



Investor Presentation

About Us

ESG Analytics is an AI powered ESG data, analytics & research platform.

We use data outside of traditional sources (alternative data) to track environmental, social and governance (ESG) factors for companies, countries and investment funds/ETFs.

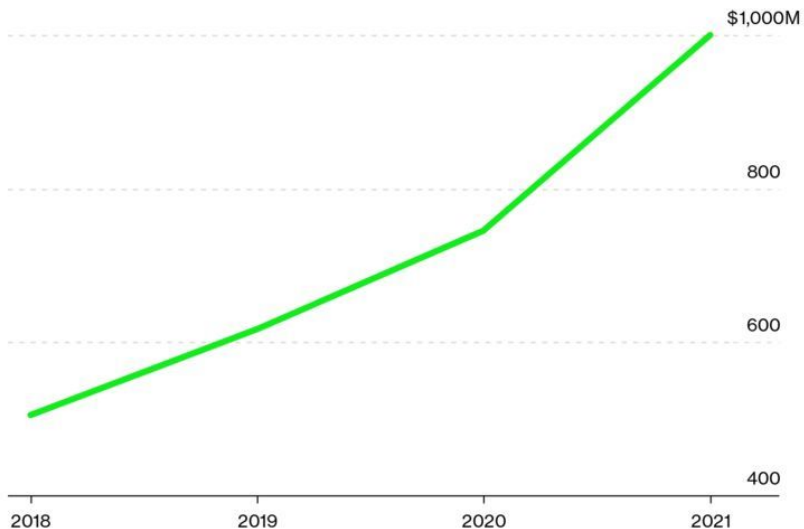
We bring an '**outside-in**' perspective to ESG analysis.

At the intersection of three major trends



Market

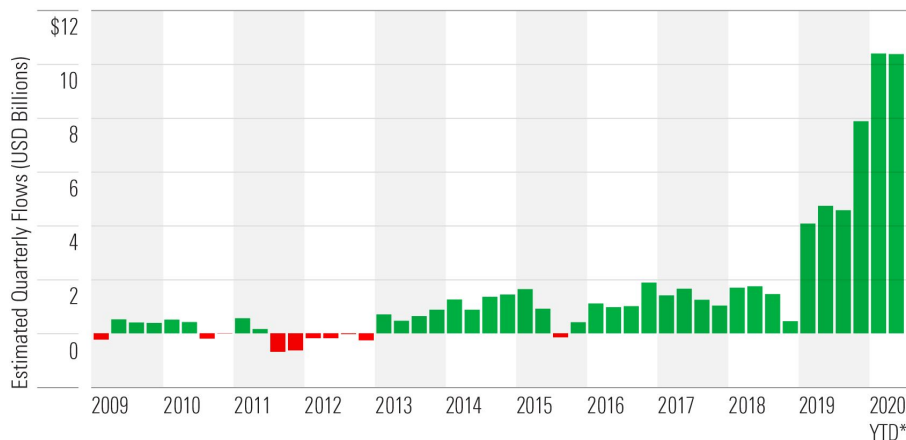
Spending by investors on ESG data is expected to top \$1B in 2021+



Source: Opimas estimates

Bloomberg Green

ESG Investment flows continue to break records



Source: Morningstar Direct. Data as of 6/30/2020. *YTD 2020 as of 6/30/2020.

Value Proposition

The modern ESG toolkit

We give you powerful datasets and tools, so you can build better ESG products and services.

