



# Pla:ngo

Powered by

PETRICHOR PLANET

A Petrichor Planet Initiative, facilitating powerful collaborations for UN's Sustainable Development Goals

# The Problem

In this time of extreme climate crisis and the global realisation that we must work together to save our planet, still as many as 90% of relationships between NGOs and corporations fail

This is due to distrust, lack of strategic clarity, collapse of communication or misalignment in reporting. It is costly, time-consuming and damaging to the brand, the initiative and the planet

# Why Companies Care

Successful partnerships with NGOs have positive financial and operational impact

**6%**  
increase in  
share price

**20%**  
increase in  
sales

**13%**  
increase in  
productivity

**50%**  
decrease in  
employee turnover

**11%**  
of market cap value in  
reputation boost

“Brands that score higher on sustainability generate over  
**5X** the revenue  
growth  
of brands with a low score.”

- Bain & Company, 2021

# Pla:ngo - facilitating successful corporate - NGO partnerships

## BRANDS

Freemium - Subscription

### Core Users:

Chief Sustainability Officer  
ESG Director  
Head of Communications

### Access to:

Project management dashboard  
Vetted & scored NGOs  
ESG planning tools  
ESG reporting  
Additional services

### Value:

Removes project failures (the 90%)  
Creates tangible impact for reporting and reg. compliance  
Stakeholder and reputation management

Put simply,  
Pla:ngo matches corporations with the right NGOs & the bespoke dashboard manages the projects so that they don't fail.



## NGOs

Freemium - Subscription

### Core Users:

Founders  
CEO  
Program Director

### Access to:

Project management dashboard  
Ongoing funding  
NGO specific tools and reporting  
Business support  
Additional services

### Value:

Project continuity  
Organisational growth  
Impact at scale  
Enhanced credibility  
Improved governance

# The Problems We Solve

## Brands

- Hard to demonstrate credibility in claims
- Greenwashing a risk with unvetted partners
- Expectations misaligned
- Reporting process unstructured
- Localising global goals challenging

## Entrepreneurs

- Hard to get awareness
- Difficult to scale
- Hard to attract the right talent
- Hard to forge profitable partnerships



## Investors

- Hard to identify appropriate programs
- Due-diligence process complicated
- Expectations not aligned
- Poor ROI
- Reporting on impact unstructured

## NGOs

- Lack of commercial acumen
- Lack of marketing skills
- Lack of recognised reporting processes
- Time-consuming proposals
- Lack of trust in brand
- Underfunded

# The Expertise

Proud partners of GRI, CCA & World Ocean Council

# Tech Backed By Expertise

## Pla:ngo - An Interactive Scalable Platform

A dynamic, interactive and transparent platform that connects brands with NGO programs and initiatives on ground that align with business goals; providing access to tools and resources to ensure expectations are aligned, communication well managed, activities transparent and reporting truly relevant and impactful.

## Powered by Petrichor Planet

A strategic consultancy managed by a team of sustainability experts with over 50 years of commercial consulting experience. With a suite of proprietary tools and bespoke services, the consultancy supports the Pla:ngo community through all stages of their sustainability journey.

# Our Leadership Team

“Passionately driven by our shared sense of purpose for a more sustainable world achieved through powerful collaborations across sectors and industries.”



**Hedvig Lyche**  
**Chief Executive Officer**

Hedvig leads the consultancy, bringing over 15 years of global experience in communications strategy, sustainability consulting and reputation management for brands, organisations and governments.



**Adrian Keet**  
**Chief Solutions Officer**

Adrian leads technology and product development, bringing with him a long career of technology project management, consulting for purpose driven leadership, implementation of long-term sustainable solutions and effective change management.



**Mike Adams**  
**Chief Revenue Officer**

Mike leads our commercial strategy and execution. Drawing on his experience in management consulting his work ensures that we are achieving growth across our platform users as well as our other consulting and service lines.



