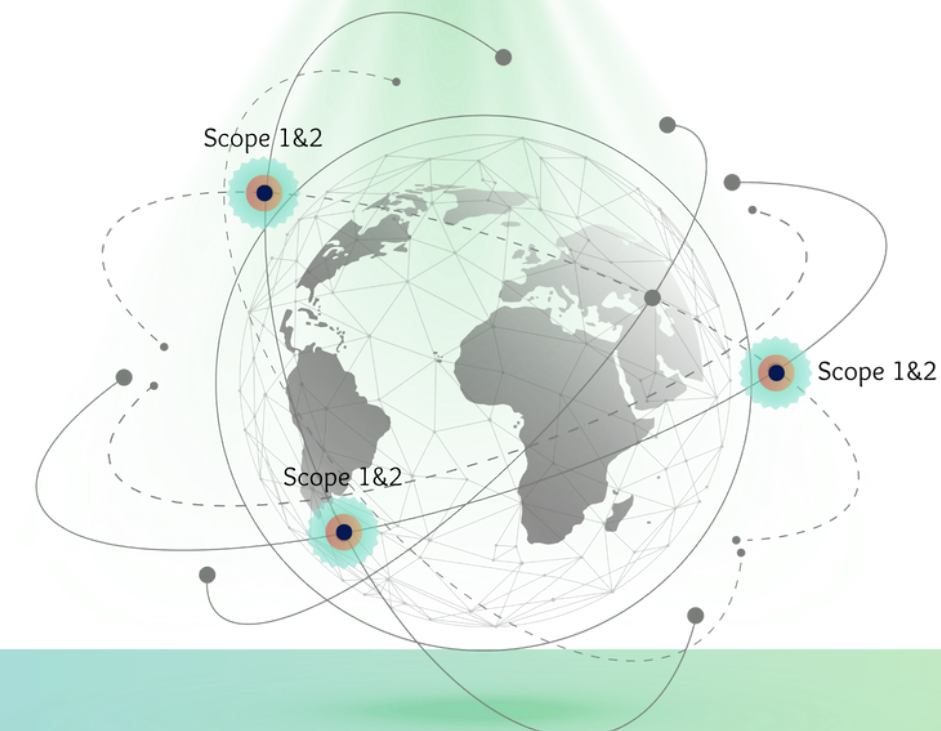
Environmental Declaration Data Bank



%55

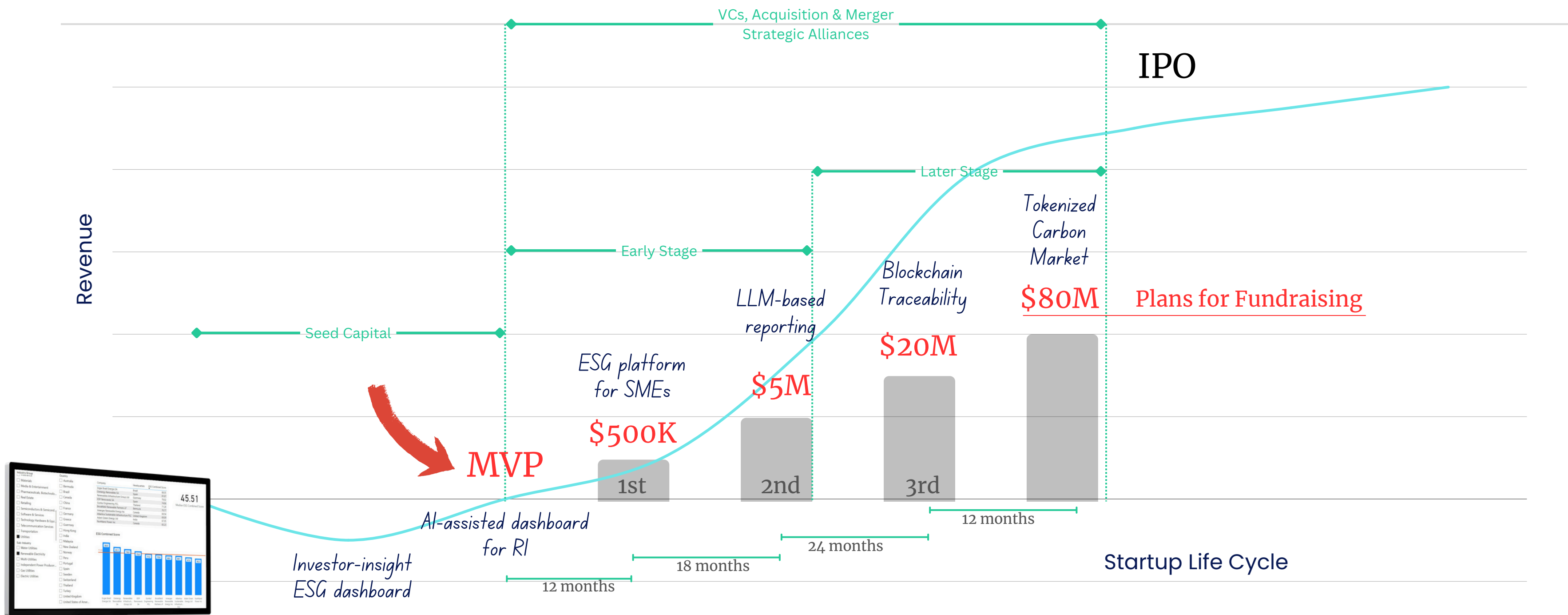
share of RI in total assets by 2020

ETFs	#	Year
European RI	2,413	2018
UK RI Market	409	2020
US ESG Investing	534	2020

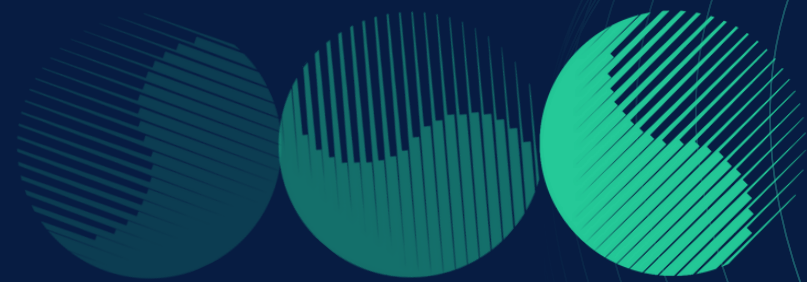


SME

IPO with Public Data



PRODUCT ROADMAP



Saeid H. PhD.
CEO & Co-Founder
*Professor of Accounting
Sustainability in Economy*



Majid S.
Co-Founder &
Operation Manager



Aydin A.
Co-Founder &
Business Analyst



Mohammad Gh. PhD.
Co-Founder &
Product Manager



Pouria M.
Co-Founder &
DevOps Manager



OUR TEAM

A team combination of art and technology.