More coverage | Real time insights | Explainable ESG



Target Clients

Analysts & Portfolio Managers

Cover more companies, with greater clarity and speed using alternative ESG data

ESG Consultants

Benchmark their clients and recommend actions by providing differentiated ESG insights using AI

Investment/Financial Advisors

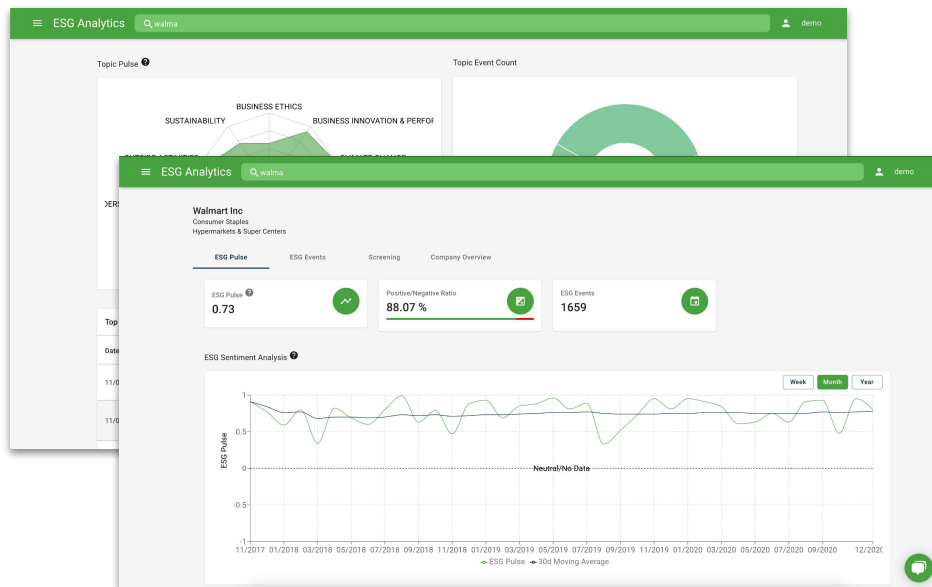
Screen funds and ETFs through aggregated data views and robust analytical tools

Fintech Platforms

Develop new products and services with our enterprise ESG API

Product

SaaS Platform



Enterprise API

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Revenue Model

On Demand

\$150

per report

- ✓ Individual company report
- ✗ Company, country and fund analysis
- ✗ Portfolio and topic tracker
- ✗ Analysis tools
- ✗ API Access

[CONTACT US](#)

Analyst

\$79

per month

- ✓ Unlimited company reports
- ✓ Company, country and fund analysis
- ✓ Portfolio and topic tracker
- ✓ Analysis tools
- ✗ API Access

[FREE TRIAL](#)

API

\$299

per month

- ✓ Unlimited company reports
- ✓ Company, country and fund analysis
- ✓ Portfolio and topic tracker
- ✓ Analysis tools
- ✓ API Access

[CONTACT US](#)

Leadership Team



Qayyum Rajan, CFA – Founder, CEO and Data Scientist/Engineer

- 2X founder, previously cofounder of iComply, a blockchain and regulatory technology company
- Chartered Financial Analyst with deep background in financial markets
- Technical founder with development and data science experience
- Top 30 under 30



Patrick Audley - CTO

- Seasoned technologist who has more than twenty years of international startup experience, scientific, business and computing skills
- Domain expertise in AI, data engineering, machine learning and computational finance
- Previous experience in several successful startups that span telephony, high performance computing, crowdsourcing, bioinformatics and security

Operational Team

Brian Ogutu - Lead Developer

- Experienced software engineer with a background in scalable web-based applications

Hetal Mangukia - Senior Developer

- Experienced full-stack developer

Zarah Ali - Senior Developer

- Experienced full-stack developer

Kristin Lackey - Content and Marketing

- Marketing and SEO focused professional with a track record of growing brands and audiences

Ron Pick - Fractional Head of Marketing

- Highly experienced CMO with a deep background in alternative data (previously at SimilarWeb)

