

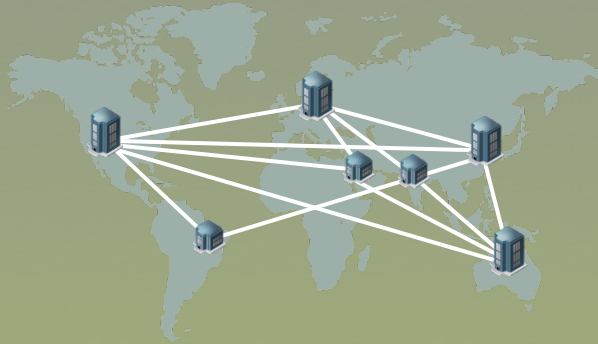


Ecosummit
2011

March 2011

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SaaS/Cloud



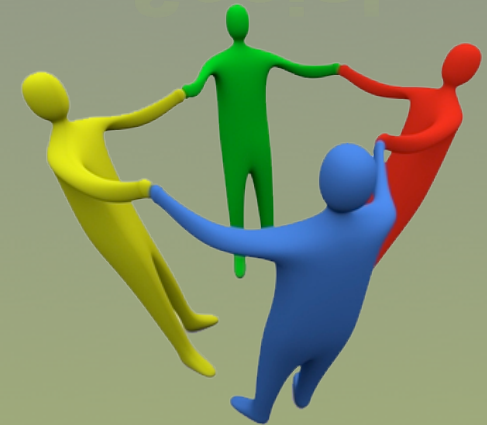
Global business
networks

Sustainability



Natural resources,
Climate change,
Population growth

Social



Awareness,
Connectivity,
Accountability



The fallout threatens to disrupt a
\$40-billion-a-year operation.

“Apple is deeply committed to ensuring that conditions throughout our supply chain are safe and workers are treated with respect and dignity.”

SourceMetro.Co.Uk, May 5ft 2010

The video had been viewed 1,5 million times and prompted **200,000 e-mails** of protest.



Source: Economist, June 24, 2010

The shares of BP have lost more than a third of their value, or about **\$67 billion**, since the leak started.



Source: Reuters, June 1st 2010



"To be a successful and sustainable business, we must fulfil our social responsibilities and **build trust with our stakeholders.**"

Andrew Witty, GlaxoSmithKline



"**Consumers are asking who is behind the brand**, so we have to make it visible."

Paul Bulcke, Nestlé S.A.



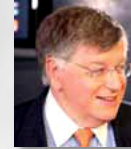
"There should be a focus on **integrated reporting of CSR and financial results**, which could bring about an alignment of sustainability with economic performance."

Fulvio Conti, Enel S.p.A.



"**Technology is the savior for sustainability issues.**"

Amr Sheira, CompuMe



"Sustainability is essential to building our brand and our **trust with consumers.**"

Didier Lombard, France Telecom



"**We have lost trust and we need to regain it** with a culture of responsible behavior."

Kaspar Villiger, UBS AG



"**Sustainability** now has to be on everyone's agenda, and that **represents a fundamental change.**"