**Al Moore**  
**Non Executive Chairman**

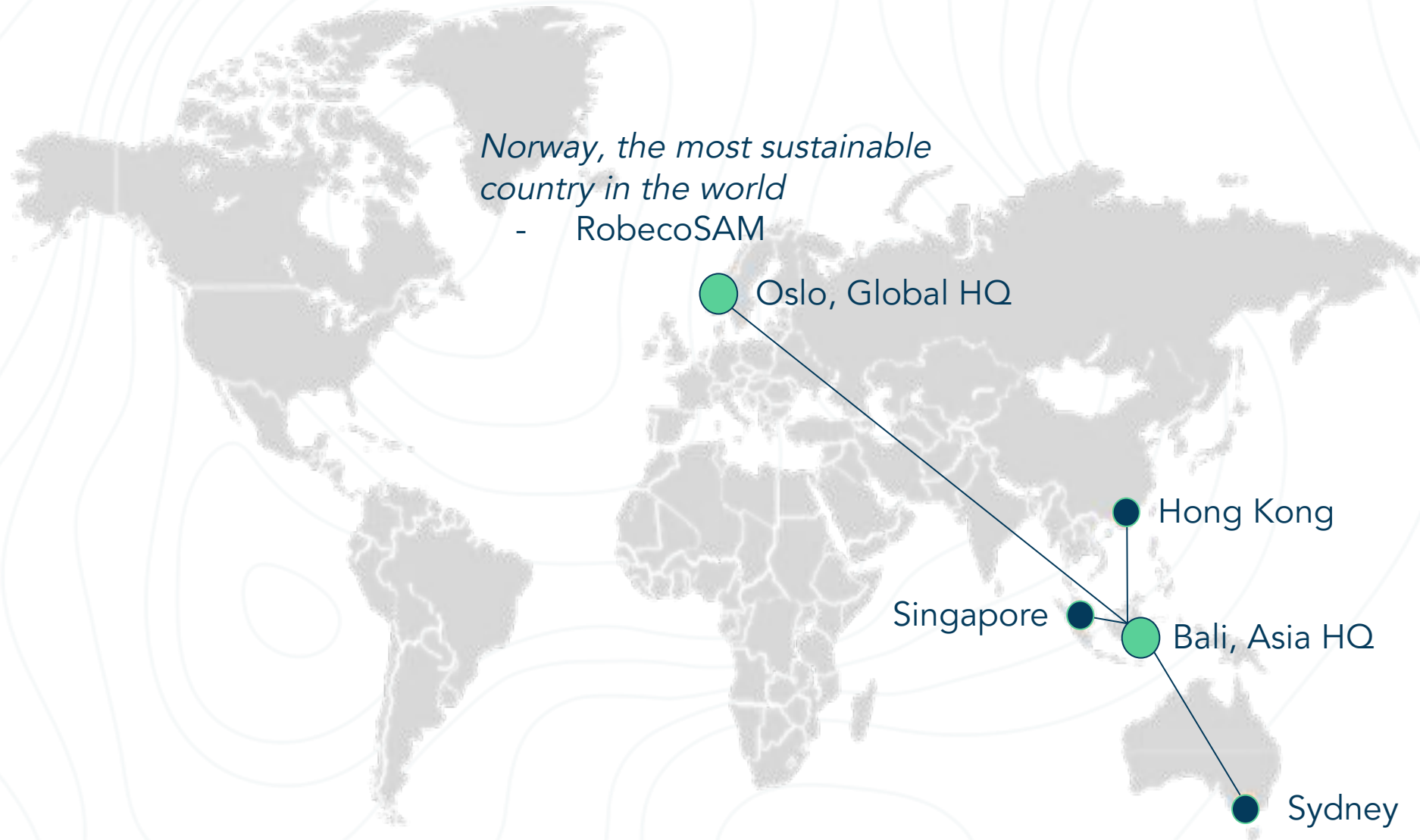
Al is a serial entrepreneur and investor. He has successfully founded, scaled and exited several companies. Companies he has founded include Tipjar, Webguru, Snagsta, Atomex and Rosas. He currently sits on the boards of Tipjar, Mesa Latina, Otherworld and Redemption.



# Globally Recognised - Regionally Leading

Headquartered in Norway and with a footprint in Asia, Petrichor Planet leverages global ESG best practices from the Nordics and applies it to localised Asia markets.

Our team of passionate experts, with decades of experience in sustainability, communication, technology and operations, provide our global partners with unique solutions that demonstrate real impact and build reputation and leadership over time.



