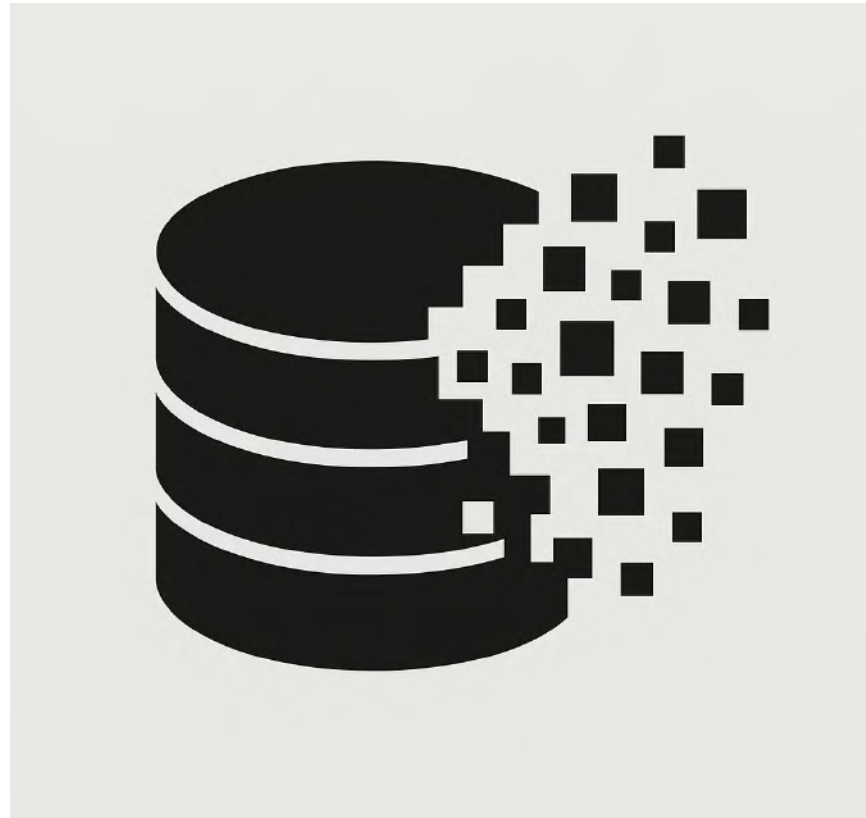


Made in Bloomsbury

# Pitch deck

MICHAEL TESTA • 14.04.2024

# PROBLEM



**Fragmented Data**

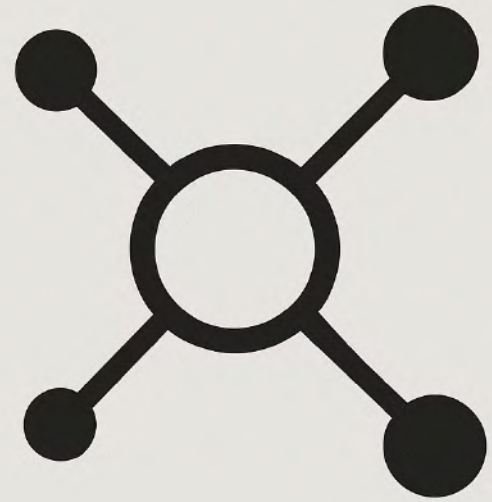


**Untapped Value**



**Overwhelmed Decision Makers**

# Solution



**Integrated**



**Insightful**



**Actionable**

# Product

AI Powered Index for Natural Capital Assets accompanied with an Economist LLM.

# Business Model

Freemium
1 team account
Access to Weekly Podcast
Access to Weekly Research
Access to Notes
<b>Free</b>

Teams
1 team account
Access to Exclusive Research
Discount for Economist Bot
Discount for Indices
<b>£2,900/ year</b>

Enterprise
50+ team accounts
Access to Exclusive Research
Discount for Economist Bot
Discount for Indices
<b>Contact us</b>

# Competitors

The logo for Bloomberg, featuring the word "Bloomberg" in a bold, black, sans-serif font.

**Bloomberg**  
Financial Services

The logo for S&P Global, featuring the text "S&P Global" in a bold, red, sans-serif font.

**S&P Global**  
Financial Services

The logo for MSCI, featuring the text "MSCI" in a bold, dark blue, sans-serif font, followed by a blue wireframe globe icon.

**MSCI**  
Financial Services

The logo for ClearBlue Markets, featuring a blue icon of two overlapping squares to the left of the text "CLEARBLUE MARKETS" in a blue, sans-serif font.

**ClearBlue Markets**  
Financial Services

The logo for Redshaw Advisors, featuring a maroon icon of a stylized 'S' or 'R' to the left of the text "REDSHAW advisors" in a maroon, sans-serif font.

**Redshaw Advisors**  
Industry

The logo for Macquarie, featuring a black icon of a stylized 'M' or 'Q' inside a circle, with the text "MACQUARIE" in a black, sans-serif font below it.