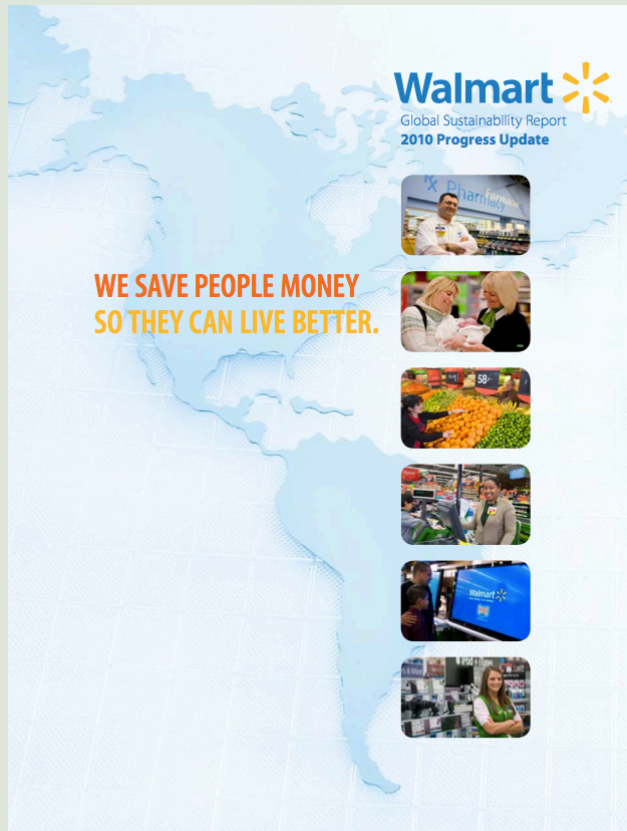
Klaus Kleinfeld, Alcoa



"The **financial community is increasingly looking at companies** and rewarding those that think smartly about their use of resources."

Paul Polman, Unilever

Source: United Nations / Accenture: A new Era of Sustainability, 2010



- ▶ Today more than **80% of Fortune 250** publish sustainability reports
- ▶ Companies are facing similar problems **like prior to the advent of ERP**:
 - ▶ Lack of transparency and granularity
 - ▶ Lack of integration and speed
 - ▶ Manual work / Excel spread-sheets
 - ▶ Lack of auditability
- ▶ Companies will need to...
- ▶ Actively and **systematically manage their sustainability data** and performance
- ▶ Standardize and **automate processes**
- ▶ Make sustainability-reporting **dynamic, relevant and auditable**
- ▶ Introduce an **integrated solution suite**

Complete, integrated and collaborative sustainability software suite.



Strategic Roadmap: The salesforce.com pattern

Step 1: Become leader in new software category



Measure and optimize corporate sustainability performance

Step 2: Generate additional users within customer as „social“ business application



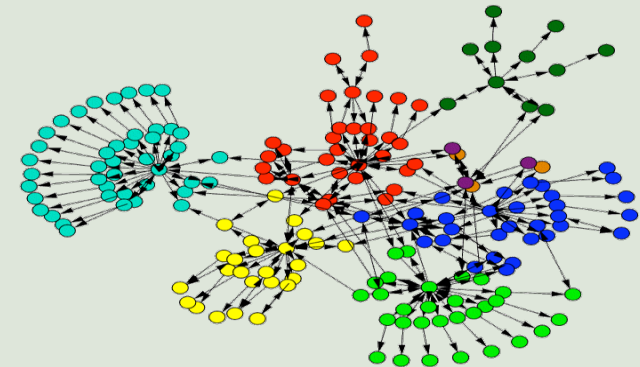
Create a company-wide sustainability community

Step 3: Orchestrate a rich partner eco-system and monetize via app-store



Crowd sourced network of superior innovation

Step 4: Grow beyond company's boundaries and set industry standards



Connect market players for new business opportunities



Dr. Manfred Heil (CEO)

- ▶ Senior Vice President of SAP AG, member of the global executive group
- ▶ Founder and CEO of Goodex AG, acquired by Ariba Inc.

Executive roles at General Electric



Olaf Dierig (Senior Vice President Sales)

- ▶ Vice President Sales, Facton GmbH
- ▶ Managing Director, Hummingbird Technologies
- ▶ Sales Manager, Business Objects



**Andre Borngreber
(Chief Technology Officer)**

- ▶ Founder and CEO of Abocon
- ▶ CTO of Goodex AG
- ▶ Proven track record of building large-scale enterprise applications



**Michael Corty
(Chief Architect)**

- ▶ Chief Architect of Abocon
- ▶ Chief Architect of Goodex AG
- ▶ SAP Consultant and integration expert

- ▶ Supported by the European Union and the High-Tech-Gründerfonds (HTGF). HTGF is Europe's most active seed fund.
 - ▶ WeSustain built a first release and received over-whelming positive feedback from partners and prospects. Go-live is planned for Q2/11.
-
- ✓ Pilot customers in pipeline
 - ✓ Enthusiatic feedback from market
 - ✓ Sales campaign prepared
 - ✓ PR campaign started
 - ✓ Work significantly ahead of schedule
 - ✓ Company established and core team formed
 - ✓ Prototype completed and validated
 - ✓ Eco-system of partners created

Helping Businesses Create a Better World WITH BETTER RESULTS