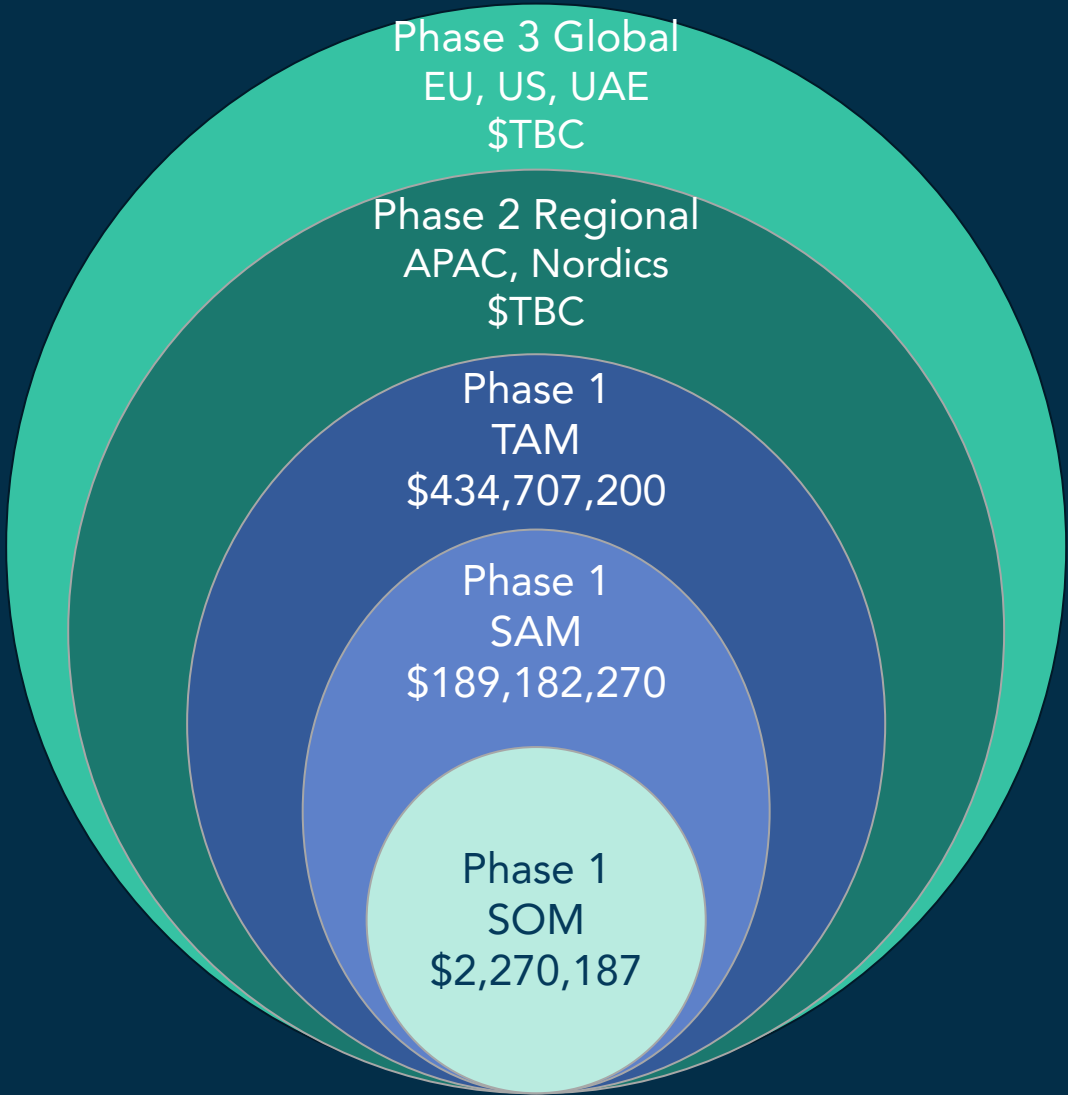
# Trusted Clients



# Business Model

Game Changing Sustainability.  
At Scale.

# Market Potential



Phase 1 Indonesia, SG, HK, ANZ  
Total Addressable, Serviceable and Share of Market

## Key ESG Investment Statistics

Global corporate investment in ESG +30 trillion USD

Global assets of sustainable funds +1 trillion USD, estimated 2 trillion by 2025

Consulting Addressable Market \$300mm\*

Data/Research Addressable Market \$590mm\*

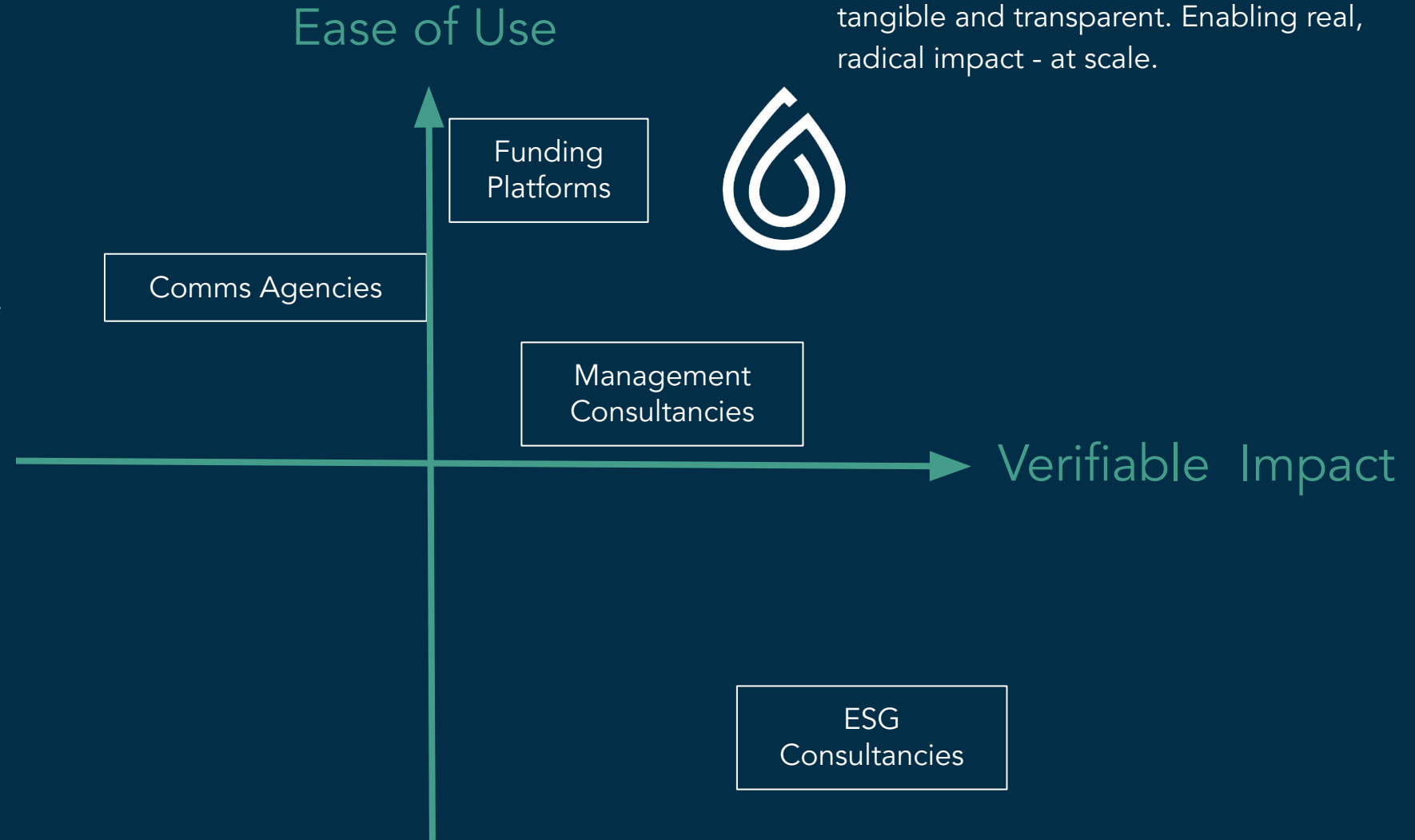
Notes:  
All figures in USD  
See assumptions on Appendix - Slide Notes

