

Greeni

Implement sustainability through collaboration

Greeni helps small-medium companies implement sustainability and become greener by introducing a simple and intuitive wizard tool, engaging employees and providing transparency

THE SIMPLEST JOURNEY TO SUSTAINABILITY



Problem

- The transformation to a "greener" organization can be complex - both in terms of the "know how", and in terms of implementation process.
- Many small-Medium companies do not have the required knowledge and tools to start this journey and optimize their actions.
- Moreover, employees have low visibility to these efforts and are not fully engaged.

The Market

Sustainability becomes in top10 strategic areas that are in CEOs top priority (293% rise from 2020) and ESG reporting software market is expected to grow by 15.9% by 2027 (to 1.5 Billion)



1.5

Billion by 2027



15.9%

Growth



Global

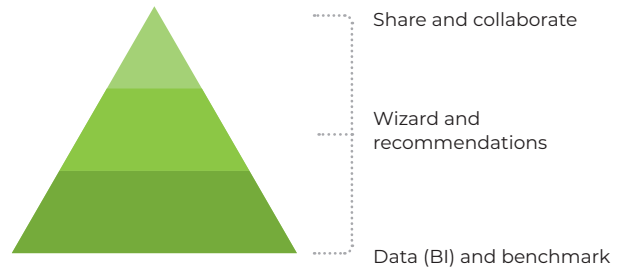
Market

Competitive Advantage

- **Most tools in the market** focus on ESG reporting and do not bring a holistic solution for sustainability implementation - knowledge, planning, tracking and sharing with employees.
- **Planning wizard** – automatic plan creation in "one click"
- **Knowledge base and data** – Appropriate initiatives, costs, effort
- **Benchmark** – Visibility to industry best practice

Solution

A simple and intuitive wizard tool that helps the organization implement sustainability from the first step and throughout the journey.



The Product

Greeni will enable small-medium organizations to

- Easily define sustainability strategy, goals and targets
- Chose appropriate initiatives from OOB list and from employees initiatives
- Build simple implementation plans
- Follow up on progress
- Present and report progress at all times (transparent to all)
- Connect with known industry standards
- Make employees part of the process



The Entrepreneur

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