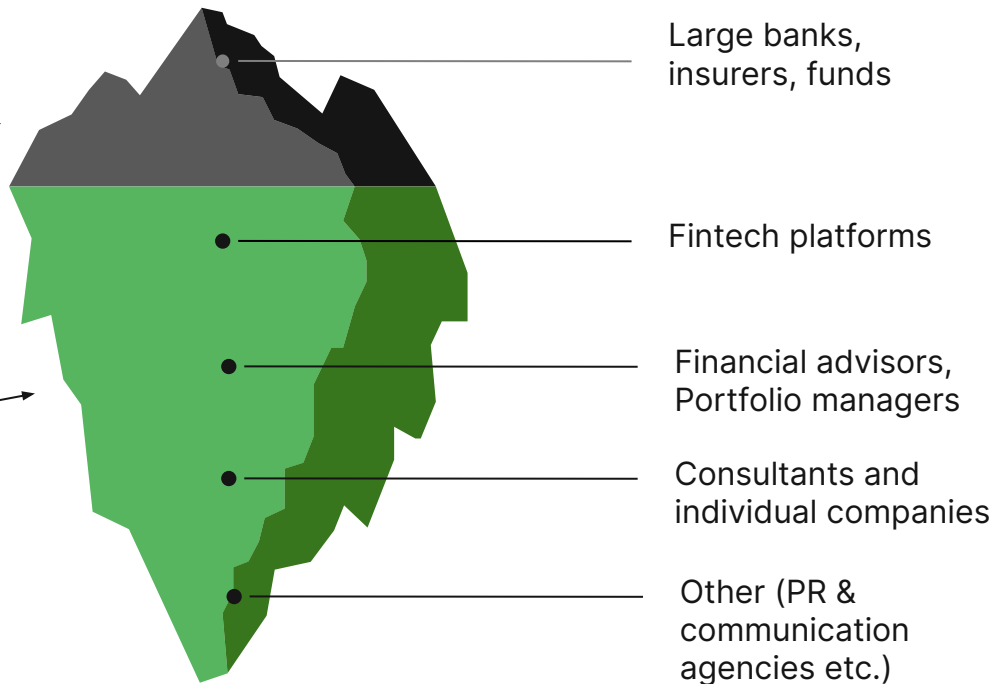
Go to market strategy

We are targeting the **mid-market** demand for ESG data.

Current providers charge in excess of \$60,000 per year, focused on very large enterprises.

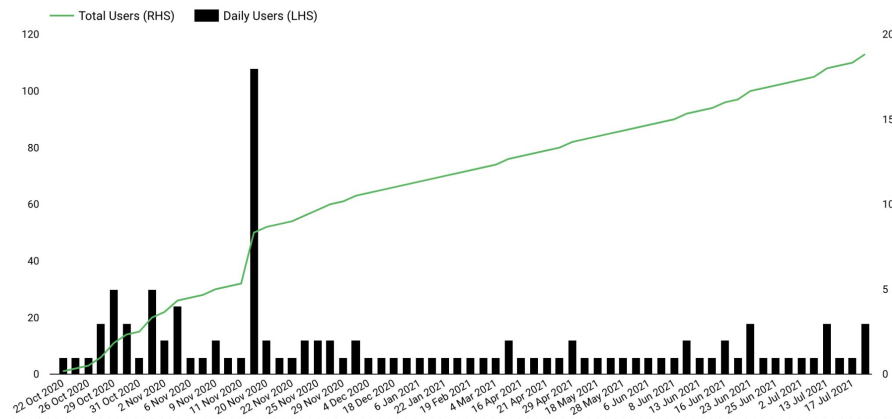
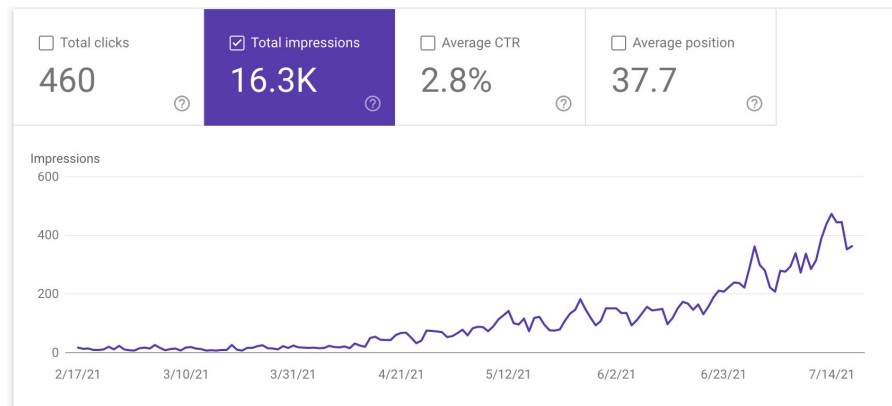
This leaves smaller firms and startups trying to navigate and take advantage of the ESG trend without viable options for data.