# Competitive Landscape

Pla:ngo removes the most common barriers to success and makes collaboration, communication and reporting effective, tangible and transparent. Enabling real, radical impact - at scale.

Existing players offer elements of an ESG or sustainability solution but until now there have been no platform or program that addresses all key requirements from either party in one place.

The need to combine multiple service providers in an attempt to deliver tangible impact against a defined global SDGs makes the process timely, costly and rarely effective.



# Revenue Model - Consulting

## Petrichor Planet

- Materiality Assessment	\$20,000 - \$50,000
- ESG Reporting	\$35,000 - \$75,000
- ScoreCard™	\$20,000 - \$50,000
- Impact Reporting	\$15,000 - \$30,000
- Consulting (strategy, planning, execution reporting)	\$20,000 - \$400,000
- Sustainability Awards	\$10,000 - \$40,000

Notes:  
All figures in USD

# SaaS Pricing Model - Pla:ngo

## Dashboard Subscriptions

## Community Subscriptions

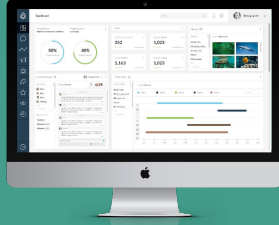
FREE Essentials  
Platform Access  
\$0



### EXPLORE

- 1 Dashboard
- Service Pack A\*
- Tool Kit A\*

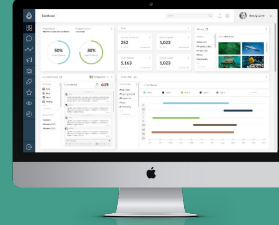
\$550/mth



### EXPAND

- 4 Dashboards
- Service Pack B\*
- Tool Kit B\*

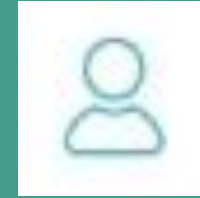
\$2000/mth



### EXCEL

- Unl, Dashboards
- Service Pack C\*
- Tool Kit C\*

\$6000/mth



### NGO Eco Warrior

- Petrichor Accelerate\*
- Petrichor Granted\*
- +++

\$35 /user / mth



### Brand Eco Hero

- ESG Tools\*
- Reputation Kit\*
- +++

\$75 / user / mth

# Customer Lifetime Value - Pla:ngo



## Notes:

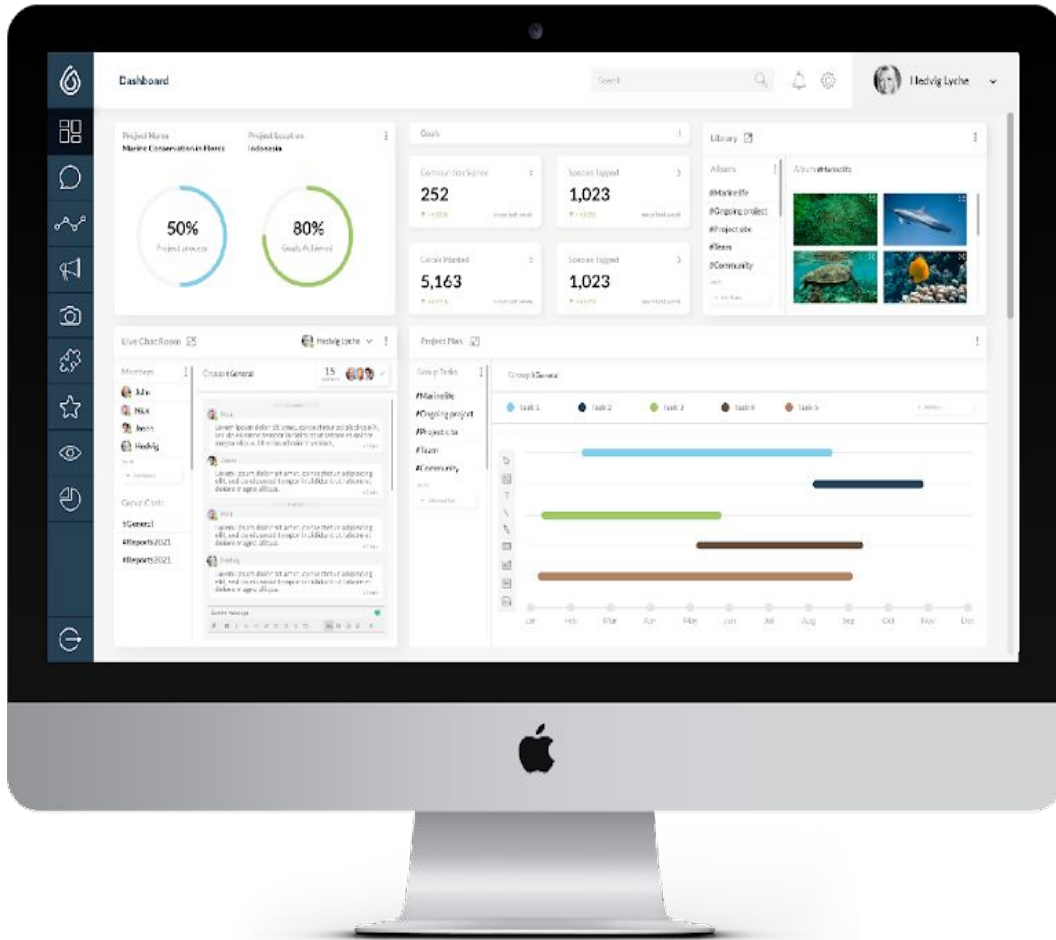
CLV in gross revenue. Does not take into account cost of acquisition.

Does not include additional services or consulting.

All figures in USD



# Product Roadmap



## Stage 1

- Standard templates and tools
- English Language
- ANZ, SG, HK, Indo
- Community online and consultancy support access

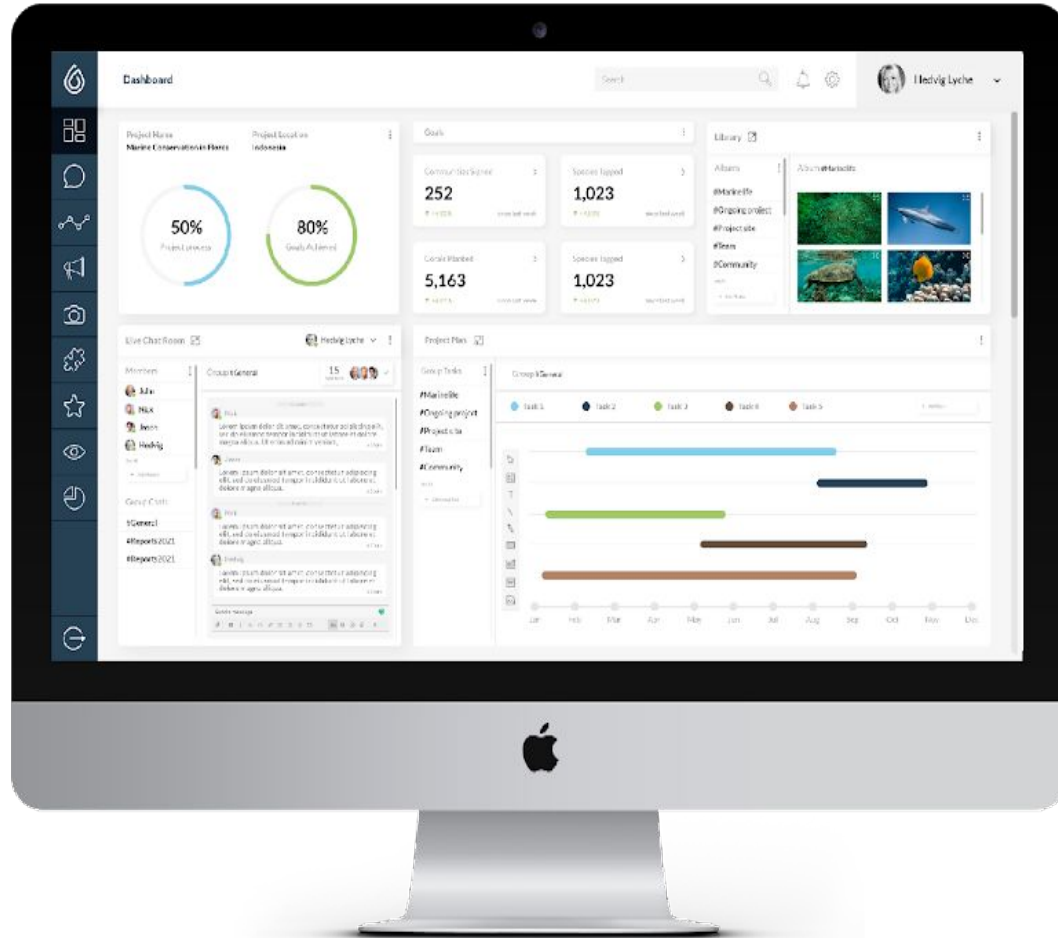
## Stage 2

- + creation & reporting tools
- English language
- Nordics, UK, UAE, USA
- + Community events and training modules