**Macquarie**  
Financial Services

# Market size

**\$3.5B**

**TOTAL  
AVAILABLE MARKET**

TAM

**\$525M**

**SERVICEABLE  
AVAILABLE MARKET**

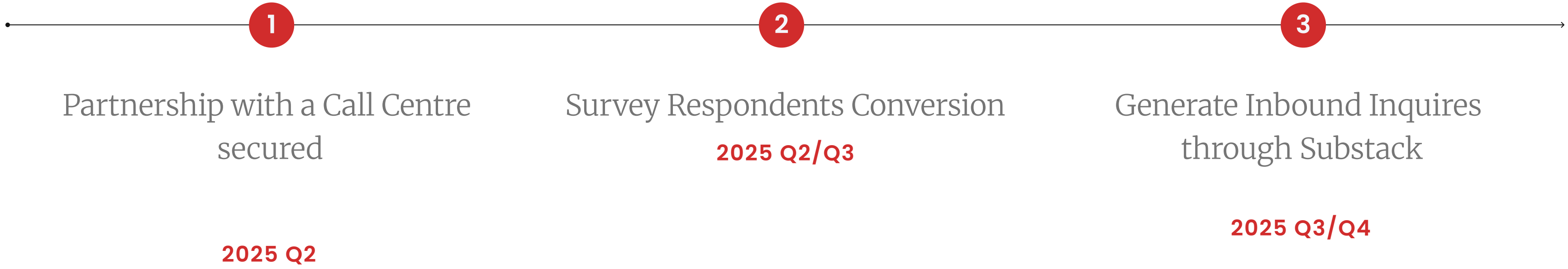
SAM

**\$52.5M**

**SERVICEABLE  
OBTAINABLE MARKET**

SOM

# GTM Strategy







# TRACTION

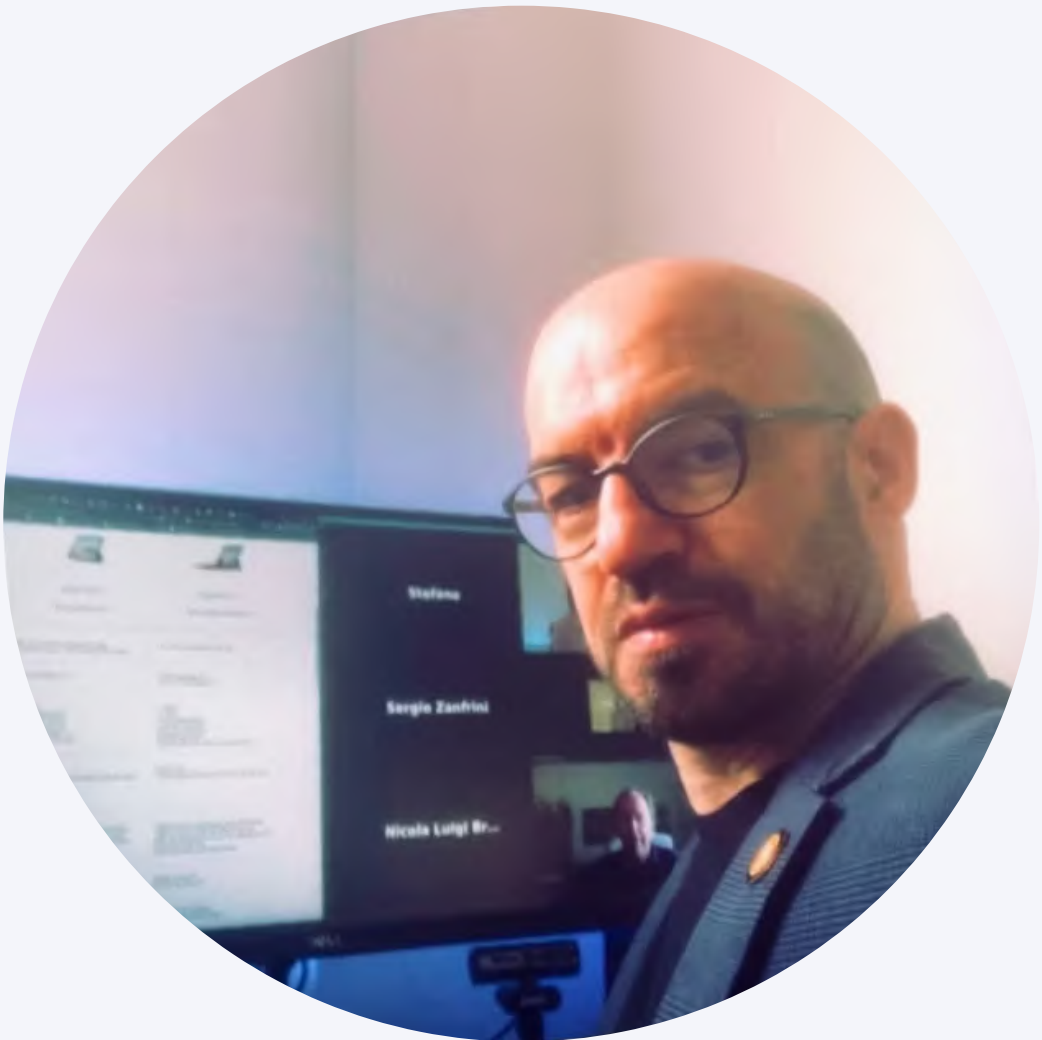
We've already validated demand with 16 high-signal survey respondents across public and private sectors. Their feedback has directly informed the product design, with interest in follow-up engagement and pilot use. Combined with our 2,000+ newsletter community, we're building with — not for — the market.

# Team



Michael Testa

CEO & CO-FOUNDER



Stefano Paluello

CTO & CO-FOUNDER

**Raising 300k in Pre-Seed to achieve the following milestones**

Pilot users onboarded	5+ B2B users
Active dashboards used	100+
Survey responses	100+
First revenue	By month 6–9
Partnerships signed	3+
Case studies published	2–3
Seed round ready	Month 12

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