A cost effective, powerful SaaS solution as the answer to this.

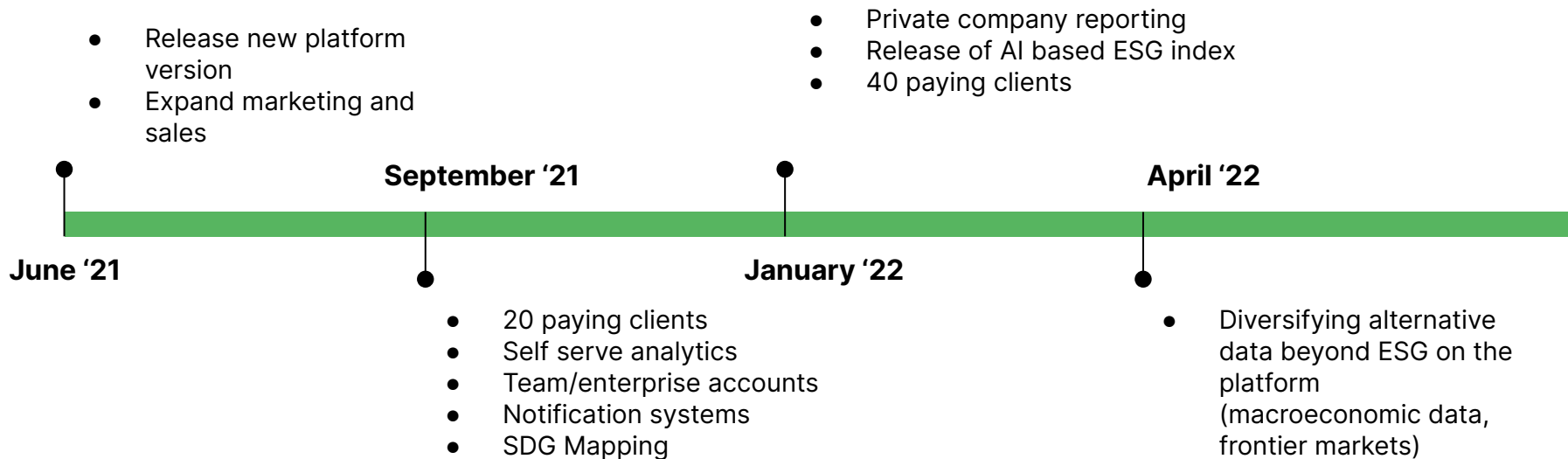


Traction

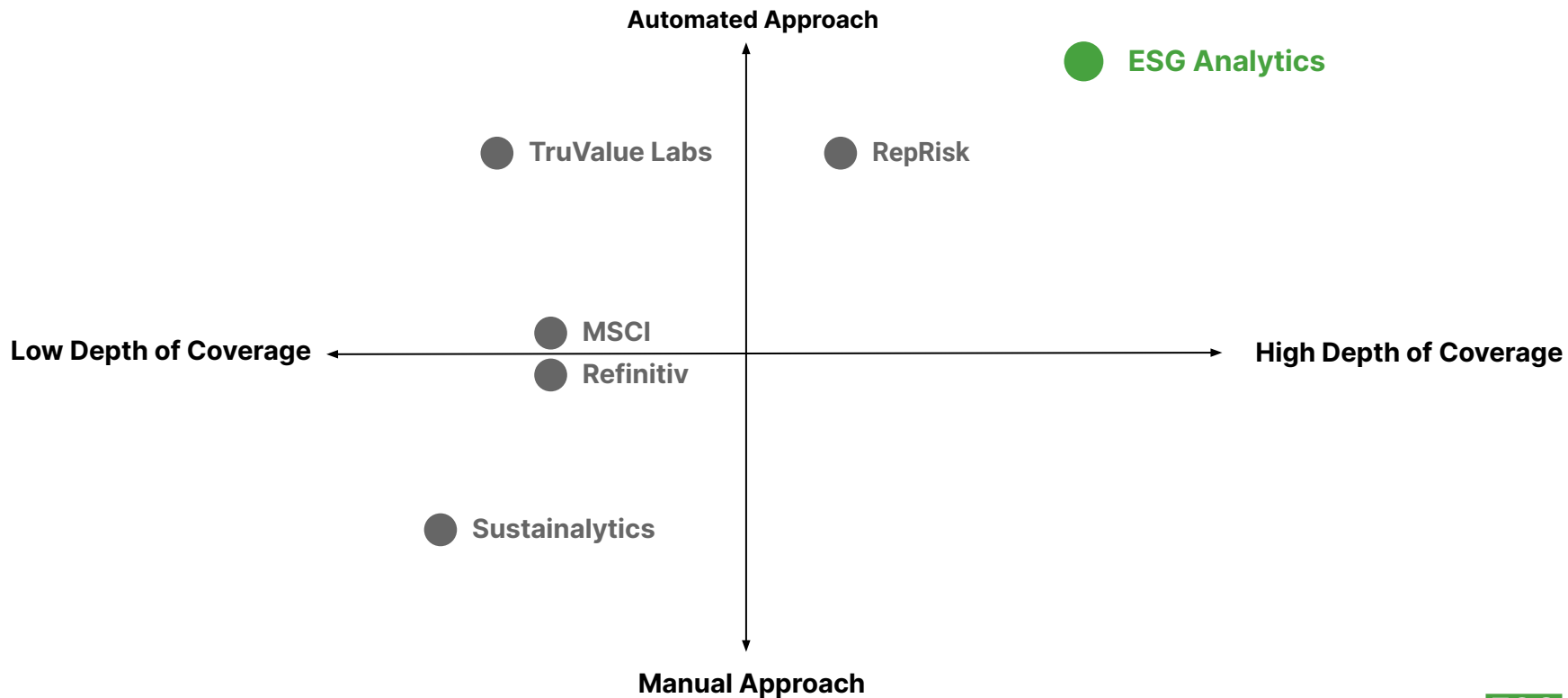
- SEO & content strategy is growing at a very rapid pace
- Continuous inbound traffic to the website for application signups
- SASB: We are licensed to provide the industry's leading materiality framework as an a overlay within the ESG Analytics platform
- Nominated as a finalist for 'Best ESG Data Provider' 2021



Roadmap



Competitor Landscape



Ask

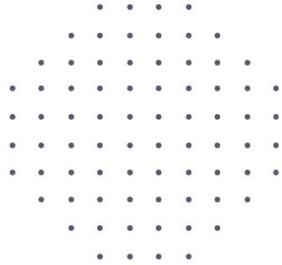
Financing to date: \$200,000 (Friends and Family, Government Grants)

ESG Analytics is seeking \$500,000 in additional financing

- Common Equity
- Pre money \$3.5M CAD

Proceeds will cover 18 months of runway:

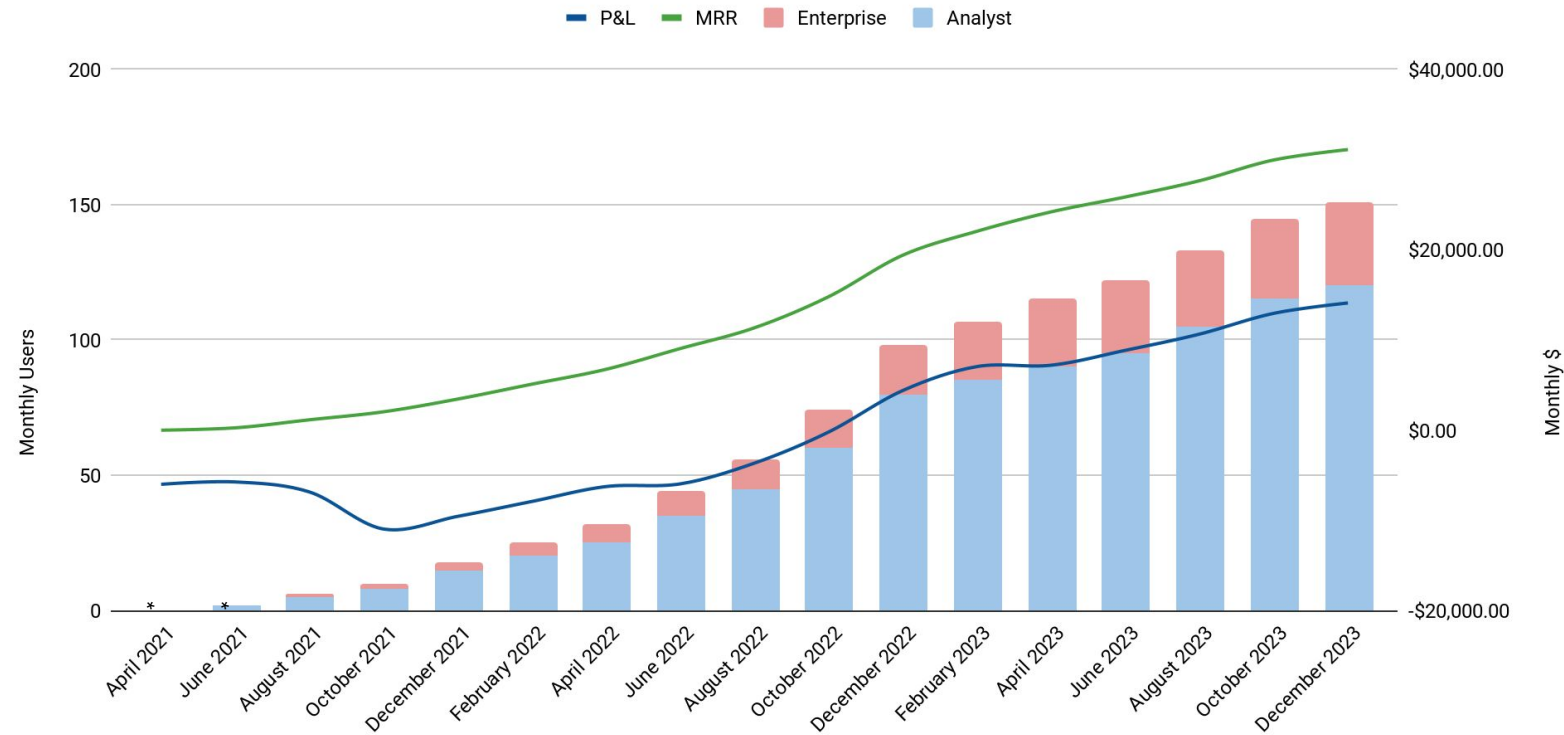
| | | |
|-------------|-----------------------------------|-----------|
| Milestone 1 | Add new data sets and enhance AI | \$80,000 |
| Milestone 2 | 200 paying customers | \$160,000 |
| Milestone 3 | Enterprise platform access | \$100,000 |
| Milestone 4 | Alternative ESG financial indexes | \$160,000 |



Thank You!

Appendix

User and Financial Projections



* Actual

Exit Opportunities

ESG Analytics has been built for acquisition. There is a race for alternative data and ESG firms. The biggest data firms are concentrated on creating this capability in house or through acquisition of technology companies.



| Date | Company | Activity | Target | Value |
|---------------|----------------|----------|-------------------|-------------|
| December 2018 | Nasdaq | Acquired | Quandl | Undisclosed |
| January 2019 | Sustainalytics | Acquired | GES international | Undisclosed |
| July 2020 | Morningstar | Acquired | Sustainalytics | 175M |
| October 2020 | Factset | Acquired | Truvalue Labs | Undisclosed |
| November 2020 | Deutsche Börse | Acquired | ISS | 2.275B |