## Stage 3

- Tools - mobile App
- Multi Language
- Global roll out
- + Community MasterClasses and awards/grants programs

# Pla:ngo - Core Features



Reporting Tools



Live Chat



Live Performance Tracker



Project Management Tool



Training Modules

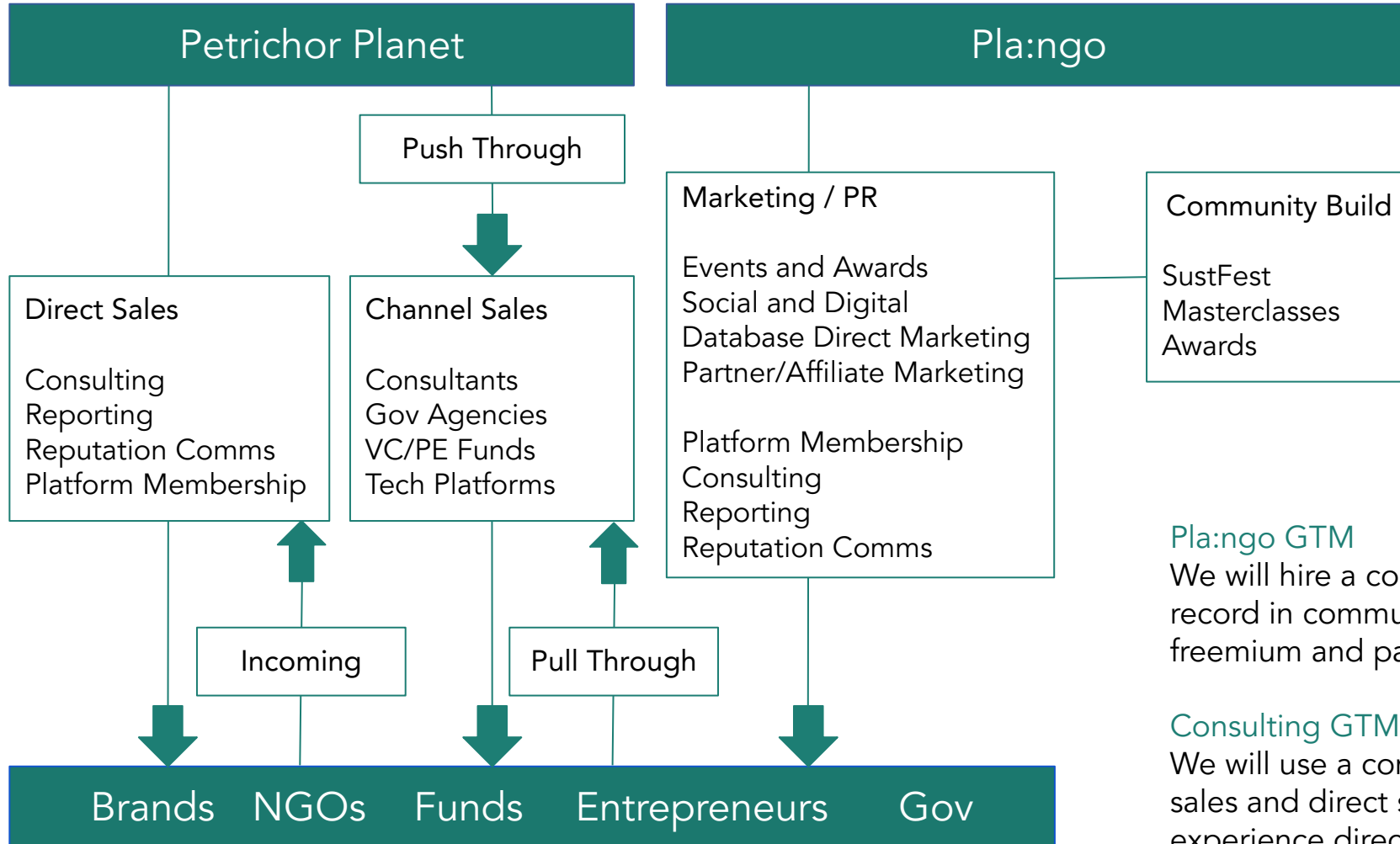


Content Library



Presentation Templates

# Go-To-Market



## Pla:ngo GTM

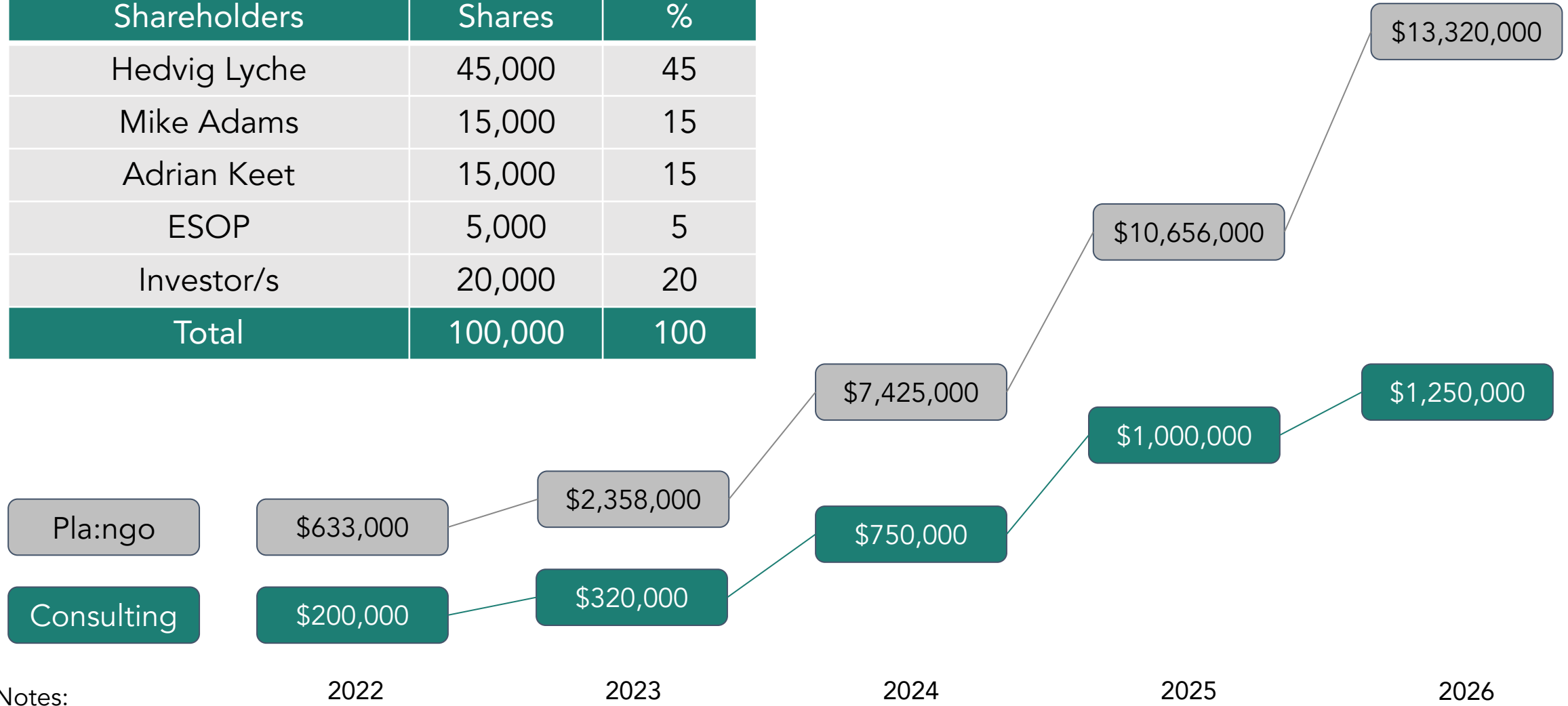
We will hire a competent marketer that has a strong track record in community building and acquiring subscription freemium and paid users on a SaaS platform.

## Consulting GTM

We will use a combination of push and pull through channel sales and direct sales. Our founding team has extensive experience direct selling professional services.

# Financials and Cap Table

Shareholders	Shares	%
Hedvig Lyche	45,000	45
Mike Adams	15,000	15
Adrian Keet	15,000	15
ESOP	5,000	5
Investor/s	20,000	20
<b>Total</b>	<b>100,000</b>	<b>100</b>



Notes:

All figures in USD

Pla:ngo revenue is expressed as ARR

Pla:ngo figures are dashboard subscriptions only - for projections and assumptions see Appendix - Slide Notes

# Investment Options & ROI

Funding Round Cap: US\$1,000,000.

Investment Structures: Equity  
Note  
Convertible Note

Valuation: Pre-money US\$5m - Post-money US\$6m

Use of Funds: Tech build - Staff hires / salaries - GTM

ROI: We are looking for conscious capital focused on impact investing. While we will entertain a short-term exit (trade sale/IPO), our strategy is to build and run a company for the long term. The funding partner/s must be aligned to this approach. However, we will structure short term notes for a quick ROI.

## Disclaimer

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## Purpose of Contents

This Private Offering Memorandum has been prepared to assist interested parties to make their own evaluation of the Company, and does not purport to contain all of the material information that a prospective investor may require. This Private Offering Memorandum provides a summary of the main features of the Company. It contains general information only and has been prepared without taking into account any Investor’s objectives, financial situation or needs. Investors should read the Private Offering Memorandum carefully and assess whether the information is appropriate for them in respect of their objectives, financial situation and needs. This Private Offering Memorandum does not purport to contain all the information that a prospective investor may require. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data contained in this Private Offering Memorandum. The Private Offering is only being offered to qualifying recipients.





