

# YOUTH CLIMATHON

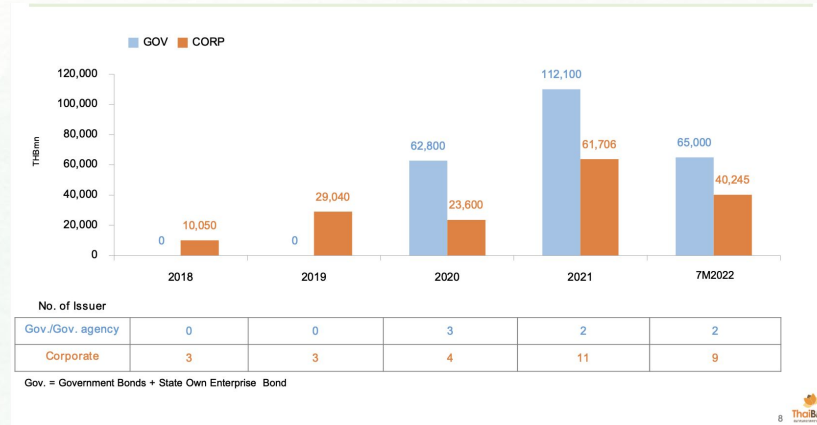
*INNOVATIVE SOLUTIONS FOR THE ACCELERATION OF CLIMATE ACTION  
IN ASIA & THE PACIFIC*

**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**



## 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



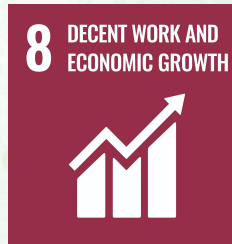
## Environmental Impact

- **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)

Category	Cost (฿)
<b>Product Development</b> (User survey and interview, software development)	300,000
<b>Marketing Cost</b> (Online and offline ads, marketing materials)	150,000
<b>Operation Cost</b> (Training session, travel cost, staffs)	150,000

## 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**

	1-2 Users	2-10 Users	10+ Users
<b>ESG Report Software</b>	3,000 thb/user	2,800 thb/user	2,500 thb/user
<b>Strategy Consultant Service</b>	Starts from 50,000/project		
<b>ESG compliance training</b>	Starts from 10,000/training		



## 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 Charoonpongsakdi**

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

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