

Pla:ngo

Powered by

PETRICHOR PLANET

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

"The SDGs can only be realised with strong global partnerships and cooperation."

- United Nations, Sustainable Development Goals



The Problem

Despite the clear call from UN, 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

To realise the SDGs, solving the 90% of project failures between corporations and NGOs is now what matters most.

If you don't understand why or 'get it' then don't read on. You won't understand the value of the solution.

How Pla:ngo helps solve the problem

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

BRANDS

Looking to reduce emissions,
offset negative footprint and
effectively deliver on their
sustainability programs with
real, measurable and
immediate impact.



NGOs

Looking to optimise their
work and maximise their
impact, streamline their
processes and access the
tools, resources and support
needed to effectively track
and report on impact.

Why Companies Care

Successful partnerships with NGOs build reputation, establish trust and have long-term 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 - How it Works

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



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

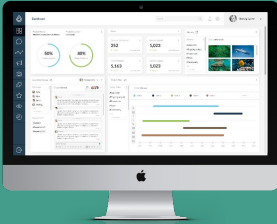
Value:

Project continuity
Organisational growth
Impact at scale
Enhanced credibility

SaaS Pricing Model - Pla:ngo

Dashboard Subscriptions

FREE Essentials
Platform Access
\$0



EXPLORE

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

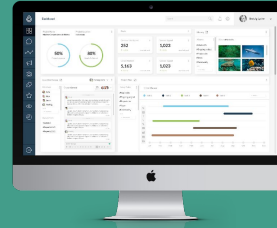
\$550/mth



EXPAND

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

\$2000/mth



EXCEL

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

\$6000/mth

Community Subscriptions



NGO Eco Warrior

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

\$35 /user / mth

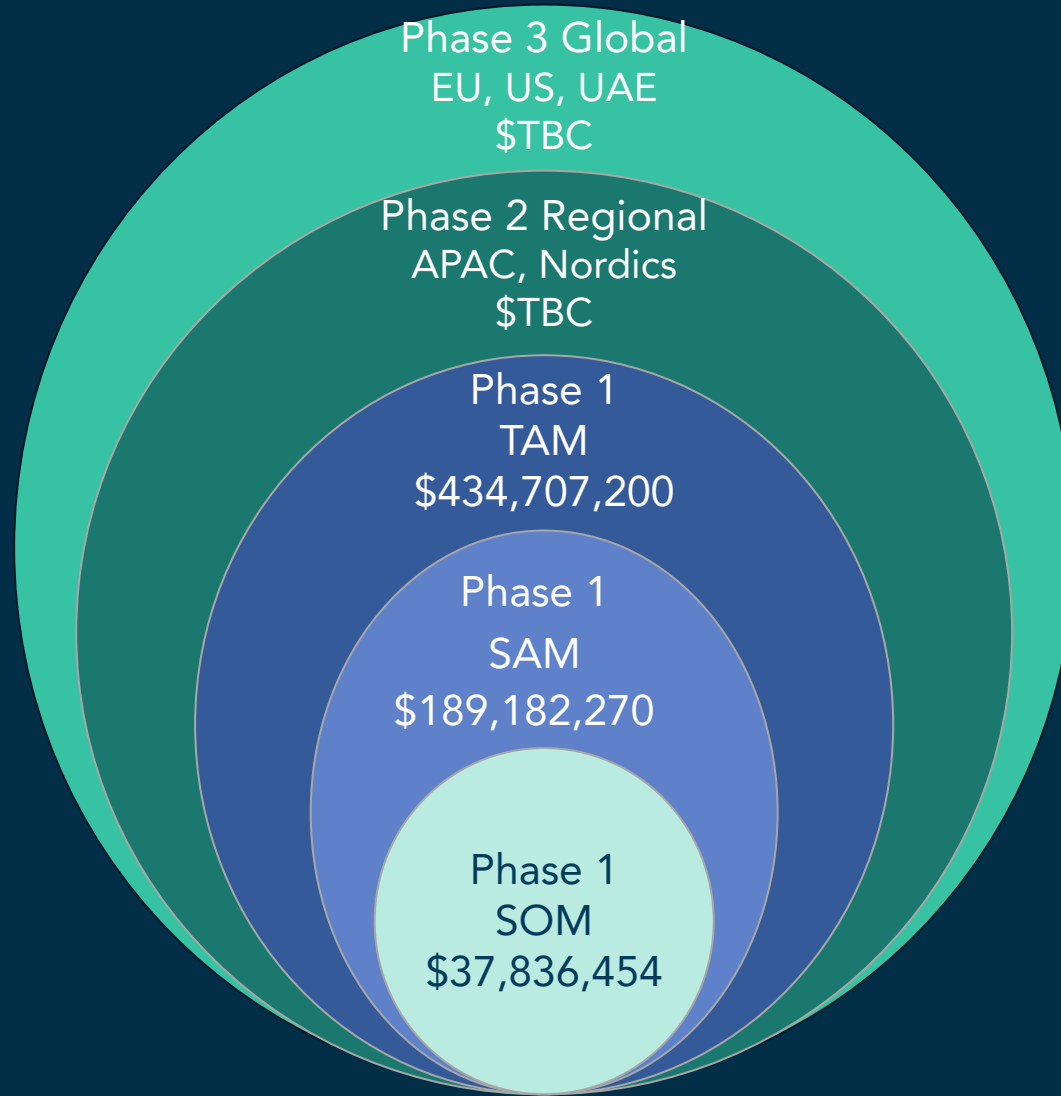


Brand Eco Hero

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

\$75 / user / mth

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

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 business, with over 15 years of global leadership 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. Previously a management consultant and holding regional and global commercial roles. He is responsible for the growth across our platform users as well as our other consulting and service lines.



Al Moore
Non Executive Chairman

Al is a successful entrepreneur and investor. He has founded, scaled and exited several ventures. 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.



The Offer

Investment Round Cap: Up to US\$1,000,000

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, in the full investor deck and further conversations we will look at different investment structures and ROI options.

Next Steps: Request full deck and deep dive.

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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SUSTAINABILITY CONSULTANCY

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