YOUTH CLIMATHON

INNOVATIVE SOLUTIONS FOR THE ACCELERATION OF CLIMATE ACTION IN ASIA & THE PACIFIC

Growing Green Team

ESG Report Software Project
January 11, 2024
Problem and Pain-Points

- **Data gap** for ESG evaluation and analysis when doing ESG reporting
- **Data mismatch**: wrong calculation
- **ESG** with focus on just transition from corporate side

(Sompaisarn, 2022)
Proposed Solution: ESG Report Software

- Easy to use
  ESG report generator software
Target Group and Potential Client

- **Medium corporates** who have to submit **ESG** report
- **More chance** from Green Investment, Green Funding
Environmental Impact

- Enable seamless ESG reporting procedure
- Encourage more small and medium companies to comply to ESG related standards
Social Impact

- **Save time** when doing ESG reporting
- Allow small and medium companies to **access funding for Green Business** e.g. green/sustainability bond
- **Better quality of life for people left behind**
- **Linking corporations** with greater green practices: social enterprises and CSR.
- Help more people to acquire **good green jobs** that protect their rights
Cost Considerations

- Estimation for the first and second phase (6 months in total)

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost (฿)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Development</strong></td>
<td>300,000</td>
</tr>
<tr>
<td>(User survey and interview, software development)</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Cost</strong></td>
<td>150,000</td>
</tr>
<tr>
<td>(Online and offline ads, marketing materials)</td>
<td></td>
</tr>
<tr>
<td><strong>Operation Cost</strong></td>
<td>150,000</td>
</tr>
<tr>
<td>(Training session, travel cost, staffs)</td>
<td></td>
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</tbody>
</table>
Implementation Plan

**Phase 1**
**Product Planning**
1 month
- User Interview
- User Survey
- User Experience and User Interface Design

**Phase 2**
**Product Development**
4 months
- Software Development
  - Front-end
  - Back-end
- Quality Control

**Phase 3**
**Commercialization**
3+ months
- Market Penetration
- Marketing Campaign
- Partnership
Partnerships
## Business Model

- **Subscription-based**
- **Pay-per-service**

<table>
<thead>
<tr>
<th>Service</th>
<th>1-2 Users</th>
<th>2-10 Users</th>
<th>10+ Users</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ESG Report Software</strong></td>
<td>3,000 thb/user</td>
<td>2,800 thb/user</td>
<td>2,500 thb/user</td>
</tr>
<tr>
<td><strong>Strategy Consultant Service</strong></td>
<td></td>
<td></td>
<td>Starts from 50,000/project</td>
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<tr>
<td><strong>ESG compliance training</strong></td>
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<td>Starts from 10,000/training</td>
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Team Members

Ken G Weber

**Role:** Finance Analyst  
**Education:** Bachelor of Political Science  
**Experiences:** Research Finance and Green Economics in Thailand and the Asia-Pacific

Pichaya Charoonponsaksakdi

**Role:** Data Practitioner  
**Education:** Master of Arts  
**Experiences:** Digital Competitiveness Index Tracking Project for Digital Council Thailand

Kitiya Wongphilaiwat

**Role:** Project Coordinator  
**Education:** Bachelor of Science  
**Experiences:** Main Organizer of the Green Project and Finance Management in a Project