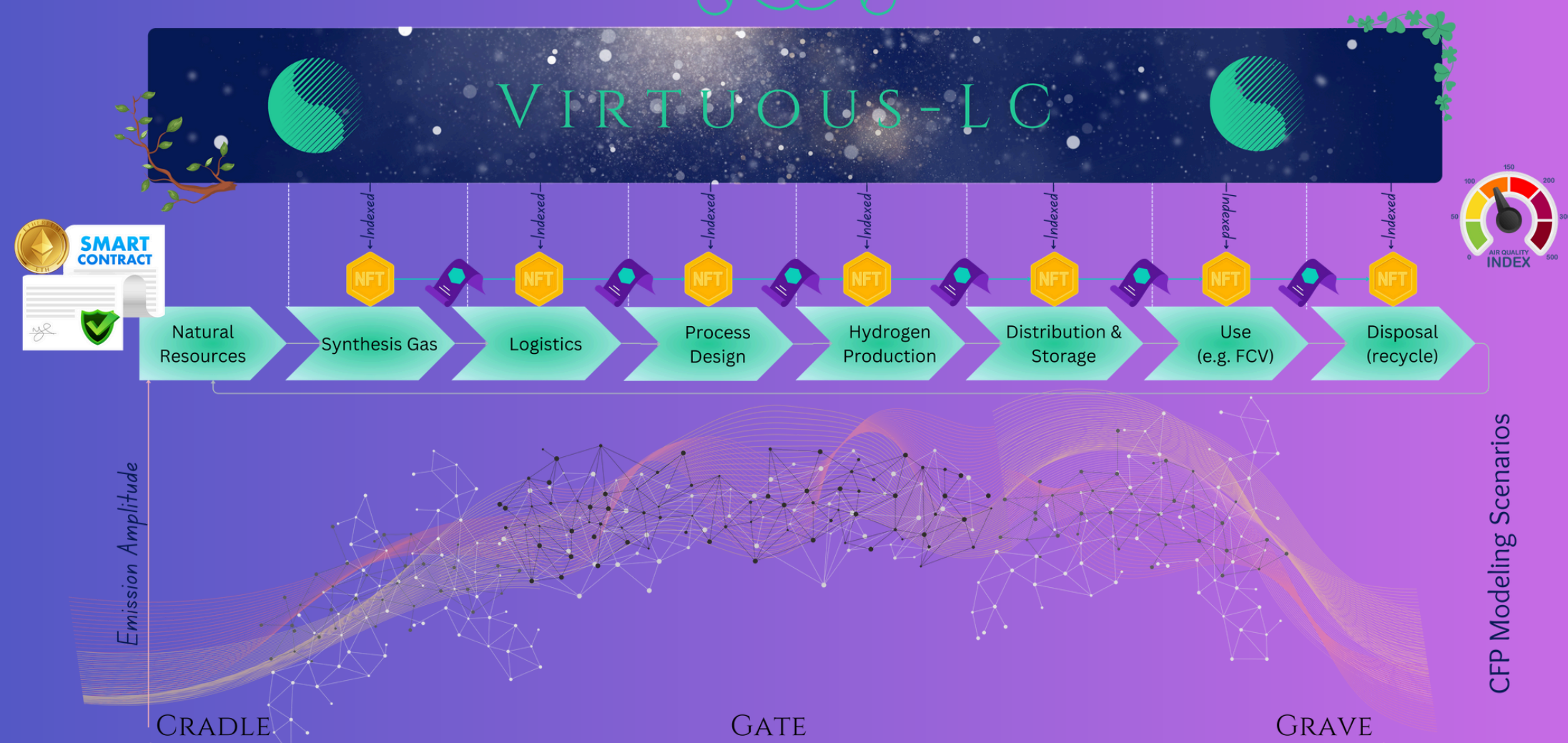


THE RISING POWER OF DECENTRALIZED FINANCE (DEFI)

The value of DeFi is particularly clear for SMEs and emerging markets. DeFi's programmability brings to life tailored financial tools and smart contracts that streamline operations and cut costs. The trust in financial transactions stems from the blockchain-backed transparency and unchangeability of DeFi.

RegFi
IndFi
BusiFi

AI-BASED LIFE CYCLE EMISSION



Hydrogen Life Cycle



Improvement Scenarios
ESG Disclosure Reports

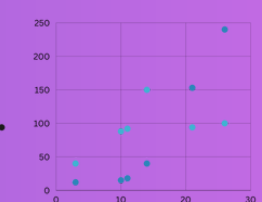
LLM
Fine Tuned

LLM
Consulting
Service



Social Network Analysis (SNA)
Complex Adaptive System (CAS)

Life Cycle Cost Analysis (LCC)
Sensitivity Analysis



Distribution Function



Risk Analysis



THE INNOVATION LED BY GENERATIVE AI

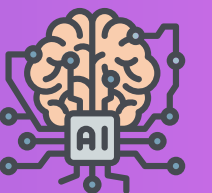
As we move forward, the impact of Generative AI will extend beyond content creation, influencing the semiconductor industry's growth and encouraging open-source contributions. This ever-evolving technology presents both opportunities and challenges, making it crucial for businesses, policymakers, and individuals to adapt and navigate this exciting new era of AI-driven possibilities.

The consensus remains that this transformative technology also poses challenges in terms of intellectual property, ethical considerations, and the need for human oversight. Rather, the focus should be on developing and improving **specific AI** applications.



As the investment landscape in Generative AI is evolving rapidly, innovators are going after this opportunity and building startups that tackle one (or more) of these applications.

Let's take YCombinator's most recent batch — 91 startups (35% of its intake) focus on generative AI, highlighting the rising entrepreneurial interest in this field.



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