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# Appendix - Slide Notes

## Slide 12 Market Potential

TAM 1: Listed companies on Excel subscription only (5,668 companies x \$6,000) - \$34,008,000

TAM 2: Large companies on Expand subscription only ( 7293 x \$2000) - \$14,586,000

TAM 3: SME's on Excel subscription only - (702,204 companies x \$550) - \$386,113,200

SAM - All listed companies -  $5,668 \times \$6,000 = \$34,008,000$

SME's registered with GRI, with high sustainability ranking and reputation -  $10,000 \text{ (est)} \times \$2,000 = \$20,000,000$

Average percentage of unlisted medium sized companies with immediate link to climate change, reporting or intending on reporting on ESG in some form - 35% (est)  $245,771 \times \$550 = \$135,174,270$

SOM - 1.2% share of SAM. In line with our year 2 Pla:ngo forecast revenue on slide 20

key SDG's relevant to our key operating markets with a focus on footprint or presence in Indonesia.

Focus on SDG's: 8. Decent Work & Economic Growth 12. Responsible Consumption & Production 14. Life Below Water 15. Life on Land.

Industries in focus (not exclusive) FMCG, travel and tourism, fashion, energy, lifestyle, BFSI and agriculture.

## Slide 14 Revenue Model - Consulting

Prices were developed from consulting experience by the founding team.

Price ranges established based on size and scope of services required in the client organisation.

## Slide 15 SaaS Pricing Model - Pla:ngo

Eco Warrior at \$35/mth/user - likely number of users in the NGO 1 - 10 (based on size and geo footprint)

Eco Hero at \$75/mth/user - likely number of users in a corporation 1 - 20 (based on global, regional and local teams)



# Appendix - Slide Notes Continued

## Slide 20 Financials and Cap Table

Pla:ngo forecast using the following assumptions:

Year 1 (20 users)	5 x Explore \$33k	10 x Expand \$240k	5 x Excel \$360k
Year 2 (80 users)	30 x Explore \$198k	30 x Expand \$720k	20 x Excel \$.44m
Year 3 (300 users)	125 x Explore \$825k	125 x Expand \$3m	50 x Excel \$3.6m
Year 4 (400 users)	160 x Explore \$1.056m	160 x Expand \$3.84m	80 x Excel \$5.76m
Year 5 (500 users)	200 x Explore \$1.32m	200 x Expand \$4.8m	100 x Excel \$7.2m

# Appendix - Internal Risks

Risk	Explained	Mitigated
Technology	Early versions of the platform are buggy and don't deliver against intended UI/UX expectations	Phase 1 of the tech build out will feature only core functionality, plugins and templates to ensure ongoing testing and fixing is managed more easily. At this stage we will only develop a desktop platform.
Talent	Unable to source and hire the best talent required for growth	The rapid increase in highly skilled talent moving into sustainability, the existing network of the core team and early conversations with potential candidates indicates this should not be a challenge. In addition, our requirements are not overly specialist in the initial phase.
Market Fit	Underestimating the product-to-market fit and maturity of the markets selected for launch.	We are focusing our initial GTM efforts to TMs that have proven immediate need and maturity, segments with high intent and propensity to spend on ESG. We plan iterative evolution of the platform based on user feedback
Undercapitalisation	Not having enough development capital to fuel platform development at scale	Initial seed will allow us to develop a highly functional and scalable beta platform, to demonstrate success to Series A investors. In addition, we will have consulting revenue to assist our growth.
Pricing	SaaS pricing too bullish at launch	We have researched similar enterprise level SaaS solutions in our pricing strategy. We will however test this during development phase of the platform with end market groups and adjust if necessary.

# Appendix - External Risks

Risk	Magnitude	Probability
Political	High	Low
Environmental	Low	Low
Social	Low	Low
Technology (competitive)	High	High
Legal	Medium	Low
Economic	Medium	Low

# Appendix -Allocation of Costs - Outline

Group	Description	Year 1 Cost
Technology	Development of platform for Phase 1 functionality launch. Start dev for Phase 2	\$325,000
Salaries	Leadership Team Senior Tech Manager Marketing Manager Account Managers Office Manager	\$545,000
Administrative	Company secretary, accountant, establishment cost.	\$40,000
Marketing	Paid, events, demand generation, content creation and design.	\$50,000
Tools & Resources	Subscriptions, platform maintenance, hostings, etc	\$10,000
Travel & Entertainment	Business Development / Client Acquisition	\$30,000
Total		\$1,000,000

# Appendix - Implementation Plan

## Funded

(Month 1-6)

- Seed round funding secured
- Consulting practice operational
- GTM strategy for platform executed
- Owned channels live
- Platform Beta version launched
- Platform early adopter users on-boarded
- First paid projects secured

## Established

(Month 6-18)

- Series A investment secured
- Consulting business operational in multiple markets
- Platform V1.0 launched
- Marketing and comms campaign launched (PEOS)
- Community offerings V1.0 live
- Subscriptions services boosted
- 80-100 live paid projects (see slide 20)

## Scaled

(Month 18-36)

- Series B investment secured
- Platform V2.0 launched
- Multi language solution
- Full suite of tools and services implemented on platform
- Global market footprint
- 300 live paid projects (See slide 20)

Team Requirement: Founding team, freelancers, tech consultant, marketing manager  
Tools: SEO/SEM, Microsoft/Google suite

Team Growth: Dev team, project manager, admin, sales reps  
New tools: CRM, accounting, API plug-ins

Team Growth: Program directors, data scientist, CFO, CTO, CMO  
New tools: Monitoring/reporting, translation